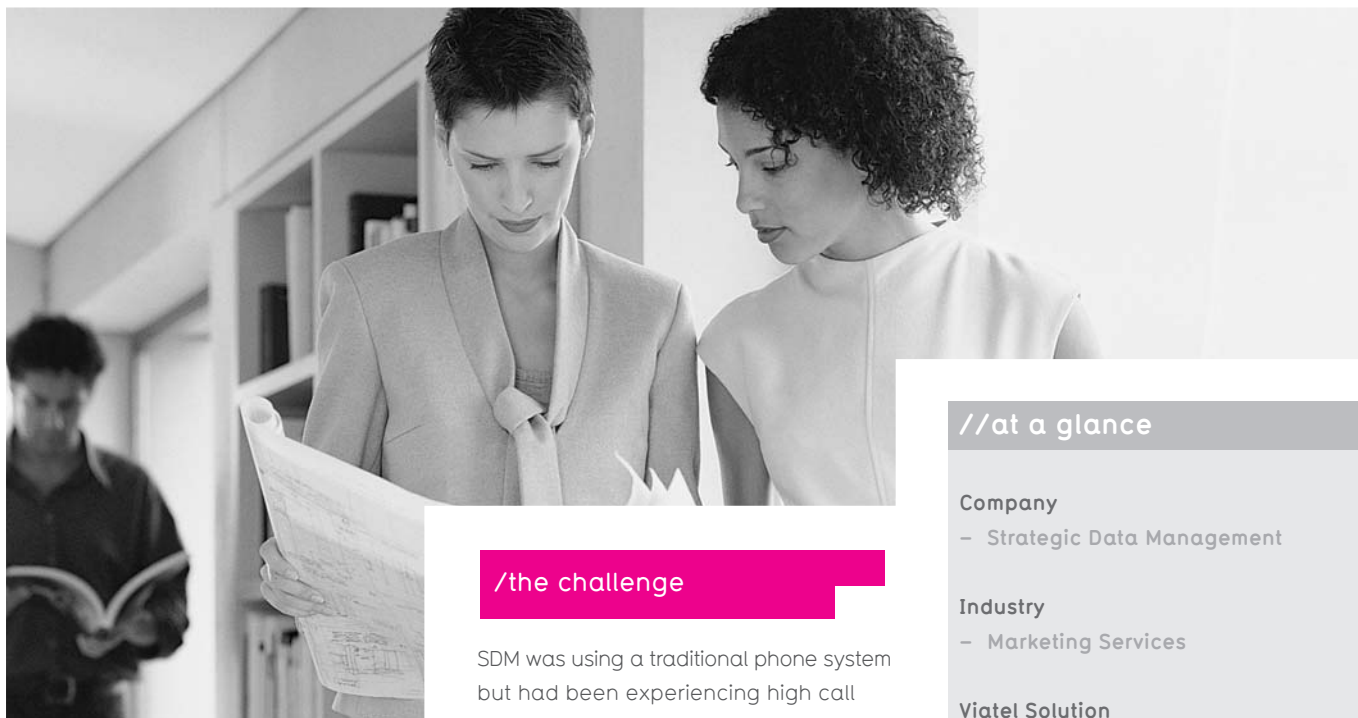


Case Study

/ Strategic Data Management



/the customer

Strategic Data Management (SDM) provides information management solutions that increase ROI on direct marketing by use of data analytics, data management, database design, development and hosting systems. SDM has been established for twenty years and competes in an extremely demanding environment. It has thirty employees in two offices (London and Brighton) and its customers include Orange, British Gas, FSA and Homechoice.

SDM operates at the cutting edge of its industry and has a reputation as a leading high tech solutions provider. To this end, SDM was keen to capitalise on the functional benefits, flexibility and cost savings offered by implementing a Voice over IP (VoIP) system.

/the challenge

SDM was using a traditional phone system but had been experiencing high call costs. It was important that any new solution should be cost-effective as well as providing extra functionality such as easy conference calling and call forwarding. The key decision was whether to implement an in-house PBX or to opt for an externally hosted solution. Maintenance had been an issue in the past with valuable staff resources being spent moving, adding and changing phones around in the office, which could be better used elsewhere.

SDM also had a 2Mbps data line, which was rarely used to capacity. This further supported the decision to move to VoIP as the IT department was keen to use some of this bandwidth for voice traffic, increasing the overall efficiency of the system.

“Sooner or later, traditional phone systems will become obsolete,” said Adil Mughal, IT Manager at SDM. “We realised that by converging voice and data technologies, the business would be streamlined, saving money and making difficult maintenance a thing of the past.”

