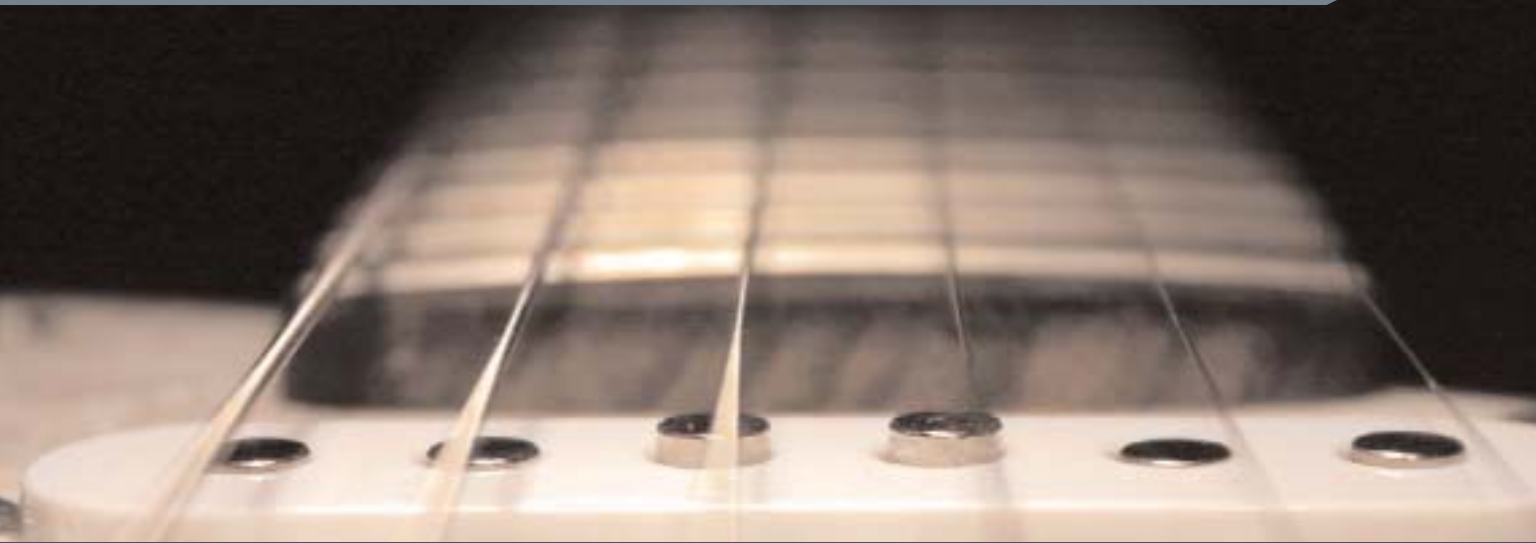




g3 telecommunications

## Case Study Record Label



Record Label  
reduces costs  
and increases  
efficiency with  
G3 Network  
Services

Case Study

## Leveraging your success through our expertise

“G3’s service and expertise are superb. As with most companies, telecoms has been absorbed into the IT teams remit, so any simplification is welcome. The fact that G3 also understand the data piece of the puzzle, makes life so much easier for me”

Head of ICT

Founded on a love for great music, one of the UK’s most successful independent record labels, has grown organically from a humble record shop in Earls Court to a global company whilst retaining its family atmosphere.

The company’s record labels have discovered some of the worlds best musical talent over the last 25 years, from the huge success of Gary Numan to the Prodigy’s “Fat of the Land” which reached number 1 in 27 different countries and ongoing with artists such as White Stripes, Interpol and the legendary Scott Walker.

With the ever changing music scene, new technology such as internet music downloads changing the way consumers purchase music, and with the threat posed by internet piracy there has never been a greater need to remain competitive.

The organisation has grown organically over the last 25 years, and with the HQ remaining in its original building in Wandsworth Town, the BT infrastructure had also grown in its own way; a tangle of various lines and services which were often difficult to identify over time. Controlling new and unruly raw talent has been the company’s forte, however this was far more simple than taming an unruly network of BT

lines and services. Even after consolidating everything onto a BT One Bill there was still room for improvement.

