



## Leading technology distributor in Asia seamlessly shifts to remote work via Microsoft 365

Innovix Distribution helps grow its clients' businesses across Asia by offering technological and distribution solutions. In response to the worldwide health crisis in early 2020, the company's Singapore office shifted to a work-from-home setup. Soon after, they discovered that many of the Singapore office's inbound calls were going unanswered. This created a negative experience for some customers. Innovix needed to ensure that it could deliver high-quality customer service despite the shift to remote work. In response to this need, the company partnered with Axiom IT Solutions in implementing Microsoft Teams Phone System. This solution enabled Innovix employees to support clients with best-in-class technological solutions, without disruptions.



### Customer

Innovix Distribution  
**Website:** <https://www.innovix.com/>  
**Country:** Singapore, Malaysia  
**Industry:** Retailers  
**Customer size:** Medium (50-999 employees)

### Customer profile

Part of Fortune 500-listed Jardine Matheson Group, Innovix is one of Asia's leading tech distributors. With over 60 years of expertise, Innovix brings their industry know-how to partners across Asia.

### Software and services

Microsoft Phone System  
Microsoft Teams  
Microsoft 365  
Axiom Teams Connector Service

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Joanna Teo,  
Senior Product Executive,  
Innovix Distribution

When the global health crisis struck, Innovix Distribution already had a business continuity plan for implementation. However, when Singapore introduced an island-wide lockdown to slow the spread of COVID-19, Innovix had to take additional steps to shift its entire Singapore office to remote work.

For the tech company’s sales team, working from home came with novel challenges. “Lockdown caused many businesses to experience technical transitions of their own, which meant our clients required our expertise even more than usual,” says Joanna Teo, Senior Product Executive at Innovix. “Our sales team had to make frequent customer calls from home, and voiced that they were uncomfortable sharing their personal phone numbers with clients.” Along with the issue of protecting staff privacy, the nature of working from home meant that many client calls were left unanswered, as managing multiple calls and wait lines became difficult when using only personal devices. This led to less-than-optimal customer experience, at a time when Innovix’s technical and market knowledge was vital to its clients’ businesses.

### Seamless transition through Microsoft Teams

As Microsoft technology distributors, Innovix already had a deep understanding of the collaborative functions of Microsoft Teams. Together with Microsoft partner Axiom IT Solutions, the organization found a solution that built on the existing suite of cloud-based Microsoft tools. “We worked with Axiom IT Solutions to roll out the Microsoft Phone System with Axiom Teams Connector company-wide,” says Teo. “We already had Microsoft Teams in place across the business, so the transition to enable voice calls through Teams was swift, smooth, and seamless.”

The solution enabled employees to make and receive calls quickly and easily through the Teams app, without having to give away their personal information. Customers were also able to reach Innovix’s sales team at any point in time. “This showed our clients that we were here for them during this difficult period,” says Teo. “It also gave our resellers a real-life example of Microsoft’s effectiveness as an all-in-one communication solution, which they could share with their end users.” In a time of great change and uncertainty, Innovix remained laser-focused on recognizing problems and quickly resolving them with workable solutions. The company’s proactive response enabled staff to work from home with minimal impact on their clients’ businesses. “With the seamless transition to Microsoft Phone System, a number of Innovix’s customers mentioned that they didn’t even realize the company was working from home,” says Teo. “That’s the seamless result we were looking for to provide our clients, and we found it with Microsoft 365.”

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#### Partner

Axiom IT Solutions Pte Ltd

#### Website

<https://axiom-hub.com/>

<http://axiomitsolns.com/>

#### Digital transformation to:

- Empower employees
- Optimize operations
- Transform business

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