

## UK and pan European growth drives convergence

Tullo Marshall Warren (TMW) is one of Europe's largest Direct Marketing agencies, providing direct mail, digital, e-influence, data and strategic planning services for a wide range of clients. They have over 250 employees across multiple sites and the business is growing rapidly, both in the UK and across Europe.



### Overview

#### Client requirements

- Improved connectivity between UK sites
- Better communication for remote workers
- Scalable solutions to manage future growth
- Reduced costs

#### Alternative Networks' solution

- Mitel 3300 ICP to connect offices
- Mobile twinning to seamlessly link mobile and desk phones
- Mobile applications for remote IT administration
- Migration of voice, line rental, mobile voice and data, and systems

#### The results

- Consistent functionality across multiple sites, home and remote workers
- Improved control with centralised management tools
- Scalable, future-proof solution
- Simpler telecoms management

### The challenge

Effective and efficient communications are vital for the agency. To retain their competitive edge as a dynamic and client focused organisation they knew they needed a communications solution that would keep up with their rapidly growing business. Gavin Kirk, Technical Infrastructure Manager, knew that to achieve this they must:

Improve telecoms functionality – Giving all employees access to the latest technology, helping them work together more efficiently, wherever they're located.

Implement a scalable solution – To allow enough flexibility to cope with the changing needs of the business.

Reduce costs – Both cost-effective to implement and reduce call costs.

Ensure resilience – To protect their business critical communications.

Simplify telecoms management – A single supplier to provide advice and support, and improve control of TMW's telecoms infrastructure.

### The solution

Alternative Networks invested time to really understand TMW's business and the results they were looking to achieve. Gavin Kirk commented, "The consultancy Alternative Networks provided was invaluable. They listened to everything we needed and proposed a really innovative solution. They were, without a doubt, our number one choice."

#### Linking multiple sites

A Mitel 3300 IP Communications Platform (ICP) was installed at each UK site to provide a scalable, seamless link between offices and deliver advanced functionality. It's easy to administer, as the Mitel Enterprise Manager can be used to centrally control and configure platforms.

### **Mobile twinning**

To improve contactability for remote workers in the UK and Europe, mobile twinning was proposed. This links the desk-phone with the mobile device and allows users to have just one number, giving a seamless caller and user experience. Mitel ICP directs calls to each phone simultaneously so callers don't need to dial both. The user can answer whichever device is more convenient or the caller leaves a voicemail. This can be retrieved from the desk-phone or converted to a .wav file and emailed to the user's inbox, where it can be accessed via a PC or BlackBerry.

### **Mobile applications**

A range of everyday desktop applications can be accessed remotely. Using a remote network administration application, Idokorro, Gavin would be able to view and manage servers directly from his BlackBerry.

### **IP Softphones**

Your Assistant is an IP Softphone that allows employees to make calls from their PC. Instead of a desk-phone, users simply open the application and dial, great for remote workers. It puts users in control, allowing them to use a central address book to dial contacts and see if they are on the phone, away from their desk or available for secure chat.

### **Resilience**

To protect business critical communications an uninterrupted power supply, dual Mitel platforms and resilient user licences were proposed. So in an emergency a back up system is always available.

### **Dedicated project management**

Alternative Networks provided a dedicated Project Manager to oversee the implementation. This ensured new solutions were integrated into the business and the migration of existing services was seamless. "Alternative Networks' planning and project management was second to none. All deadlines were met and the installation was smoother than I could have imagined," said Gavin.

### **Single supplier solution**

As well as implementing the new solution, Alternative Networks also took over their existing voice, line rental and mobile services. This means that Gavin now has just one point of service and support, and one bill.

## **The result**

The impact has been felt across the business, from staff in head office through to those working remotely in Europe. And by Gavin himself, who stated, "It's not just made my job easier; The Alternative Networks solution has delivered benefits throughout TMW."

### **Efficient and effective communications**

All employees have access to a wide range of communication tools, from Mobile twinning to IP Softphones. This helps them work effectively, whether in the office, at home or on the road in the UK or Europe.

### **Cost savings**

Using IP telephony applications means TMW benefit from free international calls. "With increasing call volumes and escalating roaming charges, free IP calls deliver much needed cost savings," commented Gavin. But it is not just the new technology. By moving their existing telecoms services to Alternative Networks TMW have made additional savings.

### **Improved telecoms management**

Gavin is now in full control of the entire telecoms solution, "With centralised control and mobile applications I can be more proactive, respond to issues faster and reduce costly network downtime."

### **Enhanced resilience**

The Mitel Enterprise Manager allows all sites to be managed remotely, the dual Mitel 3300 ICP's give resilience and the UPS even protects against power outages. "Alternative Networks provided a fully resilient solution and knowing we have back up systems in place really gives me piece of mind," Gavin stated.

### **Scalable, future-proof solution**

With a fully scalable solution it's now easy to connect new employees, or even new office sites. As they're using IP technology they're perfectly placed to take advantage of new technological developments to continue improving their business.

### **Supplier convergence**

Using a single supplier means that TMW have a dedicated client management team to deal with all their services on both day to day and strategic levels. TMW also receive one bill, reducing administration and giving a much clearer picture of all their telecoms services. This also allows Alternative Networks to develop a real understanding of the business in order to continue using our knowledge and expertise to develop the right solutions.

## **The future**

As TMW's success continues it's important that they're aligned with the right supplier. Gavin comments, "Expanding our infrastructure into Europe is going to be a challenge, but we're confident that we have a fully scalable solution and Alternative Networks will be able to provide all the advice and support we need."