

GoTo

 HENLEY  
SMART INVESTING

## Success Story: Henley

“The work model is changing, and IT must respond productively if it is to be an enabler of work in the future. It’s so much easier if you can streamline your networks, your infrastructure and your licensing models, and manage everything on a global scale. That’s precisely what GoTo Connect has enabled us to do, while also halving our telephony costs”

**Jeremy Rogers**

Head of IT, Henley Investment Management

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Founded in 2006, Henley is a full-service private equity and venture fund investment company. Headquartered in London, with offices in the US and representatives in Europe and the Middle East, Henley offers structured investment opportunities for institutional and high-net-worth investors.

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### Challenge

Jeremy Rogers, Head of IT at Henley, says: “When I joined the company, my remit was to introduce a more strategic approach to our IT and infrastructure, to better serve the global scope of the business.”

The firm’s telephony had been managed separately in the UK and US, and so each was using a different VOIP system. This meant there was no coordination between the two systems, a duplication of licensing models and administration work, and high call costs. It was clear the telephony systems needed to be aligned, not just to save money but also to help create a better-connected global network across the business.



## Solution

Jeremy contacted Peter Smith of Assembly Managed Services, Henley's IT solution provider in London, who immediately saw the sense of this strategy. Together they reviewed the cloud-based telephony systems on the market, and concluded that GoTo Connect (formerly Jive) offered the best functionality, simplicity and scalability. This was the system already being used in the US, and was highly rated by Henley's US employees.

Peter liaised with GoTo Connect provider GoTo to plan and implement the company-wide roll-out for Henley. This was the first large-scale deployment of GoTo Connect by GoTo in the UK, following its purchase of the technology from Jive.

Jeremy says: "We were very happy with the rapid implementation, which aligned with the opening of our new Mayfair office. All project management was handled by GoTo, and the adoption process ran very smoothly thanks to regular communication between all parties. There was open dialogue throughout, which made it a stress-free process and enabled everything to be completed within our tight project window."



## Results

Now that Henley has a single cloud-based phone system across its global operations, its telephony costs have been halved. The company has one licensing model, instead of two, centralized administration, and significantly lower call charges.

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Jeremy says: "The biggest impact for our employees has been to make life easier for them. Using the GoTo app on their mobiles, they can make and receive phone calls no matter where they are. The GoTo app is probably the simplest to use and easiest to deploy app I've ever encountered. It made a huge difference to our business continuity as we transitioned to remote working. That has been the biggest win for us".

"One of our strategic IT goals was to enable mobility for the whole workforce. It's something I've been advocating for many years, even before Covid-19. By creating a workforce that is office agnostic, people can work and communicate easily from anywhere, which makes business continuity so much easier to achieve. Thanks to GoTo Connect, we were able to manage the upheavals of Covid-19 because we already had a fully mobile workforce in place."

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### Jeremy Rogers

Head of IT, Henley  
Investment Management

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