

Telecom Audit and Strategy Development for a UK Based High Street Retailer

Business drivers

The case study will be of interest to companies across all sectors that need to:

- ▶ Improve the provision of telecoms services to enable business growth
- ▶ Reduce operating costs associated with telecommunications

Client

IT Director of a UK based retailer of high value goods.

Client situation

A number of issues surrounding the management of the telecoms gave the IT Director cause for concern, not least of which was the fact that no one was solely responsible for telecommunications.



There was continual short term cost cutting initiatives and a general lack of comprehension how telecoms could be best exploited to support the future needs of the retailer.

The stores had an increasing need for more than basic data and voice services. This was due to a demand for better customer service in the stores and the requirement for more bandwidth hungry

IS applications such as a company intranet, product intranet and B2C e-commerce solutions.

The critical issue was the lack of sole responsibility for telecoms combined with the IT Director not having the necessary resources or expertise to prepare a compelling business case.

What we provided

An audit of the use of telecommunications in the company enabled sound commercial decisions to be made on how they could be exploited to support the business and the IT strategy.

The future business and IT needs were mapped out taking into account the technical trends in the retail sector.

When generating a number of technical options the business drivers of reducing the operating costs of telecoms yet upgrading the infrastructure to enable business growth were considered. These options were presented together with costs and a four-stage work plan leading to a network upgrade exercise.

Project outcome

We were requested by the IT Director to present with her, on the results of the audit and our recommended telecommunications strategy for the company at the UK executive board. Our recommendation was accepted.

(A client testimonial letter can be provided on request).