

CAPITA

CAPITA CASE STUDY

OVERVIEW OF SOLUTION

Central Telecom, working in partnership with Avaya, has designed and implemented a leading edge voice Network solution for Capita Group plc, the UK's leading provider of outsourced professional and support services.

The Capita Group is at the forefront of business process outsourcing in the UK and provides an innovative portfolio of services, ranging from customer services, human resource and financial and software services, to information technology and property consultancy.

It helps companies in the private sector stay ahead of the competition and assists public sector organisations in meeting the service needs of their communities – in order to keep its customers at the forefront of their marketplaces.

In the year to 31 December 2005, turnover had increased by 12% to £1,436 million, with a massive 22,500 employees operating across more than 200 sites.

Central has designed and implemented a 'one stop' solution for Capita, comprising Avaya S8700 and Avaya Communications Manager 3 which will provide general telephony services for staff based at Capita's administration sites and remote worker force.

It will also produce savings in the region of 20% of the annual support costs in comparison to the existing break-fix contracts.

The contract was won in the face of fierce competition from global names including BT and Cisco Systems.

BACKGROUND

Capita currently operates over 200 sites with 22,500 employees (both desk and mobile based) and all require voice services. The majority of the fixed services were based upon traditional TDM architecture. Following rapid growth over the last five years Capita had acquired and invested in call centre technology from a variety of technology providers. As a result, there was

little inter-connectivity between sites and the majority of inter-site traffic was passed either via the PSTN or PLMN.

Capita undertook a technology review encompassing voice to ensure that it was leveraging the most appropriate, flexible, resilient and cost effective solution needed to meet the needs of its varied client base.

Central's brief was clear - to support all current functionality within a new infrastructure with reduced cost and which would cater for future enhancements without any significant change.

This involved consolidating Capita's data networks onto a single MPLS in order to achieve the following key objectives:

- **Reducing Capita's annual voice spend by at least 20% (or £2 million per annum).**
- **Providing Capita with a voice infrastructure to deliver client and internal solutions – from design, through bid to implementation**
- **Procuring innovative 'new generation' facilities on a call-off basis**
- **Improving cross-Capita working on a common network**
- **Minimising levels of disruptive re-engineering**
- **Capita's requirements perfectly fit the Flatten & Consolidate and Extend model supported by Avaya's MV solutions.**
- **Capita wanted to reduce operational spend and standardise the infrastructure**
- **Providing a common set of manageable components across the entire infrastructure**
- **Centralised management and administration for cost control and speedy service delivery**
- **Common functionality and connectivity wherever the user resides**
- **A platform to launch new services easily**

- **Resilience where required and minimise assets where appropriate**
- **A common interface to integrate front and back office applications.**
- **As part of the solution Central designed and delivered a centrally hosted service to run from Capita's own data centres .**
- **The requirements required that the solution be able to provide Avaya MV voice**

The solution not only met all the key business objectives but also allowed Capita to leverage the existing investment already made in the product in both software and hardware. It also allowed Capita to extend the solution to cover it's call centre requirements

SOLUTION

Central has combined its experience and expertise in the field of business communications solutions to implement a leading edge solution from Avaya, global leader in communications systems.

The new solution provides general telephony services for staff based at Capita's administration sites and remote workforce across more than 200 sites.

The project involves replacing the company's existing voice technologies with a new Capita Voice Network (CVN), a centralised Voice over Internet Protocol (VoIP) infrastructure, which will provide general user telephony and enhanced services to all parts of the Capita Group.

An Avaya solution was proposed in preference to Nortel, Mitel and Cisco products that were also in Central's product portfolio. Central believed that there were significant advantages in the proposed solution in areas such as scalability, security, flexibility and reliability as well as functionality with the Avaya product.

The solution will:

- Maximise current telephony investment (TDM and Analogue)
- Allow Capita the opportunity to utilise any of the existing investment within current Avaya hardware (Multivantage).
- Minimise investment in current LAN Architecture

- Leverage the MPLS WAN backbone to provide internal voice traffic
- The architecture proposed allows Capita to deliver a solution that meets both immediate and future needs.
- Maximise investment in current hardware and licences
- The Avaya licensing within the CM3.0 software level allows for all current Avaya hardware to be migrated to the primary data centre, reutilising a significant number of resources and reducing the cost of the solution.

AVAYA COMMUNICATION MANAGER 3

The Avaya Communication Manager 3 is feature rich voice application software with call processing capabilities, messaging, and contact centre functions designed for multi-location network environments such as Capita.

It offers intelligent call processing, which enables call control on a call-by-call basis, then adds support for new applications, infrastructure and communications devices.

