

# 3CX Helps Baker Tilly Make Communications More Flexible and Mobile

As Baker Tilly Azerbaijan became a preeminent leader in the industry within the country, its old phone system could no longer provide the company's employees with the robust set of features it needed to address customer needs in real-time. After learning about the incredible mobility and productivity gains that 3CX could offer, the company said goodbye to their old Cisco®\* system and never looked back!

## The Challenge

As the business began to expand, it became clear that the organization needed a more flexible PBX that would increase its productivity and mobility. At the same time they were looking for both flexibility and simplicity in the management of their communications. In addition, they wanted to simplify the maintenance of their system.

After spending years with a Cisco® phone system, Samir Valiyev, Baker Tilly's Managing Partner, decided first to look at a new Cisco® phone system. However, Mr. Valiyev found that nothing could match the mobility and productivity that could be gained with 3CX.

## 3CX Offers a Solution

As a leading provider of financial services and analysis in Azerbaijan, Valiyev recognized that any downtime suffered during a new installation could have devastating results for clients. This was yet another reason why 3CX made sense for him.

With 3CX, installation and deployment of Baker Tilly Azerbaijan's new phone system took only a few hours, during which no downtime was incurred. Because 3CX software runs on most popular operating systems, there was also no need to expend additional time or resources for training.

*“Previously, we were very limited on our mobility, and thus, our productivity. We also needed to bring flexibility and simplicity to day-to-day issues involving the management of our communications. 3CX is an excellent and very flexible PBX solution.”*

Samir Valiyev, Managing Partner, Baker Tilly Azerbaijan

## The Results

Upon deploying 3CX, the results were quickly noticeable. Valiyev noted that employees picked up the new system with ease, leading to immediate improvements in terms of staff mobility and productivity. Upon successfully installing and deploying Baker Tilly’s new system, 3CX partner iTech took control of the company’s 50 Cisco® phones, eight lines and Yeastar VoIP gateway. By offloading management, Valiyev has been able to reallocate resources away from time-consuming maintenance, allowing for larger organizational goals to be met.v

## The Customer

Baker Tilly International, based in London, UK, is a worldwide network of independent firms providing audit and consulting services to clients in the business world. Baker Tilly Azerbaijan is one member group based in Baku, Azerbaijan with approximately 50 employees.

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