

## UK'S LEADING MEDICAL, SOCIAL CARE, CONSTRUCTION AND TELECOMMUNICATIONS RECRUITER ACHIEVES HIGH-VALUE RETURN ON INVESTMENT WITH CISCO UNIFIED COMMUNICATIONS

The UK's leading supplier of health, social care and construction professionals, Blue Group has deployed a Cisco Unified Communications System that has delivered high value total cost of ownership figures, return on investment within a year and a highly flexible and reliable communications solution.



### Supporting a dynamic, changing business

Blue Group International is a professional recruitment business specialising in the medical, social care, construction and telecommunications sectors. It is the UK's largest provider of qualified social workers. The London-based company also specialises in providing medical staff such as nurses and doctors to supplement NHS and private healthcare services in the UK.

Blue Group, which currently has 170 staff, is pursuing an aggressive business growth strategy and has been doubling in size, revenue and profit over the last few years. The growth is at such an extent that the company recently took on a new office – located just 25 meters from its existing London office.

Recruitment is a fast moving, but also traditional business. Blue Group's dynamic staff are constantly evolving their roles and re-organising into different teams to meet employer and candidate needs more effectively. However, the telephone, even with the proliferation of email, remains by far the most important form of communication for the company's consultants. Karl Perkins, Blue Group's IT manager, says, "Recruitment consultants are on the phone all the time. If they are not, they are not talking to candidates or clients and not doing business."

In addition to the telephone, candidates placed in positions by Blue Group still rely heavily on the fax for sending information such as weekly time sheets to the company so they can be paid.

### EXECUTIVE SUMMARY

#### CUSTOMER NAME

- Blue Group International

#### COMPANY SIZE

- Small to Medium business

#### INDUSTRY

- Business Services

#### BUSINESS CHALLENGE

- Enable recruitment consultants to communicate with clients and candidates more effectively
- Support a fast growing and changing business
- Make team and location changes simple to manage

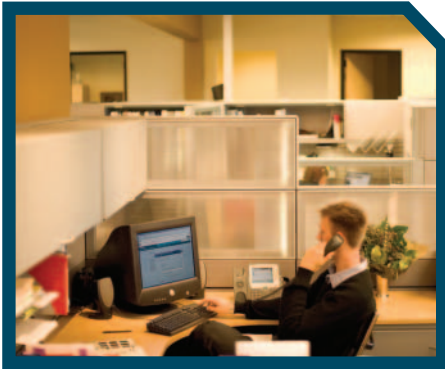
#### NETWORK SOLUTION

- Cisco Unified Communications System

#### BUSINESS VALUE

- One year return on investment
- Total cost of ownership £100,000 better than rivals
- Delivers secure and reliable communications
- Saves hiring additional IT staff

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Growth, constant change and the importance of telephone communications had placed increasing pressure on a telephone system that was no longer able to cope. For example, every time someone needed to move to another desk, or a new member of staff arrived, the company had to bring in a telephone engineer to make the move and each move would take anywhere up to an hour. The system had also become very unreliable, with system crashes a regular occurrence.

Blue Group's strategy was to create a new telephone system based upon IP (Internet Protocol) technology because this offered the most flexible and future proof solution.

### Cisco delivers impress, cost-effective technology

Blue Group has replaced its existing network infrastructure with a Cisco Systems converged voice and data Local Area Network (LAN) at its two London offices. The two offices are connected using Cisco technology.

Blue Group deployed a Cisco Unified Communications system that comprises of Cisco Unified CallManager for managing the calls, Cisco Unity for voicemail and 150 Cisco Unified IP phones. Blue Group uses the Cisco Unified Communications system to manage incoming faxes and route them to an outsourced fax to email service so that they are immediately delivered to the relevant team. Perkins says, "We're very impressed with the quality of the Cisco solution, especially the speaker phones which are fantastic."

### Cisco TCO shatters rivals

Blue Group's business case for a new telephone solution was not based on up-front cost, but rather on total cost of ownership (TCO) over the long term. When it was selecting a solution, the company asked potential suppliers to provide a detailed cost analysis of their products over a projected three year period.

Perkins says, "We found that the cheapest solutions in year zero always became very expensive as time went on, usually because of licensing or handset costs. Whereas with the Cisco solution, the cost gradient was just so much lower and, as you kept adding users, the cost per additional user improved. Cisco's TCO was by far the most cost effective, by as much as £100,000 and that's a saving not be sniffed at. In fact, it was this TCO and the all round functionality that persuaded us to choose Cisco."

Before the Cisco Unified Communications system was implemented, Perkins says, "Supporting the company's constant team changes and reorganisation was a massive headache. Now we don't need to provide any support, staff simply move themselves, log in to their phone at their new desk and off they go. The ease and simplicity of moves and changes is just a beautiful thing. It has saved the IT Team lots of time, and saved me having to hire additional IT staff."

Perkins estimates that by having the Cisco Unified Communications system in place and linking the two separate office has saved as much as £6,000 a month in call charges compared to a traditional telephone system. The Cisco network in and between the two office locations is also much easier to support and significantly faster than the previous network infrastructure.

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**Karl Perkins**  
IT manager  
Blue Group

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The company as a whole has seen the impact of having the Cisco solution through its flexibility. Blue Group is a very dynamic, fast growing business and the solution has helped the company to be yet more dynamic, increasing the pace at which they are growing rather than hindering this change, which has been the case in the past.

“Quite apart from the functionality and huge difference the Cisco technology has made to administration, the overall cost saving it's enabled us to accrue, means the solution will pay for itself within a year.”



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