The solution is capable of residing on a Cisco LAN infrastructure and Central have installed two large deployments for Capita on current Cisco networks at Barnwood and Salisbury.

The solution has been designed so that not only can each business unit be provided with segmentation, but so that it has the flexibility to allow for investment in existing applications to be reutilised in other areas of the business. This gives Capita the ability to migrate to a fully populated Avaya Contact Centre solution, as well as supporting all contact methods with opportunity to utilise these services across multiple Capita campaigns.

The project also included novation of managed service/maintenance contract for all sites across the Capita Group to Central Telecom. Central have undertaken an audit of all Capita sites and consolidated all products and maintenance into one manageable package offering across the board cost reduction for a single managed solution.

IMPLEMENTATION

Capita expected any physical change to existing networks and services to be disruptive, but Central ensured that disruption was minimised. Capita was clear that it wanted to introduce the solution in a phased manner across the existing estate. It was also a prerequisite that all

proposed solutions should be capable of interoperability with some or all of the existing ACD/PBX technologies currently in use.

Central also demonstrated how its proposed solution would enable Capita to minimise financial, operational and technological risk in the eventual 'roll-out' of the solution. They undertook a Pilot Project based on the technology that would be applied throughout the back office implementation covering three key sites, including Capita's Victoria Street headquarters. The success of this project was the catalyst for moving forward with Central Telecom's proposal for the group.

In view of the critical nature of some of Capita's clients, it was also necessary to consider business continuity and disaster recovery in the proposed solutions.

The implementation of IPT locally over LAN and WAN was straightforward from a technology perspective; however it did represent a major change in the way that the networks were used managed and secured. Central's expertise ensured that Capita was well-prepared to avoid this at point of implementation and on an on-going basis.

The first phase of implementation involved providing a core infrastructure onto which future remote site deployments can be added. Over the next three years, traditional TDM-based voice services will be replaced with VoIP technologies and applications covering all general office-based and remote telephony users.

The migration from TDM to IP will be phased in accordance with end of life and/or the economic cost of supporting existing services and when office premises are opened or refreshed. The services offered within the solution will be carried forward to all future Capita sites and potentially to clients, since Capita will propose the same technology to its customers.

RESULTS

In the short term Capita was looking for solutions that provided maximum cost savings with the minimum operational disruption and Central has achieved both. Central has a proven track record in the innovative use of technology and providing custom solutions to maximise business gains and leverage immediate and ongoing financial benefits.

Along with the obvious economies of scale involved in introducing the new network, there have been a whole host of other benefits, including greater utilisation of hardware and speedier

deployment of voice services, centralised support and reduced maintenance costs, together with a reduction in cabling requirements for new site openings.

The new solution has resulted in enhanced working and increased productivity, plus increased mobility, since employees can just plug in and work wherever they are – whether it's at home, an office location, conference rooms or hotspots.

The solution provides the highest level of voice quality and reliability and is configurable for high and critical reliability. It is scalable to meet the changing needs of the smallest to largest enterprises,

Security is of paramount importance for Capita and the Avaya S8700 deploys many security features within its architecture to ensure that nothing interferes with its mission critical function.

The predicted benefits of integrating offices include improved operational and support costs, the creation of a single infrastructure for all users, improved security and the enforcement of Group policies.

The Avaya platform has significant advantages over the competition in meeting Capita's principal objectives, namely scalability, security, flexibility, reliability and ease of management.

The Pilot Project meant that Central's dedicated Capita team was given the opportunity to prove its ability and commitment to the project and their ability to work in partnership with the Capita voice team.

Other benefits that Central offered Capita, include a high level of account management and unrivalled access to Avaya for technical support.

Central has a vast amount of experience in implementing S8700 solutions and has deployed solutions for organisations including Legal & General, Centrica, MCI, Derbyshire Building Society, JCB, Convergys, Vertex, HSBC, HBOS to name a few.

Central has achieved Capita's principal aim of reducing costs by 20%, thanks to its expertise in applying their knowledge and skills in the field of convergence communications technology with the latest tools and techniques from the world's leading manufacturers.

Over the five year contracted period, new technologies and functionality will be adapted within the CVN as they become available and Central will provide a product roadmap indicating the development of the solution over the next three to five years.

Current outbound call volume is in excess of 40 million minutes per annum. Employee numbers have grown by around 20% per annum over the past decade and Capita is planning to maintain this growth rate for the foreseeable future. The new solution will be able to cater for an increase in users to more than 30,000 during the five year period.

Said Andrew McDougall, Central Telecom's Managing Director 'I had every faith in Central's ability to work with a company of Capita's stature. Winning this project demonstrates our evolution and innovation, our strength and depth of technology skills, our resource and sales acumen. We look forward to continuing to work closely with Capita on their future projects.'