

Lotus Racing Formula 1 Communications Accelerate With 3CX

3CX appointed Official Technical Supplier



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London March 24 - Lotus Racing and [3CX](#) announce that, 3CX has been appointed as technical supplier and that Lotus Racing has installed 3CX Phone System in its technical centre and mobile race track operations. The popular VoIP PBX system will be used for each F1 race around the globe – providing the vital comms link between Norfolk HQ and the track team. Commenting on this alliance, Lotus Racing Head of IT Bill Peters said “We needed a state of the art PBX that would deliver [unified communications](#) and high quality voice across the globe. 3CX and Lotus Racing clearly share the same ethos of excellence and success, with a winning attitude.” [3CX Phone System Enterprise Edition 8](#) was implemented last month at the Technical Centre in Hingham, Norfolk with 1 Patton ISDN E1 gateway, VoIP Unlimited trunks and 130 Cisco SPA phones. Nick Galea, CEO of 3CX felt privileged to be selected by Lotus Racing. “It’s a team with a long heritage of success and technical innovation in a sport which depends so much on technology and reliability. We’ve built reliability into the core of 3CX and to receive acknowledgment from Lotus Racing is a great accolade for the 3CX Team.” Although there are many benefits to implementing 3CX Phone System, the top paybacks for Lotus were seen as follows:

- **Mobility:** 3CX Voip technology enables staff to work remotely around the globe. Remote extensions trackside enables the racing crew to talk to each other irrespective of their location. The MyPhone portal makes it easy for each employee to configure rules on how calls were to be treated and routed.

- **Manageability:** Extensions and phone lines can be added on-the-go with a few clicks and the phone system can be backed up like any other windows application.
- **Savings:** A large proportion of Lotus' phone traffic is now sent over inter-company VoIP circuits thereby considerably reducing high mobile phone costs and prohibitive roaming charges.
- **Unified Messaging:** Employees have easy desktop call control and can contact colleagues and transfer calls with a click of a button. Voice mail and faxes are delivered to the users email inbox.

A case study on the 3CX installation at Lotus Racing can be found [here](#). 3CX is a perfect match for the young and up & coming Lotus Racing team. In the world of telephony, 3CX is also head-to-head with long established names in the business. The 3CX brand is powering ahead with its high tech engineering that provides cutting edge functionality at low cost. **About Lotus Racing** Lotus Racing is one of the three new teams competing in the 2010 Formula One™ World Championship. The team is headed up by Team Principal Tony Fernandes and Chief Technical Officer Mike Gascoyne with Finland's Heikki Kovalainen and Italy's Jarno Trulli as drivers. The team is based in Norfolk, UK and recently enjoyed a dream start to its racing life, with both cars being classified in the opening round of the 2010 season in Bahrain, a mere six months after receiving their entry into this years championship. For more info visit: <http://www.lotusracing.my>. **About 3CX** 3CX is the developer of [3CX Phone System](#) - an open standards unified communications platform for Windows that works with standard SIP phones and replaces a proprietary PBX. 3CX is more manageable and can deliver substantial cost savings besides increasing productivity. 3CX Phone System for Windows, has earned Windows Server Certification and has received numerous awards, including The Windowsnetworking.com Gold Award, the Windows IT Pro magazine 2008 Editor's Best Award and a Best Buy Award by Computer Shopper Magazine. 3CX has offices in the UK, USA, Germany, Cyprus, Malta, Australia and Hong Kong. For more information visit :<http://www.3cx.com>.

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