



FINANCIAL TIMES

ESTABLISHED 1922
NEW YORK INSTITUTE OF FINANCE

CUTTING THE CORD WITH DIALPAD

See how one Financial Times executive changed everything by killing the desk phone

A DIALPAD CUSTOMER STORY





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Results: 65K in Cost Savings

OFFICES

4

EMPLOYEES

70

STUDENTS WORLDWIDE

36,000



A CUSTOMER STORY FOR ANYWHERE WORKERS

Founded in 1922 and managed by the Financial Times, the NY Institute of Finance is an education company built for finance professionals. From faculty in New York to program developers in Paris, employees depend on cloud tools to collaborate and design coursework in real-time—around the globe.

PARENT

Financial Times

HEADQUARTERS

New York, NY

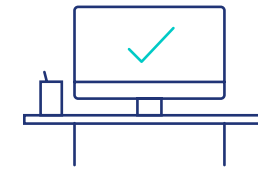
WEBSITE

nyif.com

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**FROM CALLS
TO DOCUMENTS,
EVERYTHING
WE DO IS IN
THE CLOUD.**

— LEE ARTHUR, Managing Director

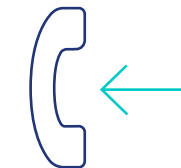
THE CHALLENGES



**50% REMOTE
WORKFORCE**



LEGACY PBX



**HEAVY CALL
VOLUME**

THE FINANCIAL TIMES

KILLING THE DESK PHONE

Dialpad supports the New York Institute of Finance's anywhere workers by powering voice, video, messaging, and meetings—across any device.

