



NEXTIRAONE'S VOICE AND DATA NETWORKS DELIVER SUCCESSFUL PPP FOR MIDDLESBROUGH COUNCIL

Middlesbrough Council select HBS, with NextiraOne as its technology partner, for a 10 year public-private partnership deal. New data/ voice networks and contact centre ensure 'Service Middlesbrough' delivers more dependable, efficient and cost-effective services.

THE CLIENT

With a population of 145,000, Middlesbrough is one of the principal towns in the Tees-side area of North-East England. In 2000, the Borough Council created the 'Service Middlesbrough' project to outsource a range of services within a 10-year public-private partnership (PPP) agreement.

From an eventual shortlist of four international companies, HBS was selected in June 2001, alongside its technology partner NextiraOne. HBS was already successfully engaged in PPPs with other local authorities including Lincolnshire and Bedfordshire Borough Councils.

THE CHALLENGE

Before the project began, Middlesbrough Council managed a patchwork of ageing networks, which were simply unable to cope effectively with the burgeoning volume of voice and data traffic. The Council published more than 50 access telephone numbers so the number of lost and misrouted calls was unacceptably high. Consequently, the Service Middlesbrough project specification covered this problem and other key areas:

- A single contact centre for all outside enquiries and improved access to services in leisure centres and libraries
- Internal services, including property and energy management, human resources, finance, insurance, procurement, performance review and quality assurance, public relations and marketing
- Management of business processes, including pensions and payroll, housing benefit, council tax, education awards and social services benefits
- Service administration across the Council



WORKING WITH NEXTIRAONE

"We had high expectations for NextiraOne and all of them have been met or exceeded. Not only have they readily devoted all the skills and resources necessary to make their part of Service Middlesbrough a success, but they have also been a real pleasure to work with."

*Tim Lonsdale,
Regional Managing Director,
HBS.*

CUSTOMER REFERENCE

UNIFIED COMMUNICATIONS - DATA CENTRES - CONTACT CENTRES - MOBILITY- BUSINESS PROTECTION - EXPERT SERVICES

THE SOLUTION



NextiraOne's solution focused on three sets of interlinking technology. Firstly: flexible LAN and WAN data and voice infrastructures, delivering high availability and performance to more than 3,000 main users and a further 50+ remote sites. Secondly: contact centre equipment and tools to provide a single point of telephone access. Thirdly: voice infrastructure for advanced telephone functionality on the desktop.

NextiraOne UK first 'staged' the solution (connecting every switch and router in a working model) at its head office in Frimley. This provided an opportunity both to carry out exhaustive tests and to allow HBS' specialists to gain valuable hands-on experience in advance of implementation.

In parallel with the staging process, NextiraOne recabled the entire data network, choosing an end-to-end Cisco package. A fibre optic backbone linked the six main sites, with Category 6 structured cabling for the main LANs. Based on Cisco Catalyst switches, the new networks hugely increased bandwidth and now offer transfer speeds of 32 Gbps at the core and of up to 100 Mbps bursts to the desktop. This extra capacity comfortably accommodates data traffic which includes SAP 3, Siebel CRM, Lotus Notes and Domino plus a range of department-specific groupware.

Voice applications are based on the powerful Alcatel OmniPCX 4400 platform which provides a flexible and highly scalable contact centre, delivering advanced functionality to new Alcatel handsets on all 3,000 employees' desktops. The system was designed to upgrade to Voice over IP (VoIP) when required.

The contact centre provides 40 seats with provision for easy upgrading to 100 seats and beyond. Other contact centre functionality is already in place including interactive voice response (IVR) menus, queue management, generic messaging and directory services, including 'dial-by-name'. It already handles 1,000 extra calls every month and has reduced the number of lost or misrouted contacts to negligible levels.

Change management and personnel issues were also crucial to the success of Service Middlesbrough. Around 1,000 council workers became HBS employees with a further four becoming part of the NextiraOne team, permanently based in Middlesbrough, which is dedicated to managing the NextiraOne infrastructure for HBS. All these employment changes were handled in accordance with the government's TUPE scheme, maintaining the rights which employees have acquired in the public sector.

NextiraOne are Europe's leading experts in communications services. The company designs, installs, maintains and supports all of its customers' communications needs from voice to mobility, security and applications. NextiraOne provides seamless, end-to-end communications solutions working with the leading technology vendors in the industry to deliver maximum business benefit to customers.

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