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“ We chose 8el because they provided a comprehensive solution with an emphasis on uninterrupted service and back-up solutions. The pricing structure was attractive and the quality of service was an essential factor. ”

Mick Gordon, Financial Director, Synovate

CASE STUDY

Company

Synovate

Business Need

Cost effectively upgrade their network capacity whilst increasing functionality

Solution

Provision of an upgraded and future-proof communications infrastructure with enhanced call monitoring facilities

Benefits

- Reduced infrastructure costs
- Increased capacity
- Improved quality of service
- Increased level of network functionality

Background

Synovate, one of the world's top research firms, is the market research arm of global communications specialist Aegis Group plc.

Previously known as the Sample Surveys Group in the UK, the company primarily conducts independent market research surveys on behalf of their clients.

Synovate (UK) Ltd employs over 200 people and has three UK offices located in London, Mount Offham and Rochester.

resilient network

Situations and Challenges

Synovate needed to increase the speed of their network which was becoming challenged by the company's growing volume of data traffic.

telephone research activities. Data were downloaded and analysed via a central SQL database housed at London. London was also the gateway for all three offices' Internet and email access.

Their call centre activities also demanded better monitoring and reporting of telephony activity against individual research projects by location.

As a result, the company was looking to the market place for a cost effective solution to upgrade their communications infrastructure needed to carry their data traffic whilst increasing the level of functionality.

Running separate voice and data departments, the company was previously using call loggers, located on each site, to monitor

enhanced quality

The 8el Solution

To address Synovate's needs, 8el supplied a tailored solution comprising of the following:

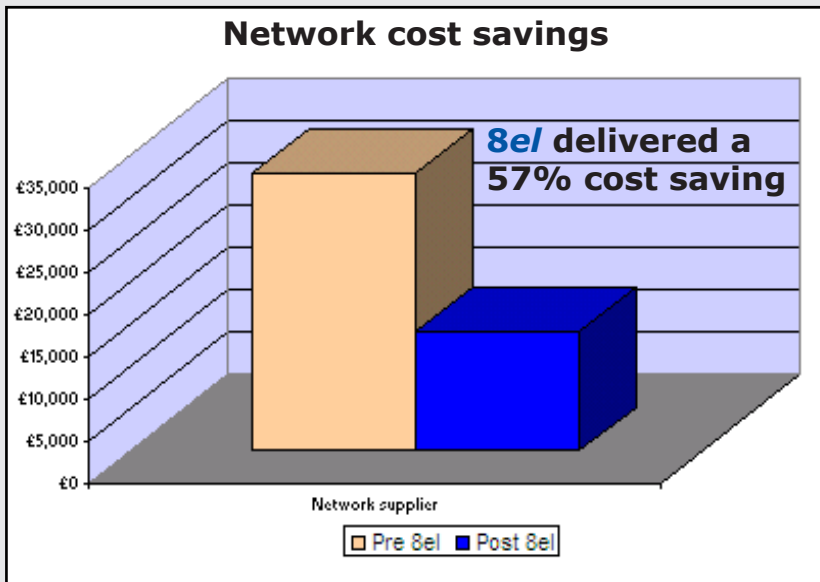
- Dedicated digital voice lines to provide direct access to the PSTN.
- 8el's unique *freepoint* exchanges installed at each of Synovate's 3 UK sites.
- On-line network utilisation statistics and telephony call records.
- Increased data bandwidth for WAN access via direct leased line connections at all 3 sites.

- Built in resilience for all data connections to ensure continuity of service and maximise uptime. 8el's comprehensive Service Level Agreement (SLA), guarantees both quality and availability of voice and data traffic.

reduced costs

Market Research

Synovate has made significant cost savings using *8el's* solution



Pre 8el	
Telephone line rental	£22,999
Fixed data line rental	£9,762
Total previous fees	£32,761
Post 8el	
Fixed link rental	£36,000
Volume related discount	-£31,005
Total after discount	£4,995
Remaining BT line rental	£9,087
8el Total (Including BT)	£14,082
Savings (%)	
Reduction in fixed costs	57%

Synovate's traffic in 2002 increased in volume by 20%. In contrast their overall communications cost base dropped by approximately 30%.

Results

- By using *8el's* converged voice and data solution, Synovate has reduced the total cost of ownership for its communications network.
- *8el's* solution has increased the resilience of Synovate's voice and data infrastructure, meaning business continuity is assured and protecting against third party issues.
- Using *8el*, Synovate has a much greater understanding and control of their call distribution. Free on-line web analysis provides information in real-time.
- *8el* has converged Synovate's voice and data through a single dedicated connection, reducing administration and giving them one accessible point of contact.
- *8el's* network management centre has total visibility of the Synovate network. This proactively ensures that any problems are dealt with quickly and effectively, helping to avoid any service affecting faults. A round-the-clock technical support line is available to handle any issues, should they arise.

About 8el

8el 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.

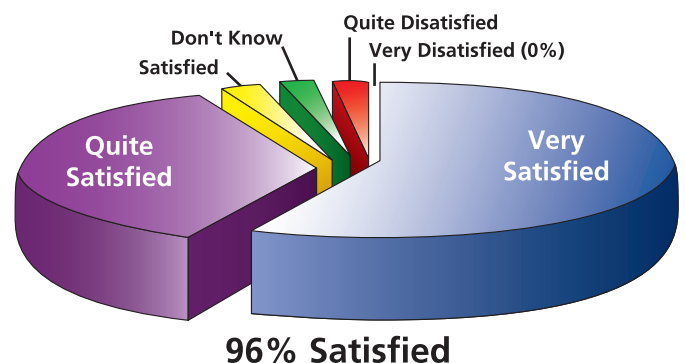
To demonstrate the success of its voice and data solutions, *8el* recently commissioned an independent survey of their customer base, with some compelling results:

- 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.

Telephone

0845 3300093

93% of customers would recommend 8el



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