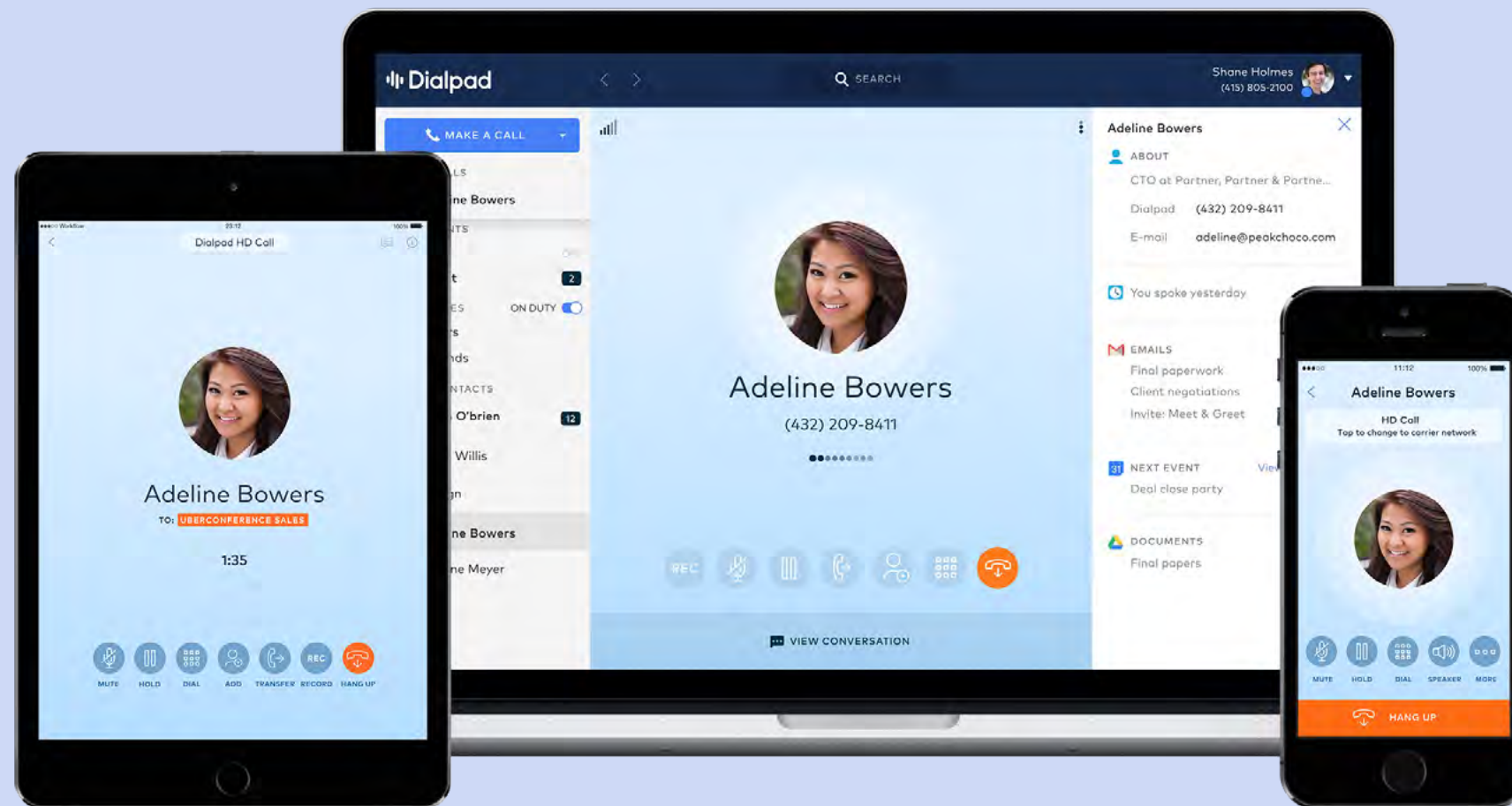


KILLING THE DESK PHONE

“Picking up a desk phone is now a novelty. Our employees expect to speak with customers on their smartphones, laptops, or tablets,” explained Lee Arthur, the institute’s Managing Director.

Since killing the desk phone, departments ranging from content marketing to program development now have the freedom to connect and collaborate—no matter where they are in the world.

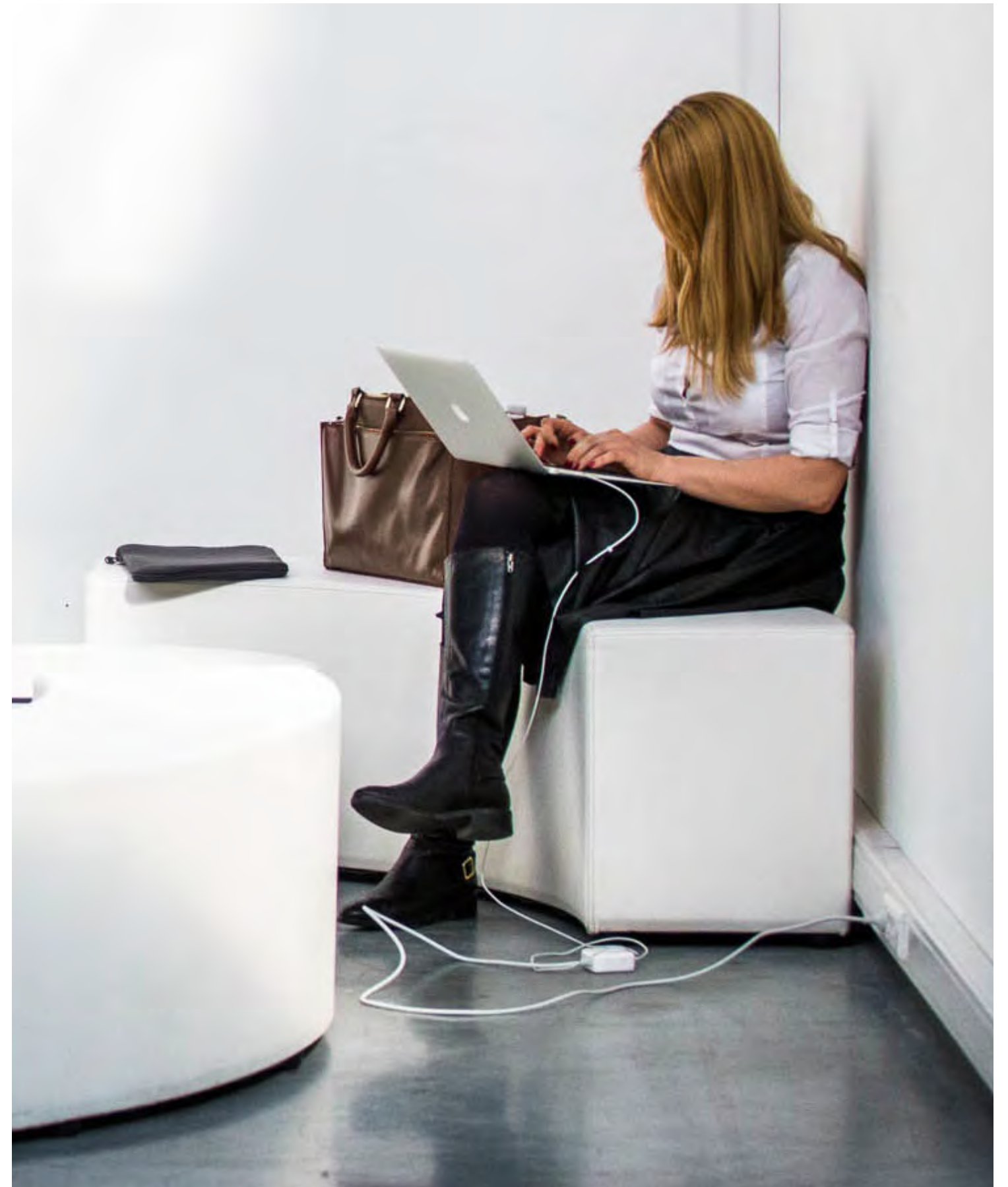
“We’re seeing productivity and cost savings skyrocket, since we’re now relying on a communications network that’s entirely cloud-based,” said Lee.



