

Cost Cutting and Innovation

The UAE's Graphic International Centre (GIC) is an IT-based office automation business with most of its staff working in the field across Europe, the Middle East and North Africa. du has enabled GIC to improve field staff communications while radically reducing costs.

The Challenge:

"We make a lot of mobile calls because our primary business is sales and support. We have engineers and sales staff moving all over the country and the main method of contact is through mobiles. So one of the challenges we faced was keeping mobile communication costs down," said Yogesh Patel, deputy general manager for IT services at GIC.



GIC is currently using the mobile, blackberry and call select services from du. Because 70 per cent of GIC employees are field staff, they need access to their emails while on the move. Another key element for the company was cost. As much of the company's business is in other countries, the company's main communication channel with field staff is through mobile phone calls.

This meant that, with its previous service provider, the company was previously clocking up huge bills while using national and international services on mobile phones. As a quarter of the company's calls are international calls, this was proving to be too expensive.

Key Objectives:

- Cut the cost of mobile calls
- Access new technologies
- Reduce international roaming charges
- Retain primary phone numbers with the fixed services
- Have a personalized service with a point of contact at the telecoms operator
- The ability to do real time analysis on services to identify peak cost areas

"The philosophy of telecoms providers had previously been 'take it or leave it.' With only one provider, it was hard to get access to new technologies. So when du came along, we decided to give them a try," said Patel. Initially, du deployed the mobile services to GIC. Over time, GIC has added call select and blackberry services.

The Solution:

du has provided GIC with a solution comprising a number of services aimed at increasing telecommunications efficiency and reducing costs via mobile voice, mobile data, blackberry and call select.

du's Call Select service enables cost reduction on international fixed line services by re-directing national and international calls through du. Call Select also enabled GIC to retain its primary existing phone numbers to maintain business continuity.

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An additional service provided by du called Power Bill has been designed to allow customers such as GIC greater control over their spending. It enables GIC to do real-time analysis on its communications spend to allow it to identify the most expensive users and pinpoint ways of reducing costs.

The Blackberry Internet Service (BIS) has enabled GIC to increase its operational efficiency by allowing staff to access their emails while travelling and working away from the office. Using BIS allows staff in the field to maintain real-time contact with colleagues and clients.

A key element in the du solution was a pay-by-the-second feature, which resulted in a drastic cost saving to the company. Another feature, closed user group, is an inter-company mobile business plan where a user within GIC can call another GIC colleague at a 50 per cent discount. One of the key advantages of using du is the way in which GIC always has a point of reference within du to field questions and ensure a smooth service delivery. The central foundation of the relationship between du and GIC is the presence of a dedicated account manager.

"The account manager is a really good concept from du," said Patel. "He ensures we get the best service plus information regarding forthcoming services."

Key Benefits:

- du's inter-company mobile business plan cuts call charges between GIC staff by 50 per cent.
- Call Select enables significant cuts to fixed line charges by re-directing national and international calls through du.
- Power Bill allows GIC to increase productivity and reduce costs further, through real-time analysis of its communications spend.
- The Blackberry Internet Service (BIS) allows staff to access emails while away from the office.
- GIC has its own dedicated account manager, with a single point of contact for convenience as well as someone who truly understand GIC 's business needs.
- Improved efficiency through a more highly reliable, robust and evolved mobile communications network.
- Significant cost savings across the board for GIC.