

Kerry Taylor Auctions
SPECIALISTS IN ANTIQUE, VINTAGE FASHION AND TEXTILES



Kate Middleton's University Dress Auctioned over Epygi's Quadro2x IP PBX

Based in London, England, Kerry Taylor Auctions specializes in antique, vintage fashion and textiles. The company has handled the collections of style icons by Givenchy, Saint Laurent, Audrey Hepburn (the largest group of garments ever to come onto the open market), supermodels Jerry Hall and Marie Helvin, and the historic Emanuel Royal Archive.

Kerry Taylor Auctions had a single PSTN line and an analog phone system for the business. This legacy combination restricted the number of voice channels and provided no flexibility when conducting auctions away from the office. During auctions, telephone bids were submitted via mobile phones which resulted in high call charges to the business.

When Kerry Taylor Auctions was selected to auction off the see-through dress worn by Kate Middleton at a St. Andrews University fashion show from when Kate and Prince William were in college, the company knew they needed to find a reliable VoIP telephony solution that would allow them to take in a high number of auctions bids by phone. The iconic dress was walked down the catwalk by Kate at a charity fashion show and what convinced Prince William that she was someone he wanted to get to know better.

Epygi Provides an Elegant Telephony Solution

Prior to the dress auction, a Quadro2x and eight snom 320 handsets were installed for the



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company and their employees. The business' main phone number was ported to VoIP Unlimited. The Quadro2x is able to increase the capacity of the auction's service in order to boost the number of concurrent calls made and received during auctions. Due to the Quadro2x's ability to easily increase the supported number of IP handsets, Kerry Taylor Auctions can continually add more extensions as the company grows or for high call-in volume auctions.

Kerry Taylor Auctions now have unlimited SIP channels rather than a single line, ideal for telephone auctions with high call capacity as and when required. The company conducts its auctions in different temporary venues around London. As the main telephone number now resides within “the cloud” with VoIP Unlimited, the business is able to make and receive calls from any location and still use their main number. Outbound SIP calls are substantially cheaper than outbound mobile calls, lowering the company's communication overhead. Furthermore, the Quadro2x's call routing table will choose the cheapest route to place the call, furthering the cost savings Kerry Taylor Auctions see.

Epygi Prepares Kerry Taylor Auctions for Success

With bids hitting upward to about £60,000, it was vital that the telephony solution was 100% reliable, which Epygi was able to offer. The dress started at £20,000 and, for a few minutes, there were ever-increasing bids made via telephone to staff sitting alongside of the sales room. When the price reached around £50,000, the battle for the dress turned into a two-way tussle between a man in the bidding room and by bids pre-registered with the auctioneer. The final amount the famous dress hit for was £65,000.

The Quadro2x allows Kerry Taylor Auctions to handle 12 concurrent calls as they require for future auctions of iconic pieces of fashion. This solution along with the unlimited SIP channels offered by VoIP Unlimited for a low flat monthly fee provides the flexibility and capacity on demand Kerry Taylor Auctions needs. Epygi's Quadro2x was the chosen provider for receiving thousands of telephone bids for Kate Middleton's Dress.

About VoIP Unlimited

VoIP Unlimited is an IP communications provider servicing business customers in the UK through a channel of data and telecoms installers. The business specializes in business grade SIP trunks, secure VoIP ready broadband, ethernet connectivity and traditional PSTN and ISDN services. The channel offering is particularly attractive to installers who would prefer commission payments rather than bill customers direct for calls and services. The business was formed in February 2006.

About Epygi Technologies

Epygi Technologies, Ltd., a worldwide provider of award-winning IP PBXs and gateways supporting small businesses to enterprise's telephony needs, is a private U.S. company founded in 2000 and headquartered in Plano, Texas. Reliable, secure, easy to install and use, Epygi's products offer users outstanding benefits and an unparalleled range of features at very economic prices. Customers are able to improve their productivity, lower operating expenses, enhance their image, while affording the latest in telecommunications equipment. Visit us on our website, follow us on Twitter, like our page on Facebook and join our LinkedIn group.



Case Study - Kerry Taylor Auctions

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