

FEATUREPLUS

CASE STUDY

Speedy Hire introduces an IP Telephony solution to their range of portable accommodation units

Speedy Hire Plc is a leading provider of equipment and support services to construction, manufacturing, industrial, rail and related industries. Since their foundation in 1977 the company have grown to an approx £500m organisation with more than 100,000 customers, 4500 employees and a national network of 450 depots



The Challenge

Speedy Hire tasked STL with finding a solution that would provide their clients with an easy to use, reliable communications system that was capable of being rapidly deployed in often challenging circumstances where customer requirements frequently change daily.

“Providing portable, modular office accommodation to building sites is a fiercely competitive business so being able to offer services such as equipping those temporary offices with all the services needed for their clients to ‘hit the streets running’ in the fastest possible time is a big advantage. Providing ready to go business communications was a natural extension of these office services.”

Phil Donigan, Sales Director, STL

The initial construction site Speedy Hire asked STL to provide a solution for was essentially a large mud bowl in Stratford, East London, that was destined to be the venue of a high profile global sporting event in 2012.

As well as the almost hostile environment for business communications, the first challenge STL faced was the fact that no cables could be laid at the site.

The Approach

STL therefore decided to propose Gamma Telecom’s FeaturePlus product, a business grade hosted IP telephony service with a 100Meg leased line to Speedy Hire’s London head office. The solution would then deliver voice over wireless to each of the site accommodation units which were pre-configured and equipped with Cat5 cabling, wireless access points and LAN switches.

In this way, STL could guarantee to have voice and data services running within 24 hours of an order being received by Speedy Hire to deliver additional accommodation units to the site.

In terms of user set up for voice services, once the Speedy Hire unit has been delivered to site, the four local site managers, having been trained by STL, plug in the preconfigured IP phones and get the mail and web services live. STL provides the user with a choice of Cisco IP phones as well as an analogue adapter for POTs service.

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Services

Any UK local or national dialling code can be associated with the site numbers provided and Gamma Telecom can deliver the pre-configured phones directly to site. All LAN data services are based upon Cisco switching and routers with the first installs having taken place in October 2008.

In terms of applications beyond dial tone, the FeaturePlus service provides voicemail for all users as well as a portal for logging incoming and outgoing calls. One of the killer applications that attracted Speedy Hire to the solution was the service's ability to twin phones.

"If you think about a large construction site such as this then you quickly realise that the need to report back from where the actual work is being undertaken rather than from a desk increases productivity dramatically. Therefore being able to twin a desk based phone with a mobile devices is of tremendous advantage to the site personnel."

Phil Donigan, Sales Director, STL



STL has now formulated a 'standard package' for Speedy Hire accommodation units which includes the router, POE switch and broadband provision; the only variable being the type and quantity of IP phones required.

Roll out of this service by Speedy has now progressed beyond the site in East London and STL has already undertaken installations in Dartford as well as a call centre in Leeds.

Customer Satisfaction

This solution really does meet the needs of Speedy Hire clients as they know that effective business communications can be delivered to them fast and cost effectively via the Speedy Hire managed services model that sees the client just pay for what they need on a fixed monthly charge."

STL has enabled more than 50 IP telephony endpoints already in Stratford and expects this number to grow to somewhere between 250-300 endpoints as work progresses on the site. Direct interconnects from STL to the Gamma network underpin the quality of service.

"The solution works for Speedy Hire; they have happy customers and new revenue stream for their business. They charge clients for additional services such as twinning and have monthly bills produced via our own billing platform to present to their clients. For STL the solution provides a very profitable margin rich business, ownership of the phone number and the customer. We are all winners."

Phil Donigan, Sales Director, STL