

# Customer Case Study

“Media Shed is highly dependent on the provision of a quality call system and measurement, with minimal disruption. Stephen and the Midshire team understood our requirements from the outset, and implemented such a superb system with absolute minimal disruption and down time. A great service, keep up the good work!”

Ian Carter, Managing Director



## SUMMARY

**Customer**  
Media Shed

**Location**  
Kent

**Users**  
13

**Solution Summary**  
HostX, Softphones,  
Poly VVX450 & Akixi

## Customer Requirements

Media Shed are a media sales agency that provides high-quality service to industry leading clients. Media Shed have a depth of expertise across a range of B2B and B2C.

Despite having a hosted telephone system in place already, Media Shed were unhappy with their setup as it did not offer the features and flexibility expected from a hosted solution. Media Shed didn't have the capability to assign their staff direct dials and weren't able to generate sufficient live reporting on their telecommunications.

Overall, Media Shed needed a telecoms overhaul and required a modern and future-proof hosted telephone system that would enable them to get the most out of their telephony.

## Solution

Midshire Telecom supported Media Shed's 13 users by installing HostX, our hosted telephony platform. HostX allows businesses of all sizes to have a feature rich telephone system without the large capital outlay involved with an on-site telephone system. HostX also integrated seamlessly with their CRM, Salesforce.

Midshire provided seven top of the range Poly VVX450 handsets as well as six softphone applications with DECT headsets, giving Media Shed the flexibility they needed for their communications.

Midshire also installed Akixi, which gives Media Shed reports on their calls, allows them to create custom wallboards, and much more.

