



**Square One**  
**.Network**

**CUSTOMER SUCCESS STORY**



## Square One improves productivity and valued service and support to award-winning Monmouthshire based engineering firm

### Customer Background

Established in 1996, REID Lifting has been combining innovative design with expert engineering to create lightweight, portable, aluminium lifting systems from their headquarters in Monmouthshire.

REID have built an exceptional reputation for designing high-quality and resilient products for use across a diverse range of industries including Water and Wastewater, Oil and Gas, Aviation, Construction, Food Processing and even Museums, where their products are trusted for lifting priceless pieces of art.

We spoke to IT Manager Lloyd Murray about his experience of partnering with Square One Network.

### Technology Challenges

Continual growth meant that the telephony requirements for the business had changed, and REID Lifting needed a telephony solution that would integrate with both their CRM system and Microsoft Teams, neither of which were possible with their existing telephone system.

Growing staff numbers meant that REID also needed more data bandwidth to support their growing IT and telephony infrastructure.

### Choosing Square One Network

Andy, one of our Business Development Managers, spoke to Lloyd when they were approaching the end of their existing contract. Lloyd and Andy invested time in understanding the long term goals and needs of the business.

Andy was able to demonstrate that Square One were local, were subject matter experts and were able to address the pain points faced by REID.

Commenting on why REID Lifting chose to partner with Square One Network, Lloyd said, "When Andy approached us, we were out to tender with a number of suppliers, and one of the reasons why we chose Square One Network, was because of Andy's support and service - he was in fact the driving factor in us moving to you."

## The Solution

The recommendation was to upgrade connectivity to a 200MB leased line and to adopt a flexible reliable cloud telephony solution, which integrated with REID Lifting's CRM system and Microsoft Teams. Being hosted, the cloud telephony solution is constantly monitored and updated, ensuring REID always have the latest feature enhancement and security updates.

## The Implementation

Square One were able to deploy the new telephony solution with minimal disruption or downtime. Having engineers onsite for the go live ensured there was a smooth transition of services, the staff were trained, leaving them confident to use the new system.

## The Result

The increased bandwidth has ensured that their hosted cloud telephony platform, Teams collaboration and video communications can operate without any issues. The hosted telephony solution means that REID Lifting now have a future proof communications platform, which is flexible, easy to use and can be expanded to meet future requirements. Integration between the Telephony, Microsoft Teams and their CRM system means that the REID Lifting team only need to enter data once, which has streamlined operations and improved productivity.

## Partnering with Square One Network

Commenting on his experience of partnering with Square One Network Lloyd said: "We are really thankful for Andy, I get on really well with him, he's incredibly approachable and very friendly – there were cheaper alternatives, but service carries much more weight for us, he's quality!"



“*Andy is incredibly approachable and very friendly – there were cheaper alternatives, but service carries much more weight for us, he's quality!*”

**Lloyd Murray**  
IT Manager REID Lifting



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