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“Since we’ve converged voice and data through one network with 8el, we’ve seen significant savings in our telecoms spending. We also get improved quality of service and a single point of contact.”

Peter Thompson, IT Manager, PSD Group

CASE STUDY

PSD

Company

PSD Group plc

Business Need

Improve the quality and capacity of their voice and data network

Solution

Provision of an upgraded and future-proof communications infrastructure

Benefits

- Reduced infrastructure costs
- Increased capacity
- Improved quality of service
- Single point of contact

Background

PSD is a leading international recruitment services organisation providing specialist expertise across a range of disciplines, sectors and countries.

PSD maintains 6 offices in the UK located in London, Birmingham, Manchester and Haywards Heath. In 1996 the company opened its first offices outside the UK and today operates 10 offices across Europe and Asia.

resilient network

Situations and Challenges

PSD needed to upgrade its communications with a more reliable voice and data network following the relocation and expansion of various UK sites.

upgrade their data connections to the central citrix server farm in the London, Essex Street office.

In particular, the impending expansion of the Manchester operation into 2 new sites, and the relocation of the Birmingham office, underlined the need to

To meet these challenges, PSD needed a solution that offered flexibility, as well as being more reliable and cost effective than the previous frame relay network.

enhanced quality

The 8el Solution

8el tailored a solution to suit PSD’s requirements as described below:

- Installation of intelligent *freepoint* equipment and direct network connections at the sites in Birmingham and Manchester. (Connecting PSD to 8el’s network)
- The configuration of these private circuits to link into London at specified bandwidth:

512kbps of bandwidth into Manchester Site 1.

128kbps of bandwidth into Manchester Site 2.

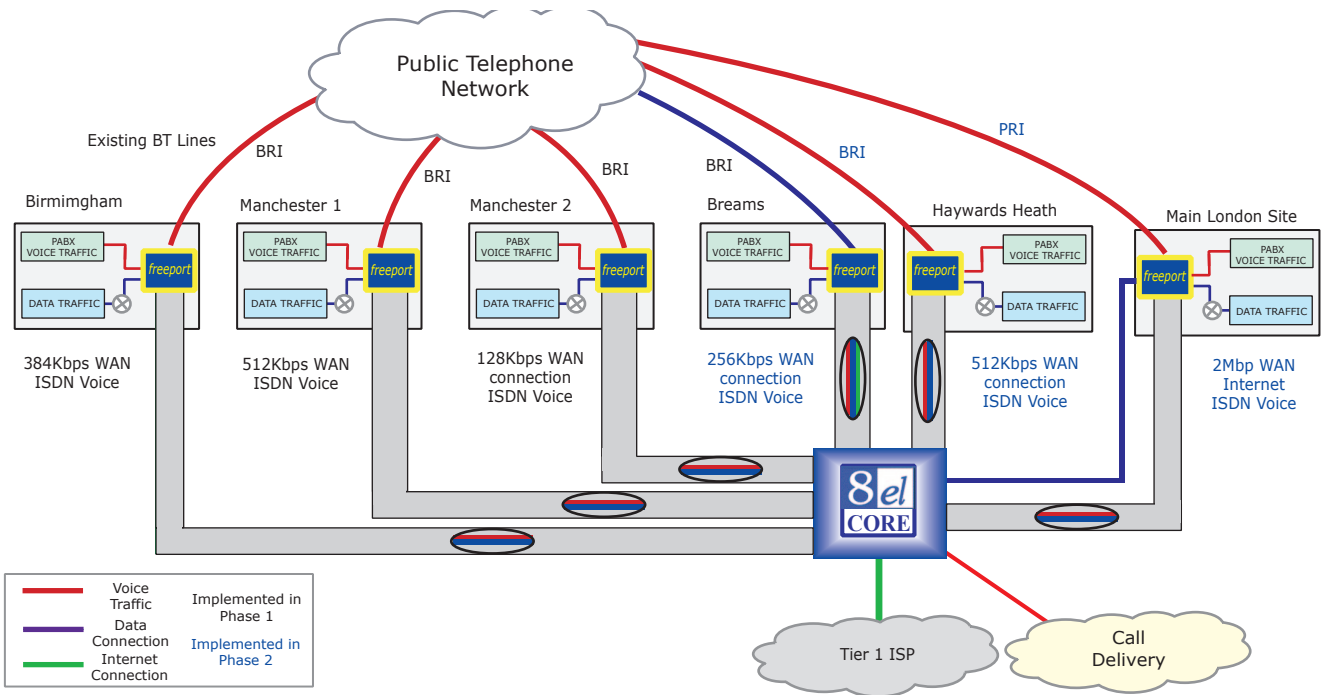
384kbps of Bandwidth into Birmingham.

- To connect these circuits, the *freepoint* in London was configured to handle 1Mbps.
- 10 x ISDN30 channels from each remote site are connected back to 8el’s carrier switch in London and have been configured to carry PSD’s outbound voice traffic.

reduced costs

Recruitment

8el's voice and data solution for PSD



Results

- 8el provided PSD with a fully resilient voice and data network with diverse routing capabilities to ensure continuity of service at all times. For example, in the event of any third party issues, voice or data traffic will be instantly diverted over an alternative path. Information is therefore delivered instantly and seamlessly to its destination.
- 8el is also providing stability and improved quality of service due to the ATM infrastructure deployed over the network connections. As a *freeport* exchange was installed in each site, PSD does not share any common bandwidth, avoiding problems such as unstable throughput and latency.
- 8el's fully managed solution is backed by an industry leading Service Level Agreement, with a single, accessible point of contact for customer support.
- To help satisfy PSD's future requirements, including possible expansion plans for international data links, the 8el solution has been designed to be fully scaleable.
- 8el's unique solution delivers cost savings to PSD by integrating voice and data services through a single yet resilient network infrastructure.

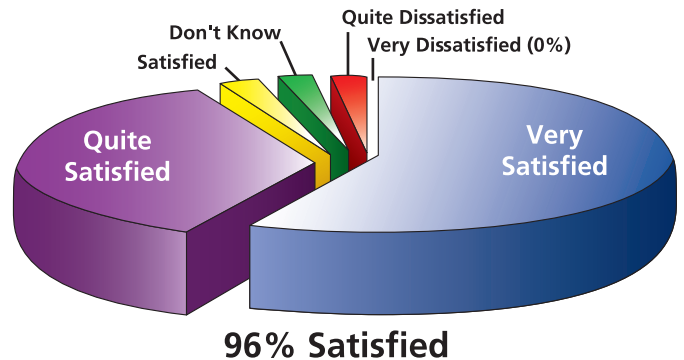
About 8el

8el (pronounced "A-Tel") is an innovative, specialist network operator. It provides efficient voice and data solutions to the business market. Customers use 8el to meet their communications needs and derive a mixture of strategic, financial and quality benefits.

To demonstrate the success of its voice and data solutions, 8el recently commissioned an independent survey of their customer base, with some compelling results:

- 94% of customers were more than satisfied with the level of service provided by 8el, with 56% being very satisfied with the service.
- 98% of those who responded said they were likely to continue using 8el's service over the next year.

93% of customers would recommend 8el



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