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WITH DIALPAD, ALL YOU NEED IS A MOBILE PHONE OR LAPTOP TO STAY CONNECTED.

— LEE ARTHUR, Managing Director



DEPLOYMENT OVER A CUP OF COFFEE

Unlike a traditional PBX that requires hardware, maintenance, and a team of full-time admins to manage, Dialpad can be set up and deployed in minutes. Employees at the NY Institute of Finance's headquarters simply signed in using their Google credentials and began making calls.



2X

FASTER ADOPTION RATE

DEPLOYMENT OVER A CUP OF COFFEE

From Paris to New York, teams are now provisioning users and spinning up new offices—without the headaches associated with traditional on-premise telephony.

Dialpad also ties all devices and channels to a single business phone number, making it easy for employees to collaborate from anywhere at any time.

Within one month, the platform's flexible interface resulted in adoption rates that were 2x faster than the institute's legacy desk phone system.

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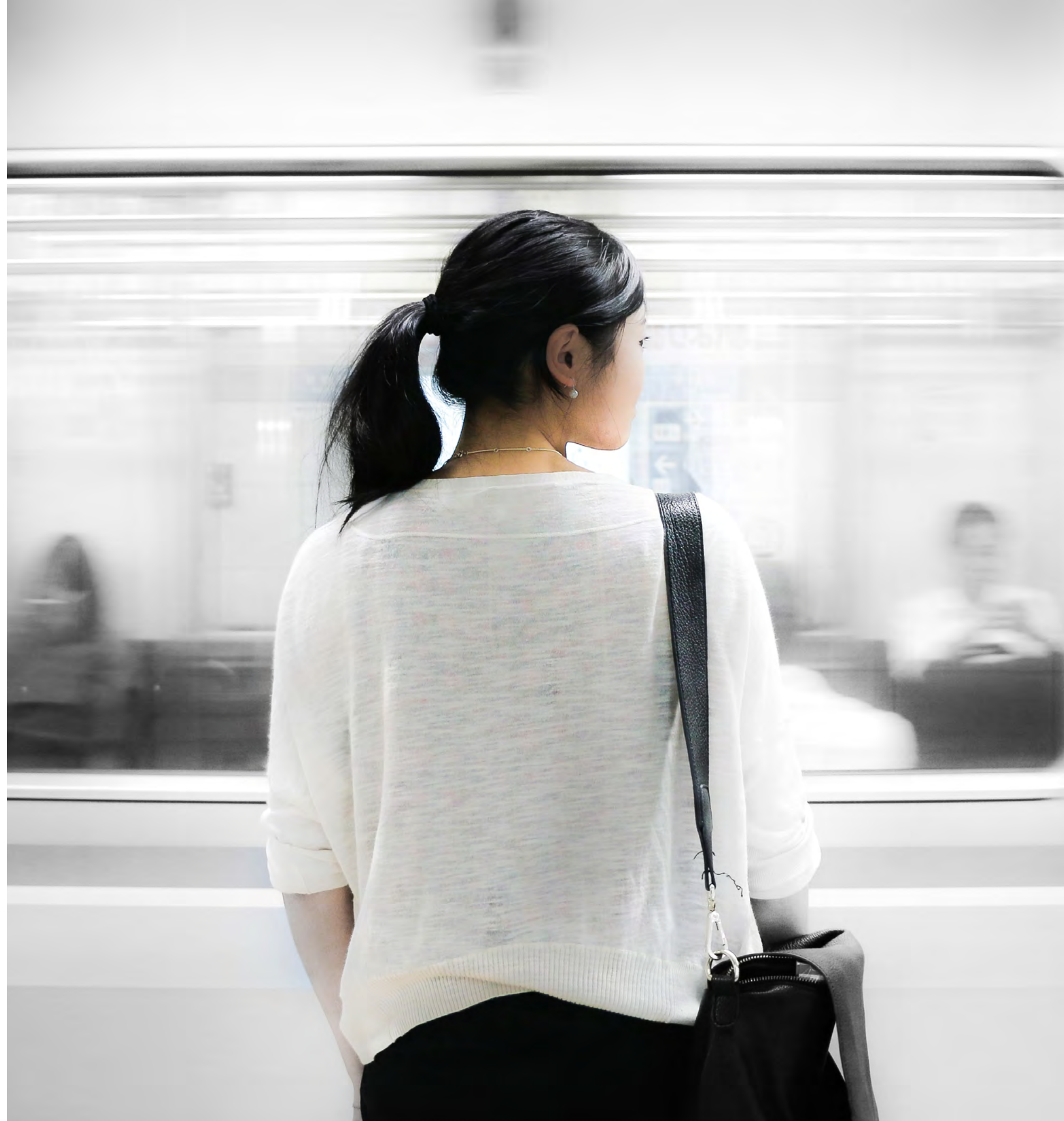
DIALPAD
COMPLETES
OUR ANYWHERE
IT STACK.

