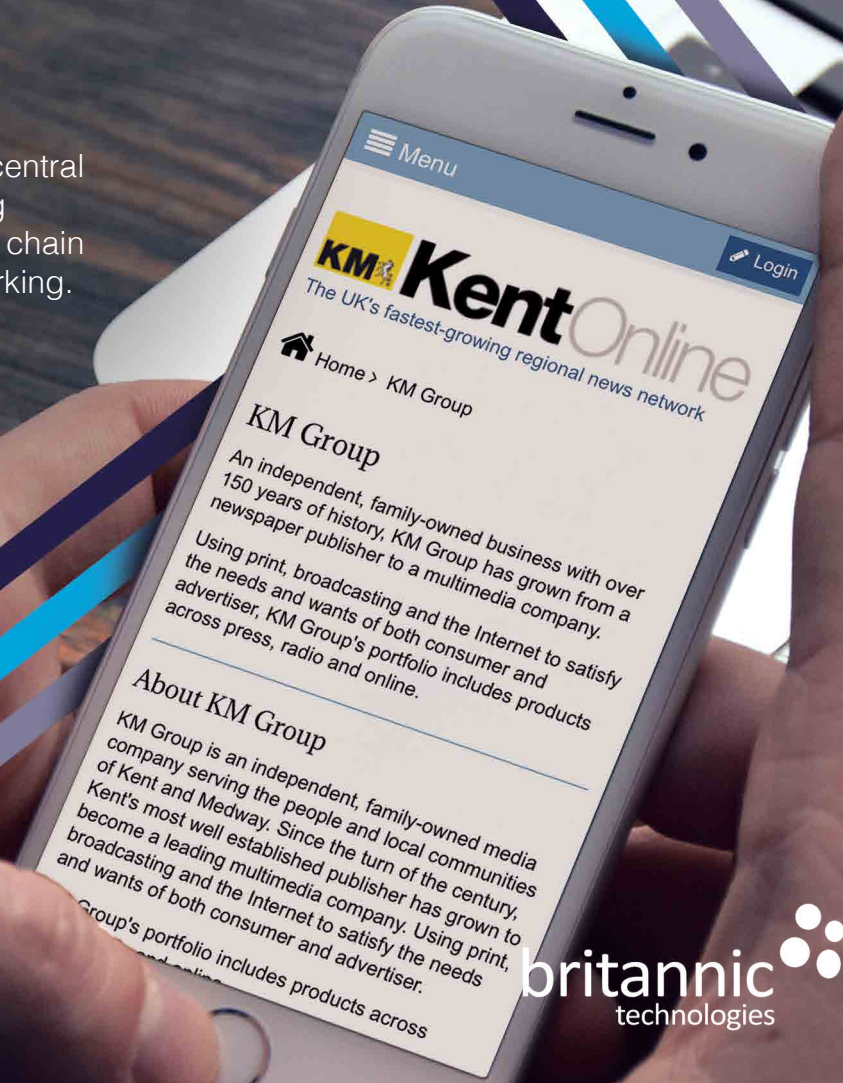# KM GROUP

We consolidated eight locations into one central cloud platform in just four weeks; reducing running costs by 46%, unifying the supply chain and simplifying the adoption of mobile working.

britannic technologies

Delivering more, for less

KM Group was operating a range of phone systems, maintainers and a radio phone-in application connected into the MPLS network. After reviewing costs, contracts and suppliers, we worked with the business and the outgoing manager to design and implement a solution to fully meet the needs and timescale of implementation and drive the business forward.

Cloud Telephony provides true flexibility and savings for this fast-growing multimedia company

The Kent Messenger Group is an independent family-owned business based in Kent. With over 350 employees it operates local newspapers, radio stations and internet sites throughout the country. With over 150 years of history, KM Group has grown from a newspaper publisher to a multimedia company.

KM Group was experiencing inflexiblity with its phone systems, and with its telecoms manager leaving the company it was important to find a suitable, straightforward and flexible solution. The company was already operating its publishing systems from a cloud infrastructure but wanted to investigate cloud telephony and further update the technology it was using. The company also wanted to look at supporting mobility, home working and information management.

We completed a comprehensive review, analysing IT, telecoms, operations and the call centre and found that KM Group was operating a range of phone systems, maintainers and a radio phone-in application connected into the MPLS network.

The Solution

We worked with KM Group and its outgoing telecoms manager to design and implement a solution to fully meet the needs and timescale of implementation of four weeks from receipt of order.

We provided a hosted Mitel telephony solution and contact centre spanning eight sites. We migrated the Group's infrastructure from ISDN to SIP and provided business continuity through the use of two hubs by means of Britannic's resilient core. In addition, multiple interconnects into BT and Verizon ensure auto failover on calls, panning desk, home and mobile workers.

The Technology

Business Class

netX is a 'business class' SIP exchange platform which has direct connection into the BT network for the large scale routing of IP telephone calls. This has enabled our customers to work towards a single standardised network infrastructure.

Disaster Recovery

netX supports multiple protocols, support for any SIP codec, it provides full NAT support and is integrated with Microsoft's Skype for Business Server and BriPORTAL gateway support for backwards compatibility for TDM. It provides full disaster recovery options.

SIP Call Routing

SIP call routing via netX, our exchange platform offers a cost-effective solution. The infrastructure is fully resilient both physically and virtually and the network is controlled end to end to guarantee carrier-grade quality.

Lower charges; more mobility

Over 100 users now use UC clients on mobile phones as their telephony device, which has greatly improved mobility and value for money whilst not impacting functionailty.

This has driven costs down from mobile users by linking calls through the corporate (hosted) telephony platform and taking advantage of reduced call charges from SIP.

> "The secret of success is choosing the right partner. Britannic worked very hard in getting to understand our needs, setting up the infrastructure that was right for our business and implementing the changes with effective planning and liaison with all our teams. As a result the changeover was smooth and benefits have been readily identifiable."

Duncan Gray,
Operations Director,
KM Group

The Results

The project delivered major transformational change to take the business forward. It also paved the way for the next phase of evolution which includes a multimedia contact centre and social media integration. We delivered a 46% annual cost saving and the saving allowed KM Group to invest in new technology to take the business forward.

The whole solution, including hosting was delivered for less cost than the previous environment.

We were able to deliver more, for less.

£110K

KM Group's previous running costs

46

Annual cost saving percentage since Britannic's involvement

8

Number of sites we simplified communications across in four weeks

LET'S SHARE SOME IDEAS.

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