Although the phone system in place still works perfectly well, the shelf life of UPS systems is typically 3-4 years, and with older models without modular batteries, once they expire the system becomes no more useful than a large paperweight. As many of the company’s servers are located in the HQ, recent blackouts in the area caused downtime on the servers and a headache for the IT team.

Analysing the lines and call spend was the immediate and most logical choice when the Head of ICT was appointed, but it was important to the owner’s values to retain a family atmosphere, as the ethos of the company has always been to have fun whilst making great music.

G3’s Network Services division were appointed to complete a review of the company’s telephony services. The team analysed all call traffic

expenditure; the call rates and line rental charges for all offices were identified and compared to several suitable offers on the market including BT and other tier one vendors.

All existing BT services including the line rental, call charges and billing would be amalgamated into one easy to manage bill, which is accessible via an online web-portal.

As an added bonus the online portal offers an analysis tool which is simple to use but saves the need for a separate call logger. This was implemented seamlessly, and gave cost savings across the board, unused and surplus lines and ISDN channels were rationalised.

Dealing with BT used to take up valuable time, and was over complicated; now this is as simple as a call to G3. G3 installed an APC UPS solution, which has modular battery units for simple and hot-swappable replacement.

LAN access to the UPS gives details of any power-outs experienced, and

Case Study



means patterns in service disruption can be identified and reported for investigation.

The company now has a streamlined and very flexible billing platform, incorporating information from all of the UK offices call traffic and line rental, which allows easy online access for analysis by the accounts department and for implementation of Disaster Recovery (DR) plans for the IT department.

This saves the company time, reduces costs and builds a layer of DR into the business which was not available previously. The APC system allows for the business to continue in the event of a blackout and prevents power spikes damaging or destroying critical equipment

In a stiffly contested market place with many challenges, it is increasingly important for the company to retain its competitive edge. A solution was needed to simplify and rationalise their

telecommunications services, improve resilience and reduce costs across the business. G3 consolidated all of the company's telephony services into one bill which is easy to understand and manage, with secure online access to the information allowing straightforward analysis of their charges and giving instant access to implement off-network DR plans if required.

Cost reductions were made across the board, with call rates dropping by 15% on average and line rental charges by 15%, furthermore the online reporting package is far simpler for the accounts department to use, and eliminates the need to implement a dedicated call logging system. An APC UPS system was implemented to ensure over four hours of uptime was available for business critical servers and the Avaya PBX.



## Leveraging your success through our expertise

“Eliminating BT from the process has freed up valuable time and given us web access to the bill and call rates, and the 4 hours of UPS time is plenty for us to avoid downtime and ensure power spikes don’t cause any serious damage.”

Head of ICT



Above - the online portal for viewing call charges, call analysis, email alert set up and departmental billing.

“This is a fun customer to have onboard, but as with any business, it is important to discover ways to reduce costs, eliminate operational issues and simplify processes. With this company, our long term relationship is built on trust and understanding their needs. The success of this project means the IT team can concentrate on their core business without the hassle of untangling their BT nightmare, and solving their power issues has been a weight off their mind too. The company’s head of ICT has done a fantastic job of delivering leading edge IT projects on-time, and for a fraction of the cost of their competitors. It’s a pleasure to do business with a company that values our professional relationship.”

Account Manager, G3 Telecommunications Plc

### About G3

G3 designs, delivers and maintains converged voice and data networks. G3 uses best of breed technology solutions to develop customers businesses. A leader in the market, G3 delivers reliable and proven IP communication solutions that will enable companies to lower risk, reduce costs and grow revenue.

Focused on both large and small enterprises, G3 really understands the business needs of the customer. As one of the only companies to fully understand and deliver truly converged solutions, G3 has reference sites with many global household names, some of which have been customers of G3’s management team for 16 years!