



CLOUDEARTH
CONNECT & COMMUNICATE

Cloud Earth delivers value and connectivity for Sydney cultural icon

Art
Gallery
NSW

The Art Gallery of NSW is an icon on Sydney's vibrant cultural scene. It is a multifaceted organisation that targets a broad audience with its diverse collections, events and shows, running income streams from visitation, private events, food and beverage, and gift shop purchases.

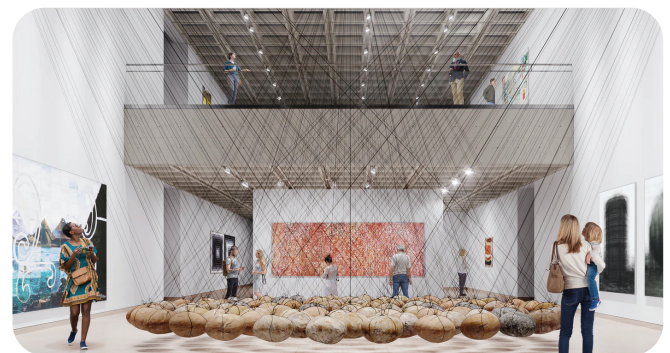
The Challenge

Being a public institution, the Art Gallery must ultimately deliver value for its owners – some three million NSW taxpayers. With many facets to the business and an additional gallery building under construction, technology plays a crucial role in the gallery's operations.

The new building, known as Sydney Modern, will sit on the same site in Sydney's Domain, with the buildings connected via a sculpture garden. It will double the gallery's exhibition space and represents a new identity for this much-loved institution. It also provides an opportunity to modernise and automate day-to-day operations – including their phone system.

"The opening of Sydney Modern is a transition that will require us to rapidly scale up our operations. Having the right technology in place will play a big part in our success," said Michael Doyle, Head of ICT at The Art Gallery of NSW.

Michael says that the gallery has enjoyed a long-standing relationship with Cloud Earth, providing support for their Cisco phone system and the integration with the legacy phone system they couldn't initially decommission.



"Our existing phone system had a lot of issues, which Cloud Earth has supported us to address. Initially, we purchased pre-support hours – a service that really suited our needs at that time because we weren't looking to use the system in a complex way."

When it came to upgrading the phone system, Michael and his team followed the government procurement process.



"We invited the usual suspects to submit a quote, but we wanted to find some new options too. We knew we needed a partner who would support the system and understand how it fits into the gallery's broader goals too. Someone suggested Cloud Earth, and we put in a call to Matt."

Cloud Earth was invited to submit a quote, and Michael says it was clear from their submission that Cloud Earth would be the partner the gallery needed. "Cloud Earth really gets us and what we are trying to achieve. They have a deep level of understanding when it comes to our needs, and they have the capability to deliver."

Michael says he never doubted Cloud Earth's capability and value, but what did come as a surprise is that it also proved competitive on price. "I was really surprised that Cloud Earth was so well-priced because often the huge players can offer more competitive pricing because of the volume they offer."

"In Cloud Earth, we had a provider that could really deliver value for the gallery and was cost-effective as well. Price isn't everything, but the combination certainly made Cloud Earth the obvious choice."

The Solution

The project started in 2020, and while the gallery needed a partner for their bigger SIP Trunk cut-over project, they also needed someone who could fix their communication issues at a team level, particularly during COVID.

Cloud Earth was able to deliver value immediately.

The Gallery was looking to replace dated desktop computers with laptops that allowed for more mobility. "It suited us from a disaster recovery and business continuity perspective. Because our people were mobile, they could take things home, they could work, which was critical during COVID. But many of our team still had desktop handsets and fixed-line phones, which, of course, they couldn't take."

Initially, the Gallery team worked off a message bank system that would send an email to staff at home, and they would return the call. "For obvious reasons, this wasn't the most efficient system, but it was all we had," Michael explained.

Cloud Earth quickly implemented 'Jabber', the softphone client for the gallery's CISCO phone system. With Jabber, Art Gallery staff immediately had the capability to work flexibly using laptops instead of a telephone handset.

Michael says Cloud Earth's support has been second to none. "We are continuing to roll out Jabber as more people get laptops and the way Cloud Earth has approached it has been incredible – dealing with a relatively old environment in terms of hardware and software. They have persisted in the face of some pretty big challenges from our side," Michael said.

He points to a licensing issue that could have become very expensive for the gallery as an example.

"It was our challenge, nothing to do with Cloud Earth, but they found an inexpensive way around it, and that's the level of support they provide – above and beyond."

On a larger scale, Cloud Earth is also supporting The Art Gallery of NSW with a move to a new SIP Trunk, and Michael says they have taken the headache out of the process on a number of levels. "Cloud Earth has configured all the gateway stuff, which is a little more complex for us because we have two lines coming into the gallery. They've also worked with our telco to manage all of that side."

"I didn't need to try to understand the technobabble the people from the telco were speaking, because Cloud Earth can talk the talk and did all of the communication for us. It really took a lot of the stress out of a complex project so that we could focus on business as usual."



Beyond the initial implementation, Michael says that Cloud Earth will be a valuable support partner for the Art Gallery of NSW. "We are in the final stages of implementation and see Cloud Earth as our service provider for support services ongoing. Their service during the whole implementation phase, with all its hurdles, has been excellent."

"We can see immense potential for the partnership with Cloud Earth going forward as Sydney Modern opens. I have no hesitation in endorsing the incredible work they've done for The Art Gallery of NSW," Michael concluded.