— LEE ARTHUR, Managing Director

THE FINANCIAL TIMES

SUPPORTING ANYWHERE SALES

Using Dialpad's Salesforce and LinkedIn integrations, the institute's business development teams are now dramatically shortening the sales lifecycle. "Our reps can track Salesforce activity and access LinkedIn data right from Dialpad—without disrupting their conversations," said Lee.





SUPPORTING ANYWHERE SALES

Dialpad's native integration with G Suite also makes it seamless to view shared documents, events, and emails with a customer while on a live call or chat.

By deeply connecting the company's phone system with its productivity suite, the New York Institute of Finance has enabled a new culture of flexibility and productivity.

"Seconds add up to minutes. Dialpad lets our sales team eliminate unnecessary workflows," Lee explained.

DESK PHONES REQUIRED

0

ADOPTION SPEED INCREASE

2X

COST SAVINGS

\$65,000



RESULTS

The New York Institute of Finance is focused on creating compelling educational programs for finance professionals embedded in markets across the globe. Since deploying Dialpad, the institute has transformed how it connects employees, customers, and partners worldwide. As a result, the forward-thinking education company is now an industry leader in empowering the anywhere worker.

“In order to design relevant coursework and launch compelling programs, we need to stay ahead of the curve,” said Arthur. “Organizations that don’t build agility into their IT strategy naturally fall behind.” To counteract this, the NY Institute of Finance’s infrastructure is built strategically on cloud-first technology.

Thanks to the company’s flexible work-from-anywhere policy and Dialpad’s 100% wireless communications platform, employees are now able to create their best work—from anywhere.



CONNECT EVERYONE. WORK ANYWHERE.

Dialpad builds software for better communications at work. It empowers today's anywhere worker to talk, text, make video calls, and meet online with customers and colleagues on any device. Today, 35,000+ customers trust Dialpad, including Uber, Vivint Solar, Betterment, Motorola Solutions, Stripe, Postmates, Quora, Netflix, and 60 percent of the Fortune 500. Dialpad is funded by some of the world's best recognized investors including Amasia, Andreessen Horowitz, Felicis Ventures, GV (formerly Google Ventures), Softbank and Work-Bench. To learn more about our mission to kill the desk phone, visit dialpad.com and follow [@DialpadHQ](https://twitter.com/DialpadHQ) on Twitter.

GET STARTED TODAY

