

CASE STUDY: THE SINGLE SOURCE.

CASE STUDY SNAPSHOT

Customer location

Australia

Industry

Legal

Business need

To consolidate whole-of-business communications across fixed and mobile applications for phone and internet usage.

Solution

Various Optus packages including:

- > Mobiles
- > BlackBerry Enterprise Solution
- > Optus Wireless Broadband
- > Total Business Cap
- > Fixed business phone and broadband.

Results

Greater flexibility for off-site work; increased technological capabilities; simplified administration through single supplier invoicing; and significant cost savings, particularly with mobile telephony.



The world has changed, and one of the greatest areas of change has been in telecommunications.

Increasingly, our telecoms activities are becoming integrated, which means linking the various systems we have at our disposal. We can download emails to our mobile phones, we can surf the Web from just about wherever we happen to be thanks to wireless broadband connections, and we can switch between the functions offered by mobiles, landlines and the internet at will. This opens up many opportunities to organisations for increased services and flexibility of operations. Business owners and employees can work just about wherever and whenever they want, with an increasingly broad range of functions and facilities at their fingertips.

But, as employees and activities become simultaneously more distributed and the range and number of suppliers and services grow, this can mean increased administration and technical support requirements for those same organisations' IT and telecoms managers.

Anything managers can do to simplify and make operations more effective is a boon – the need for cost efficiencies in particular are essential in the current business climate.

This was the dilemma facing Melbourne-based law firm, Cornwall Stodart, and its Director of Operations, Ben Lowry.

Cornwall Stodart is one of Melbourne's most established legal practices with a history dating back to 1891. As a medium sized commercial law firm, Cornwall Stodart services a diverse range of clients from small and medium corporate entities, to large organisations operating across Australia.

Lowry joined in 2007 as IT manager when the firm had about 80 staff. Within a year and half, through aggressive organic growth, that number had grown by more than half to 125, including 50 lawyers. That sort of growth created additional technical and management demands on the organisation and its infrastructure, Lowry admits.

yes
OPTUS

BUSINESS

“Optus clearly demonstrated the benefits of consolidation, and the financial and administration benefits to the firm.”

Ben Lowry, Director of Operations
Cornwall Stodart

Cornwall Stodart has long held the view that both the firm and its people benefit by creating greater flexibility in the workplace. Providing the staff with the technology to work from the office, home or a clients' premises is one practical example.

“Flexibility in the workplace is a major asset for the organisation,” Lowry says, “and this was impressed upon me from the start.”

“The nature of our client work is increasingly geographically distributed. Our people could be temporarily working in a range of locations – country regions, interstate and occasionally overseas. The firm goes out of its way to support staff over such immediate, short or even longer term absences, whether away from the office for the day or taking maternity leave – we like our people to be able to keep in touch and remain part of the Cornwall's ‘family’.”

No doubt this attitude was a key ingredient when Cornwall Stodart's staff voted it as one of BRW magazine's 2009 50 Best Companies to work for. An example is the firm's policy of providing every lawyer with a mobile phone and wireless broadband access - something that Lowry describes as “generous”.

“When I joined, our telecoms were spread across a variety of suppliers. We had multiple bills, but we weren't getting any value out of that situation, such as by playing one supplier off against another. Rather it just added to complexity, and created inconsistencies across the range of services. Added to this were some internal resource limitations, such as the availability of laptops for everyone who wanted or needed one. We had to sort this out.”

“Halfway through 2008, we went to market for a total business telecommunications solution provider.”

The key drivers were threefold:

- the requirement for a superior technical solution;
- the need to simplify administration; and
- a result that would offer a financial advantage.

Lowry believes he has achieved all three.

Underpinning these drivers were the benefits that could be achieved through aggregating around a single supplier, one who could offer a solution that provided reliability and value, but was also robust enough for the entire operation. The supplier the firm chose was Optus.

The solution Optus provided comprised 51 mobile services, 20 BlackBerry Enterprise Solutions, 50 Optus Wireless Broadband services with Hi-Speed modems on a Total Business Cap and a fixed business phone and broadband solution.

The first implementation, undertaken in November 2008, was of the mixed mobile fleet, with partners using the BlackBerrys and other lawyers offered a choice of mobile handsets. Lowry says the firm made “significant financial savings” with this solution.

yes
OPTUS

BUSINESS

Lowry says the technology on offer has been very satisfactory – he trialled the Optus Wireless Broadband service himself using the new Hi-Speed USB modem before rolling it out to the lawyers. He says “the service just worked, which was really pleasing.”

Ben Lowry, Director of Operations
Cornwall Stodart

In 2009, Cornwall Stodart implemented the business internet solution, followed by the fixed phone line service, and has rolled out its fleet of internet wireless broadband solutions across the firm. Every lawyer will travel with their wireless broadband modem.

He says that moving from several suppliers to just one was “hectic” at times. But he quickly adds that Optus proved itself a responsive partner, taking on board suggestions and finding solutions to any issues that arose.

“Optus clearly demonstrated the benefits of consolidation, and the financial and administration benefits to the firm.” And, overall, those benefits have been achieved: simplified billing and cheaper solutions, with the greatest savings being with the mobile phones.

Here the company has been sensitive to the need for a balanced work/life mix. This has helped with the transfer from often ‘rusted-on’ solutions to the new offerings. Particularly persuasive has been the realisation that the wireless broadband has wide applicability – all protected by a PIN to ensure security.

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“As a progressive firm, we want our people to be technically adept and savvy, enabling the firm to provide better client service. We can do that by enabling all of the aspects of our fixed and mobile phone and internet solutions, achieving significant time and financial benefits.”

A win all-round in a changing world.

To find out how Optus can help you increase productivity through innovative communications solutions, contact your Optus Account Manager.
Call **1300 408 628** or visit **optusbusiness.com.au**

yes
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BUSINESS