

Communications Infrastructure Costs



The Convergence Integration Company

Small cost reductions with a big business impact



In today's challenging business climate, UK organisations are looking for innovative ways to use existing assets to drive down business costs – the mantra is: do more for less with what you've got. In this environment, major UK organisations are taking another look at their Communications Infrastructure Costs. As a significant line on the expenditure lists of most organisations, even single digit reductions in the costs of existing services can have a substantial impact.

While the relative costs of each element will vary from one business to another, the main contributors to the overall communications infrastructure cost include equipment maintenance costs, call charges for landline and mobile calls, network charges for leased lines & circuits, voice mail and ASL connectivity. While each is a necessary spend, the combined costs are often significant, particularly for organisations with dispersed operations.

The biggest challenge that organisations face, when trying to evaluate and reduce these costs, is breaking them down to the line item level. This is made particularly difficult when you use a single source of supply for both equipment and services. Single-source suppliers will usually bundle and aggregate products and services so that, in effect, one line item will be cross subsidising another.

This means that it can be difficult to be sure that you are getting maximum value at the line item level; and while that may have been acceptable in more affluent times, it is out of step with today's sharper focus on cost reduction. Our expertise in understanding, managing and optimising telephony costs will help you focus on the detail of your communications infrastructure costs.

We can rationalise your call plans, reduce the cost of your network and refresh your telephony infrastructure providing a net saving over existing maintenance costs. And because these costs constitute such a significant line on the expenditure lists of most organisations, even single digit reductions in the costs of your existing services can have a substantial impact on your business.

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Case Study: Monsoon Accessorize

Monsoon is a design-led retailer operating two highly successful chains - Monsoon and Accessorize.

Business Challenge

Monsoon's objective is to provide its customers with an experience that is distinctively different in terms of both product offering and levels of customer service. To ensure cost effective service provision, Monsoon wanted to audit all of the company's existing communications, including stores' connectivity, credit card authorisation and telephony.

Customer Benefits

Through implementation of Corporate Communications Infrastructure Costs programme (CCIC), Monsoon realised significant cost savings and improved overall efficiency including:

- Reduction of credit card transaction time from 30 seconds to an average of 3 seconds through implementation of a private IP VPN solution to over 400 sites
- Savings on line rental of 10%
- Savings on call charges of 38%
- Free site to site calls
- Resource efficiencies through one centralised switchboard enabled through IP telephony

From this positive start, CC's partnership with Monsoon Accessorize has strengthened with CC providing an increased range of voice and data services.

More recently, Monsoon Accessorize decided to move its two HQ sites to a single Greenfield site, migrating 600 users, the network and all existing operations which CC implemented successfully within the delivery timescales.

This project included the installation of a temporary Avaya PABX and the final relocation and reinstallation of the main core Avaya PABX at the new HQ site, all of which was managed to ensure that Monsoon's call centre operation was not affected.

CC also managed the installation of all network services for both the WAN and telephony requirements at the new HQ site. This included new SIP trunks to provide cost effective DDI telephony services to site, ISDN30 network services for resiliency purposes and the new installation of new diversely routed WAN circuits used for connection to the SIP/voice, store and partner networks.

About CC (Corporate Communications)

CC is a leading independent convergence integrator specialising in voice, data and contact centre solutions. We deliver comprehensive communications strategies and solutions that enable our customers to maximise their investment in technology, time and people. Our consultative approach, an optimised blend of business strategy, process analysis, application feasibility and infrastructure consulting, allows our customers to fully exploit their communication technologies.

We work hand in hand with our clients, providing valued expertise and technological capability, to ensure that critical business issues and challenges are overcome. Our highly skilled consultants get right to the heart of business, providing tailor-made communication solutions and services that reduce costs and significantly improve the bottom line.

With a proven track record in acquiring and retaining FTSE 500 and International clients across the Retail, Manufacturing, Finance, Travel and Automotive sectors, our customers include Monsoon, Dreams, Renault Retail, Smythson, Lloyds TSB, Autonet Insurance, Apple, Google, Intel, CIBA Vision, Covidien and Wolseley.