

## Baggaley puts its temporary sites on solid ground with IP Telephony from AlwaysON

### Customer Profile

Baggaley Construction is a family owned business that delivers a complete build, repair and maintenance service to their clients, ranging from NHS Trusts and local authorities to district councils and privately owned national and international businesses. Baggaley has built a strong reputation in the construction industry over the years and are recognised as a client-focused, trustworthy partner that is committed to delivering award-winning projects; all this resulting in a business turnover exceeding £50 million.

### Business Challenge

To maintain its enviable record of service, reliability and quality, Baggaley required business-class voice communications deployed to site as quickly as possible to make projects operational and productive.

The solution needed to show that it could keep pace with the dynamic nature of its building sites and offer comprehensive alternatives to long-term carrier agreements. It needed to be simple and quick to install; easy to use and relocate to new sites, whilst reducing operating costs and call charges. The objective was to simplify the provision of telephony for individual site managers and to resolve technical issues before performance of the site was affected.

Baggaley's IT Manager, Mark Greatorex explained: "The project-based nature of Baggaley's business means that a building site office cabin will be temporary by nature and dynamic in its physical location – adding several layers of complexity when attempting to ensure effective voice communication. Before we started working with AlwaysON, the cost and time wastage was unacceptable."

With so many sites in operation around the UK and each in a constant state of flux, Baggaley found the process of establishing and managing the communications provision for each site hugely problematic, expensive and time-consuming. Individual site and project managers controlling the budget for each site were responsible for obtaining voice communications services that they knew little about.

Mark Greatorex added: "We are a small team and we are expected to support the individual sites as well as delivering group-wide projects. We often had to send people to site to install equipment and troubleshoot installation problems, all of which slowed down a construction project and diverted precious resources from the team."

### Solution Deployed

AlwaysON supplies Baggaley with a fully managed, secure voice infrastructure for its sites in the UK, providing fast access to business-critical telephony services; all flexibly priced, delivered and managed.

Reacting dynamically to the changing needs of Baggaley, and engaging directly with site managers, AlwaysON's dedicated Support Centre is available around the clock for any network issues, every day of the year. As telephony is not Baggaley's core competency, but an essential component to ensure project success, the solution provided by AlwaysON has given Baggaley much needed 'peace of mind' and helped them focus on what they know best.



**Head Office:**  
Nottinghamshire, UK

**Company Size:**  
175 direct employees

**Annual Turnover:**  
£50 million



“ AlwaysON managed to achieve our objectives from day one, including meeting our very tight timescales and delivering on budget. ”

**Mark Greatorex**  
IT Manager  
Baggaley Construction

## Solution Benefits

### Easy Installation

Faster site deployments, with no need for IT staff site visits

### Lower Costs

over traditional PBX deployments and FeatureNet installations

### Improved Staff Efficiency

Calls diverted to appropriate devices to ensure staff are available anywhere, anytime and the Microsoft Outlook integration module enables staff collaboration opportunities

### Flexible Service

that mirrors construction site timescales and mobility needs

### Single Point Of Contact

One supplier and one support number to call; simple escalation procedure and billing process.

### Reduced operational costs and resource overheads

Fully-managed service reduces the Total Cost of Ownership (TCO)

### Easy to Manage

AlwaysON's management portal, COMPASS, provides visibility of network usage statistics and reporting tools

### Simple Account Reconciliation and Financial Control

The online, itemised billing platform, cost-coded and billed centrally, virtually eliminates administrative overhead

### Free Calls

between Baggley's voice sites and competitive rates for other calls

"We don't want to be procuring and running our own telephone systems or lines, especially when the site could only be operational for months," explained Mark Greatorex. "What we wanted was a credible, reliable partner who could take that responsibility away from us. Drop a flexible, business-class service onto site, manage it for us and allow us to get on with what we are good at."

As such, AlwaysON has designed its Hosted IP Telephony service, as 'shrink wrapped' components that can be installed, used, packed up and relocated with the minimum of effort and expense.

Each new site deploys hosted telephony, which provides the full range of expected telephony features, delivered directly to the IP telephone over AlwaysON's private network. The fully-managed service removes the configuration and operational headaches of an in-house supported telephone system, freeing up local and central IT resources.

The service is provided as a simple monthly licence rental per seat, including an IP phone, which can scale to support the exact number of staff at any one time. The Voice Account licence includes all the key features that users need: voicemail, call logs, contacts, 3-way conferencing; all managed from the phone handset or via a secure web portal.

Users can change inbound call routing to alternative numbers, thus staying reachable from a single number. The Microsoft Outlook integration module also allows staff to receive their voicemails as audio file attachments to emails, for increased flexibility and collaboration capabilities.

For larger sites housing multiple cabins, call handling and distribution is an important factor in staff efficiency. Mark Greatorex added, "in the past we have used FeatureNet, (a line-based service), which has nowhere near the call handling capability and flexibility of AlwaysON's service. Transferring calls between extensions or cabins was difficult and disruptive."

Each voice circuit is delivered securely into AlwaysON's core network, which also enables Baggley to take advantage of free calls between AlwaysON Voice Accounts. Calls to the Public Switched Telephone Network (PSTN) are at AlwaysON's competitive rates.

The voice service is very simply deployed, requiring no technical expertise. The phones are shipped pre-configured, so that once they are installed they instantly pick up their local user account details and are ready to use.

Baggley's IT Manager, Mark Greatorex concluded:

*"Baggley has seen a noticeable difference in voice functionality and staff efficiency since working with AlwaysON. Choosing a managed voice service from AlwaysON was one of the best decisions we made, one which enables our central IT department to concentrate on managing business critical applications and Site Managers on delivering projects on time."*

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