

Nominee: Britannic Technologies

Nomination title: Cloud Telephony provides true flexibility and savings for multimedia company

Britannic Technologies was established in 1984, we are award winning specialists in IP communications, systems integration and managed services with over 28 years' experience. Our 'holistic' approach to technology enables us to work with our customers and world-leading partners to maximise their investment in ICT. We work with our clients through a consultative process, reviewing the existing landscape of technology, services and supply chain, and provide a strategy to incorporate new technology and services smoothly into their operations. We assess business requirements and construct a strategic plan for ICT to support their core business strategy. We have much experience in auditing existing set up and identifying cost savings, efficiency improvements and opportunities for supply chain consolidation and rationalisation of unrequired services, offering a fully converged approach. We'll take on the interface with the existing supply chain and manage the negotiation and reconciliation process. Our clients typically realise savings of 30-40% of their telephony costs through working with us. Accreditations achieved in 2012 (vendor & national ie ISO, BS etc)

- BSI 9001-2008 Quality Management held for 6 years.
- Avaya Silver Partner • CRN Channel Awards 2012 finalists
- CNA – Enterprise Mobile Solution 2012 – Finalist and highly commended
- Comms Business Awards 2012 Finalist – Enterprise Convergence Solutions, Mid-Market convergence solutions and SMB convergence solution Accreditations achieved in previous years
- CN Awards '11 Enterprise Vertical Solution.
- Mitel Hospitality Specialist & Mitel Housing Specialist.
- Mitel Premier Partner.
- Avaya Silver Partner
- CRN, Converged Reseller of the Year 2010
- Avaya Westcon Marketing Excellence Award 2010
- CNA Enterprise Mobile Solution of the Year 2010

Key project delivered: Kent Messenger Group Background The Kent Messenger Group, based in Kent, has 350 employees and operates local newspapers, radio stations and internet sites throughout the county. They were experiencing inflexibility with their current phone systems, and with the forthcoming departure of their telecoms manager it was important that they found a suitable, simple to use, scalable, resilient, and ultimately flexible solution. The organisation was already operating their publishing systems from a cloud infrastructure, and it had provided them

with far greater flexibility, so they wanted to investigate cloud telephony. At the same time they wanted to update the technology they were using, supporting mobility, home working and improved Management Information.

Needs Assessment

Our first step was to complete a comprehensive review and conduct analysis and workshops spanning IT, Telecoms, Operations and the critical Call Centre. KM Group was operating a range of phone systems, maintainers and a radio phone-in application connected into the MPLS network. After reviewing costs, contracts and suppliers we presented our findings and recommendations. Britannic Technologies worked with the business and outgoing telecoms manager to design and implement a solution to fully meet the needs and timescale of implementation of 4 weeks from receipt of order. The Solution As a highly experienced telephony supplier and a Mitel Premier Partner we were well-positioned to provide a hosted Mitel telephony system and contact centre spanning 8 sites. We migrated their infrastructure from ISDN to SIP, and provided business continuity through the use of 2 hubs, by means of Britannic's N+N Core. In addition, multiple interconnects into BT and Verizon ensure auto failover on calls, panning desk, home and mobile workers. Over 100 users now use UC clients on mobile phones as their telephony device, which has greatly improved mobility and value for money whilst not impacting functionality. This has driven costs down from mobile users by linking calls through the corporate (hosted) telephony platform and taking advantage of reduced call charges from SIP. The project delivered major transformational change to take the business forward. It also paved the way for the next phase of evolution which includes a multimedia contact centre and social media integration. KM Group has a short timescale from placing the order to implementing the solution with a fixed deadline.

Benefits

- Annual running costs down 38%
- Greater efficiency on calls
- Improved flexibility
- Increased staff satisfaction
- Simplified communications across 8 sites
- Unified supply chain
- External management for simplicity

Britannic Technologies were able to deliver 38% cost savings on previous annual running costs of over £110,000. This enabled KM Group to invest in new technology to take the business forward. The whole solution, including hosting, was delivered for less cost than the previous environment. Britannic were able to deliver more, for less.

Why nominee should win

- Moved existing telephony to a private cloud solution providing full functionality, flexibility and control.
- 38% Cost savings - KM Groups annual running costs down by 38% and move to an op-ex model.
- Increased operational efficiency – The project has saved significant resources and simplified management. All telephony hardware is now hosted in a London data centre.
- Increased staff satisfaction and morale - Over 100 users now use UC clients on mobile phones as their telephony device, which has greatly improved mobility
- Significantly reduced carbon footprint – power and hardware

Testimonials / References

“The secret of success is choosing the right partner, Britannic worked very hard in getting to understand our needs, setting up the infrastructure that was right for our business and implementing the changes with effective planning and liaison with all our teams. As a result the changeover was smooth and benefits have been readily identifiable.

This migration has been a complete success, throughout the process we have had no downtime. The new setup offers great new facilities, integrates our mobiles into the system and accommodates flexible and home working, as well as conference calls.

Working with our team to understand our needs going forward the project planning was first class. We found that Britannic were able to talk on our level without all the technical jargon. The implementation was also divided into manageable pieces of work to minimise interruption and executed on time and within budget.

We are now operating a class leading communications system in the cloud, successfully connecting our 8 offices and 340 workforce to each other and our customers. The system is now fully managed by Britannic themselves so we have also significantly reduced our business overheads”

Duncan Gray, Operations Director, KM Group