

## ■ CASE STUDY: Lovell

Lovell is the country's leading provider of affordable housing. In keeping with its adoption of innovative technologies to maintain its competitive edge, Lovell has deployed an AlwaysON Hosted IP Telephony service for its £50m Yallops Yard redevelopment project.



***"The massive reduction in time and effort spent on site telephony management is really appreciated."***

**- Head of IT, Lovell**

### The challenge

Early in the Yallops Yard project, there was a single site management office with telephony provided by a traditional switchboard (PABX). As the site developed, so did the need to relocate the site office—often at short notice and typically over a week-end. Before long, numerous temporary offices were serving up to 300 contractors, project managers and site staff at any one time. The limitations of a single switchboard became apparent and a more flexible solution needed to be put in place.

### The solution

Systems integrator PSG Networks implemented an AlwaysON Hosted IP Telephony service for Lovell effectively connecting all site offices, extensions and staff to a single 'virtual' PABX, with a host of extra functionality. The solution could be scaled on-demand rapidly with changes easily made by site administrators without needing to burden Lovell's IT team. Key Lovell staff can now be contacted on their personnel direct dial (DDI) numbers, or on any phone or mobile—on and off the site—using the 'reach me' function.

### The reward

The overall phone bill for the project has reduced by 15% with very low set-up and running costs. The AlwaysON service can be redeployed to other construction sites, so when the project ends staff contact details remain the same as they move from one project to the next.

### Facts at a glance

**Client:**  
Lovell

**Sector:**  
Building & Construction

**Systems Integrator:**  
PSG Networks

**Application:**  
Voice services

**Challenge:**  
To provide an agile telephony solution that could adapt rapidly through each stage of the construction project, to provide ease of contact for the mobile workforce while reducing project set-up, and operational costs.

### Solution:

- Private network link
- Hosted IP Telephony
- Free on-net calls
- IP feature phones

## Additional information

### Yallops Yard

Yallops Yard, Bow, is the remaining major site of Tower Hamlets Housing Action Trust (THHAT) urban redevelopment programme, part of a phased renewal of old council estate land. It forms part of the strategically important Leaside Regeneration Area: with London having won the 2012 Olympics bid, the whole area is undergoing massive, high profile redevelopment and nearby Stratford has been chosen as the site for the Olympic Village. In partnership with THHAT, Lovell's £50 million redevelopment of the previously unattractive Yallops Yard brownfield site will create a fantastic place to live, just three miles from the City of London, and will include 'affordable housing' and a community centre. Work began in 2004 after extensive consultation with the local community and Lovell's role includes creating 400 one and two bedroom apartments, due for completion in 2007.

### Flexible solution from AlwaysON

A more flexible solution needed putting in place – fast. With the Olympic connection meaning the potential for a lot of public interest should costs escalate or things go wrong. Effective onsite communications are absolutely vital to the project management of Yallops Yard site. They have a vital role in ensuring smooth and effective supplies, particularly delivery of goods and materials to the right locations. Upon arrival, supplies need to be checked and signed off by appropriate personnel who have to be located immediately. Furthermore, these arrivals – often over 100 a day – need to be smoothly co-coordinated with other onsite activities.

### AlwaysON partner—PSG Networks

PSG Networks is an independent systems integrator which specialises in the design and provision of cost effective voice and data solutions to the construction industry. The company has a long-term relationship with Lovell, having supported the construction company with a range of communications solutions for more than seven years. PSG Networks designed a bespoke telephony solution to meet the numerous challenges involved at Yallops Yard, deploying AlwaysON's hosted IP telephony service.

### Hosted IP Telephony

By choosing a hosted IP telephony service, where the functions of a traditional telephone system are provided from a remote location, all site offices, extensions and staff are effectively connected to a single 'virtual PABX' (virtual switchboard) – and with a host of extra functions. Using the AlwaysON system, key Lovell staff now can be contacted directly on their personal direct dial (DDI) numbers, or on any phone, anywhere, using the "Reach me" function. Changes can be easily made by site administrators, without needing to call on Lovell's IT team, through COMPASS (Combined Order Management Provisioning and Support System), AlwaysON's web portal, with PSG always on hand to help out. This results in substantial cost savings and reduces delays.

Another popular facility is the email notification of voicemail messages. This unifies all voice and email messages into the user's Outlook inbox. Hosted IP telephony lends itself well to the sheer size of the Yallops Yard construction site, with its constantly changing requirements – downwards as well as upwards - and need for management staff, in particular, to be constantly, easily, contactable. It can be deployed at sites with smaller offices that could, in the past, justify only basic telephony. It can be easily and cost-effectively set up, including features like transferring calls between phones and call forwarding.

### Business advantage

Using AlwaysON's hosted IP telephony service, Lovell has dramatically improved its voice communications, while reducing call costs by 15% and slashing project set-up costs. Not only can staff be contacted with ease as they roam on and off the construction site, but rapid redeployment and expansion of voice services is now possible without burdening internal IT resources. With a fully IP-based solution, the added benefits of intelligent call distribution, voice mail, full accounting details and unified communications are also available as service enhancements on-demand.

