



# Middlesbrough's state-of-the-art new communications system

Councils these days need far more flexibility than ever before. Many are implementing home-working, hot-desking and shared-devices policies to cope with accommodation reviews and the potential for sharing services with other councils. 40,000 people rely every day on the services of Middlesbrough City Council.

But responding to their needs was starting to become increasingly difficult given the diverse range of system types and ages, and their indifferent performances. Each of the 100 council locations throughout the city had its own telephone PBX system with fixed PSTN and ISDN lines, and high rentals. So, providing reliable communications and value for money to local tax payers was becoming more and more of a struggle as the cost of supporting such a disparate and legacy infrastructure continued to rise.

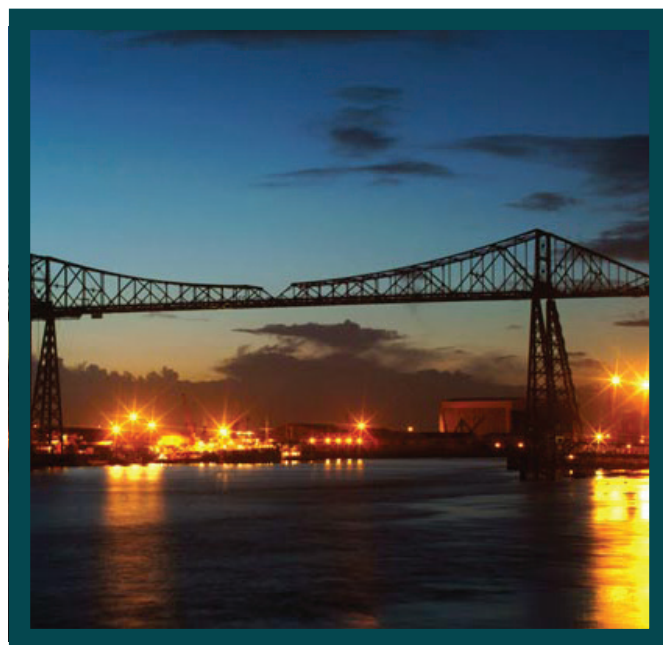
## Breaking the mould

Faced with these issues, the council began to assess their options for streamlining their communications infrastructure, improving their service to the local community, increasing the collaboration between employees and most importantly reducing their operating costs. One significant factor was that Middlesbrough had already outsourced their IT provision and support to Mouchel, a leading infrastructure and business services group. "We wanted to help the council find the best possible solution including technology, support and cost", said Mark Lamont, Sales director for Nowcomm. "We put forward a complete end to end Cisco Unified Communications system and proposed to break the traditional "outsourced outsource" model by encouraging Mouchel to take back more of the support responsibility. This would also involve us in sharing the load, integrating their help desk with ours, and training their people to handle the first and second line calls. We would then provide a third line of support through our own Network Operations Centre to handle and resolve any more complex technical issues."

## One Hundred to One

Where there were once nearly 100 separate telephone systems there's now just one, supporting around 2700 handsets distributed across all the council offices. More flexible ways of working are now possible due to the inherent mobility support of the Cisco Unified Communications solution. Very importantly, the cost of managing, supporting and maintaining all those old PBX systems has been removed, along with the expensive line rentals.

Nowcomm were able to go further still in finding the greatest possible operational benefits. Centralised and resilient SIP-based trunk connections to the PSTN replaced hundreds of primary and basic rate discrete lines from a variety of providers, bringing further savings.



A Cisco Contact Centre Express solution providing four virtual contact centres and supporting over 90 agents made it much easier to handle a wide range of enquiries from school admissions and council tax to refuse disposal.

Additionally, Nowcomm developed Interactive Voice Response (IVR) solutions to support facilities such as leisure centres and swimming pools, providing callers with a variety of simple to use self-service options such as opening time and other information.

Middlesbrough Council, its staff and the people who call in every day are all now sharing the benefits of a state-of-the-art IP-based communications system that brings seamless collaboration across all locations.

## Who we are

We're a network skills, services and support company specialising in Unified Communications and managed service provider. Our founders established Nowcomm as a company that always puts its customers' needs first and foremost. We continue to invest in our people, our partnerships and our facilities so that we can provide the highest levels of advice and support our customers expect and deserve. Through strong relationships with leading industry vendors including Cisco, Microsoft, Polycom, VMware and Trend we are able to design and build the optimum solutions our customers need to support their businesses. We are proud to be one of only a select few Cisco Master Unified Communications certified partners in the UK.

Networks and communications are integral to today's organisations and the need to ensure their continuous and optimised performance is vital. This is why we have built our state-of-the-art Network Operations Centre, assuring our customers with a 24x7 monitoring and diagnostics facility staffed by high calibre engineers with a sharp focus on standards based service delivery through the adoption of ITIL best practices and ISO 9001 quality accreditation.



## Our solutions for business



Each of our customers is unique and each has a specific network and communications requirements. Your business is no different and so our approach is always to discover, analyse and understand business, utilisation and performance needs in advance of creating your unique design. Our solutions encompass all aspects of business networking and communications.

We can optimise your network to support your new productivity enabling applications, join your sites across the UK and the globe with the very latest cost efficient connectivity solutions, keep your information safe with in-depth security, harmonise and integrate communications across all manner of desktop and mobile devices, enable support for Bring Your Own Device (BYOD), drive efficiency in your data centre with cloud enabled virtualisation or enhance the power of collaboration with the very latest high definition TelePresence systems but most importantly of all, we will tailor-make a Nowcomm support and service package to fit your exact needs, not ours.

From simple break-fix through to a fully managed service, where we operate and run all aspects of your network and communications for you, and every permutation in between; the choice is yours. Whatever your requirement Nowcomm can build and support your bespoke right-sized solution allowing you to focus on your business, not your network.

Contact us direct on: +44 (0) 1332 821100

Visit the website: [www.nowcomm.co.uk](http://www.nowcomm.co.uk)

