



Executive Summary

Cisco Partner
ntl: Telewest Business

Business Challenge

- Develop a complete solution - the right technology combined with the right commercial framework - to advance Your Space's position in the UK serviced office market

Solution

- Cisco IP network with Unified Communications
- Cisco Capital EasyLease Finance solution

Business Results
ntl: Telewest Business benefits include:

- A new value proposition for SMB and mid-market companies
- A way of making Cisco technology more affordable for more customers

This has provided Your Space with:

- A replicable IT model, with greater assurance of cash flow management
- Competitively differentiated and highly attractive business premises

Finance solution helps Your Space, ntl: Telewest and Cisco bring Five Star office excellence to the UK

Your Space is creating a blueprint for five star business premises in the UK. State-of-the-art Cisco technology and ntl: Telewest service provider excellence has been fused together with a flexible finance solution from Cisco Capital. The result is the perfect customer environment - stylish offices, 'red carpet' VIP facilities and IT services that won't break the bank.

Business Challenge
ntl:Telewest Business is a leading communications provider to businesses, public sector organisations and service providers in the UK. It offers a complete portfolio of voice, data and internet solutions that can be combined with a range of financial options and commercial enablers to minimise risk and impact on cash flow.

Mark Field, Account Manager for ntl:Telewest Business, explains: "Many of our customers - particularly those in the SMB and mid-market sectors - are increasingly finding themselves up against larger competitors with more resources and bigger wallets. Financing levels the playing field. It allows companies - irrespective of size - to acquire the technology they need to compete and win, without breaking their current business models."

One such company is Your Space which has rapidly grown to become one of the UK's most forward-looking property companies specialising in serviced offices. This success is founded on expertise in high-specification design and refurbishment, which is used to create stylish business premises with five star facilities and state-of-the-art IT.

Shaun Mealey, CEO for Your Space, says: "One of our biggest challenges was to develop an IT model that could be replicated easily and quickly as we add new sites. It also had to be scalable - both technically and commercially - giving us the flexibility to manage cash flow. This is all about how well you can match costs to revenue, which for us involves minimising upfront capital expense and accelerating lead times for acquiring tenants."

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—Mark Field, Account Manager,
ntl:Telewest Business

“EasyLease is helping Your Space to set new standards for premier hi-tech office space. This now includes VIP services, such as an on-site concierge and exclusive fingerprint access VIP lounges for select clients, as well as and the industry's first installation of TelePresence which is set to revolutionise the way we meet.”

—Shaun Mealey, CEO, Your Space



Solution

The Cisco Capital EasyLease programme has enabled Your Space to roll out the latest Cisco technology - a mix of WAN, LAN, UC and wireless solutions - across all of its UK premises in London, Willenhall, Manchester, Liverpool and Glasgow. Instead of incurring an immediate financial hit, Your Space was able to take advantage of an interest free loan and flexible rental plan that spread the costs of the investment over three years. At the end of term, there is an option to keep the equipment and pay the outstanding settlement (where upon title ownership of the assets will be transferred) or carry out a technology refresh and renew the financing contract. The project is currently being rolled out by ntl:Telewest Business.

Business Results

EasyLease has helped ntl:Telewest Business to develop a new proposition - with competitive finance and flexible terms and options - that enables more customers to extract greater value from Cisco technology. This provided a 'pay as you grow' model, which allows Your Space to integrate premier business premises with innovative IT services, without compromising cash flow management or commercial targets.

The core Cisco IP infrastructure will ensure instant access to data and Internet services (via Power-over-Ethernet or wireless connectivity) and deliver Cisco Unified Communications - including IP Telephony (with a unique self-inclusive package for free calls to any mobile or landline), Unified Messaging and Desktop Video. The company also plans to implement TelePresence, combining rich audio, high-definition video, and interactive elements to deliver a unique 'in-person' experience over the network.

Shaun Mealey sums up: “EasyLease is helping Your Space to set new standards for premier hi-tech office space. This now includes VIP services, such as an on-site concierge and exclusive fingerprint access VIP lounges for select clients, as well as and the industry's first installation of TelePresence which is set to revolutionise the way we meet.”



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV
Amsterdam, The Netherlands

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