//at a glance

Company

- Strategic Data Management

Industry

- Marketing Services

Viatal Solution

- Hosted Voice over IP solution across 2Mbps data connection

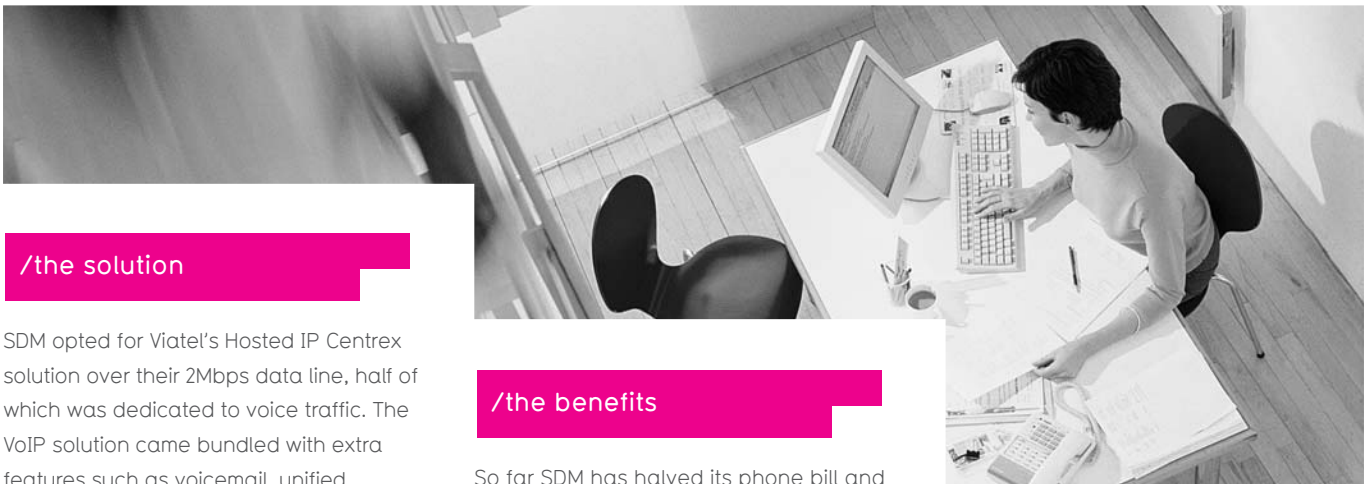
Key Benefits

- Phone bills have been halved
- Difficult maintenance has become a thing of the past
- Staff are benefiting from extra features

“We are very pleased with the VoIP Solution. It’s been a pleasure working with Viatal and the Customer Service has been excellent. The call quality is indistinguishable from traditional telephony and customers don’t realise we’re using a VoIP solution until we tell them.”

Adil Mughal, IT Manager





/the solution

SDM opted for Viatel's Hosted IP Centrex solution over their 2Mbps data line, half of which was dedicated to voice traffic. The VoIP solution came bundled with extra features such as voicemail, unified messaging and remote voicemail access. Choosing a hosted solution meant that SDM did not need to have its own PBX on-site, in addition all maintenance work is carried out by Viatel.

Viatel carried out a network audit before the work began, surveying all of SDM's telephony and networking equipment. The audit discovered that it was unnecessary to rip out or replace any of the old equipment and the existing system was fully converted to VoIP within forty days.

As there are only twenty people in the London office, it was decided that a pilot scheme would be inappropriate, and after some initial staff training, the service ran smoothly. The solution was installed in the London office, and SDM currently has plans to implement VoIP in the Brighton office in the third quarter of 2006.

"We're very happy with the way that Viatel has handled the installation and implementation of the VoIP service. Everyone became accustomed to the new system very quickly and it is very easy to use. It was also great that we opted for a hosted solution, so that we can now re-allocate staff resources which had formerly been tied up with the maintenance of the telephony system."

/the benefits

So far SDM has halved its phone bill and estimates that over the next two years it will save around 40% on the total cost of ownership, including the initial installation. This also includes the cost of downtime, which was occasionally a problem with the previous provider, but with Viatel's SLAs, SDM has benefited from 99% call reliability and has so far never lost an active call.

Having a hosted solution has freed up resources, allowing SDM to concentrate on its core business activity. SDM's mobile users can now pick up their voicemail from any location, and the London office staff are benefiting from extra features including; group pickups, call forwarding and easier conference calling.

When the VoIP system is extended to the Brighton office later in the year, callers will be able to use a 0207 (London) code to reach both offices, giving a unified presence and free calls between the sites. SDM has further plans to use a virtual private network to allow remote workers to make and receive calls as if they were in the office, simply by connecting to the Internet. The system also supports future expansion to a new office in the north of England or Europe.

"We are very pleased with the VoIP solution," continued Adil. "It's been a pleasure working with Viatel, and the customer service has been excellent. The call quality is indistinguishable from traditional telephony and customers

don't realise we're using a VoIP solution until we tell them. At times, even our own staff forget the move ever happened, although we're certainly reaping the benefits in many ways. SDM has aggressive growth plans, and VoIP allows us to pursue these with minimal aggravation."

/about us

We listen to our customers, make a point of understanding their needs, and deliver a service that is right for them, not most convenient for us. We have been in this market since 1991 and we are here to stay.

/want to know more?

To find out more about Viatel services, please contact one of our team or visit our website at www.viatel.com

Tel: +44 (0) 870 166 2270
Fax: +44 (0) 870 166 2272
Email: sales@viatel.com

Your feedback matters, so if you have any questions, comments or suggestions please email us at info@viatel.com

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