



It's a Numbers Game (But Not About Money)

How Unified Communications brought Port Services back together

Case Study

CUSTOMER NAME: **Port Services Group**
INDUSTRY: **Logistical support service company**
LOCATION: **Aberdeen, Scotland**
COMPANY SIZE: **30**



BUSINESS IMPACT

Benefits delivered by the Cisco Solution include:

- **Significant telephony cost reduction**
- **Smart IP call routing eliminates redirection charges**
- **Improved staff productivity and accessibility**

BUSINESS CHALLENGE

For 30 years Invergordon in North Scotland had been home to one of the country's foremost offshore logistics specialists. But with the HQ lease about to expire and a wholesale move to its Aberdeen facility on the cards, Port Services Group faced a dilemma. Should it adopt a new number or retain its current one and absorb huge charges for hundreds of redirected calls?

It's a simple case of economics until you consider the Invergordon number is probably stored in the phone books of every employee, customer, supplier and business partner who has ever worked with the company over the past three decades.

What's more, rapid expansion and structural change had created four other separately operated regional facilities.

"We invest in, own and operate some of the most advanced engineering technology available," says Paul Clark, Operations Director for Port Services Group. "But the business had become fragmented and difficult to administer. We needed to bring the company back together."

SOLUTION AND RESULTS

Port Services Group turned to Cisco to bring the company together, while preserving its Invergordon heritage. Smart use of non-geographical 'SIP trunking' means that when customers dial the old Invergordon number, calls are received in Aberdeen and intelligently redirected. Customers notice no difference.

- Dedicated voice network between head office and satellite offices ensures high call quality at low cost.
- Call handling using SIP cuts redirection charges and allows Port Services to extend network to new facilities as needed.
- Power over Ethernet switches simplify desktop connectivity and reduce maintenance costs.
- Cisco routers power a high-speed, high-bandwidth data link between Aberdeen and Invergordon, improving business efficiency and productivity.
- Cisco Wireless Access Points provide instant network connectivity for staff and business associates visiting the Aberdeen office.

"We've gone through so much change in the last five years and structurally we'd grown apart. We were relying on technology to get us out of a hole and Cisco has come through for us. It's no exaggeration to say that the new system has transformed our business and has helped us become one company again."

Paul Clark, Operations Director, Port Services Group

Port Services Group's unified communications network was designed and installed by Clark Computers, a Cisco Select Certified Partner.

For more details please visit www.cisco.com/uk/smb