



Communicate Better[®]

Case Study:

Supplier: Communicate Better

Client: Roadways Container Logistics

Background:

Roadways Container Logistics is one of the UK's leading multimodal transport and container handling specialists, combining road, rail & storage to become an integral element of their customers' supply chain. As a national haulage company, Roadways has multiple sites across the UK and as such their data and telephony requirements could be complex and costly when new people joined or moved within the company.



Task:

As the Roadways business continued to expand it became evident that their current BT FeatureNet solution would not be able to support their ongoing growth strategy and they identified the need to source their data applications on-site and to use a national MPLS network, which would also enable a future proofed and centralized IP telephony solution.

Strategy:

Communicate Better delivered a centralised IP telephony solution using Cisco Unified Communications Manager Business Edition. The network infrastructure at each site was upgraded to compliment the high-speed platform on which the latest generation applications like voice and video could be deployed. This was located at Roadway's main site in Tamworth and connectivity to the PSTN was configured using SIP trunks to reduce costs. Telephony for all six remote sites was delivered through the Central Communications Manager over the QOS enabled MPLS network. Voicemail was deployed on the same appliance as Communications Manager using Cisco Unity. After the initial solution was delivered, Communicate Better added a new SRST telephony router at Roadways' Leeds site to resume telephony service in the event of a failure at Tamworth.

Results:

With the move to an IP telephony system, Roadways were able to consolidate their voice and data traffic onto a single network, thereby reducing the overall cost of ownership and reduced their operating costs by simplifying the support model. Further cost savings were made by using SIP trunks for their PSTN connectivity, reducing their spend on call routing by 20%, and through cancelling the expensive MOBEX contract and configuring the system to translate extension numbers to the mobile phone numbers of agents in the trucks. By fully utilising the MPLS network and running a capex verses the current opex solution, the calculations highlighted significant reduction in ISDN rental costs and overall operational costs. The financial objectives were to reduce the total cost of ownership with a ROI within 36 months. The actual financial analysis highlighted that the full ROI was achieved after just 30 months, with a further cost saving achieved of up to 65% month on month. Savings at a glance:

- MPLS & SIP V's ISDN rentals estimated 60% saving
- IP Call Cost V's expensive external MOBEX 25% saving
- Capex V's 5yr Opex 60%



“We have made substantial cost savings with new telephony solution and our communications platforms are now fully future proofed.”

Phil Wilkes
Head of I.T.



T: 0800 054 6000
E: sales@communicatebetter.co.uk
W: www.communicatebetter.co.uk