

Network efficiency for SouthWestern's growing business

SouthWestern has built an enviable reputation for reliable business process services, ranging from customer relationship management to financial shared services, in both the private and public sectors. Supporting its growth in Ireland, the UK and Poland is eir Business, chosen by SouthWestern as its single strategic ICT partner for its business across Europe.



Purchased in 2014 by Capita, SouthWestern Business Process Services is in the midst of a significant growth phase that sees its operations expanding in its home territory of Ireland, as well as in the UK and Poland to service its international clientele. Providing services to household names like Bord Gais Energy, SouthWestern's business is characterised by short timescales, high criticality and responsive service. In one year SouthWestern handled €6 billion in financial transactions and over 5 million phone calls for its customers, and it knew it needed an extensive ICT infrastructural redesign to support better connectivity and help meet the as-yet unknown requirements of its growing customer base.

SouthWestern chose eir Business for overall value, track record, and its ability to act as a single managed service provider offering WAN connectivity and managed network services based on eir's own wholly-owned NGN. Following an extensive design phase with eir Business to determine business requirements, eir rolled out an IP-MPLS network for SouthWestern based on the NGN, capable of delivering rapidly scalable bandwidth up to 1Gbps, at short notice. As systems integrator, eir Business provided new Cisco switches and routers and assumed management of all existing network terminating hardware. A round-the-clock managed service supports a robust Service Level Agreement that spans SouthWestern's WAN across Ireland and Poland. The migration of all outbound voice traffic to VoIP has reduced call charges significantly while providing the reassurance of failover to primary rate ISDN for redundancy.

A committed partner that lets SouthWestern say yes to its customers

Peadar Murphy, Head of IT for SouthWestern, says the greatest value the company has realised from working with eir Business is that it's found a committed partner keen to support SouthWestern's demanding business. "We liked the fact that the whole MPLS network was to be provided on eir's own NGN, which cuts down the time I need to spend dealing with middlemen. But also, eir Business brought

real passion to the solution they proposed," he said. "It was important to us, too, that we had a single provider who could give us everything we needed, including the hardware, the managed service, and the rollout of the network in all geographies."

While Peadar points to the 25% cost savings SouthWestern has realised since consolidating WAN and VoIP services with eir Business, he also mentions a harder to quantify benefit: the trust they have built with eir Business. He says eir Business has proven to be a highly responsive and attentive partner willing to facilitate SouthWestern's business, which often entails large, often complex projects for high-criticality clients with extremely short timelines.

"The beauty of the NGN solution is that we were able to up the bandwidth at our sites with just a phone call – it really was that easy," Peadar said. "And we've always felt with our account managers that they were tuned in to our business and would do whatever it takes to help us, even with last-minute requirements. When we're in a bid situation or facing another deadline, the last thing we want is a supplier who points to the contract and says, 'we're not required to do that.' We don't get that with eir Business: I know that every time I ring them, they'll do the legwork if it's something that really matters to us. That's the kind of commitment you want from a partner."



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What did eir Business do for SouthWestern?

- Migrated two Irish sites to an IP MPLS network resting on eir Next Generation Network (NGN) with scalable bandwidth up to 1Gbps
- Full managed service for SouthWestern WAN in Ireland and Poland encompassing managed connectivity, management of third-party partners as needed, and managed security services including managed firewall
- Management of network terminating hardware including provision of new Cisco switches and routers in Ireland and Poland
- eir Business AssureNet 24 x 7 managed network service and 24 x 7 maintenance contract for network-impacting hardware, backed up by Service Level Agreements covering network performance and availability
- VoIP for outbound voice traffic with failover to primary rate ISDN for redundancy

Benefits for SouthWestern at a glance

- Infrastructure and supplier costs reduced by more than 25% following selection of eir Business as sole managed service provider
- Genuinely scalable bandwidth allowing rapid response to significant new commercial opportunities that arise
- Partnership with a trusted ICT provider committed to working through the challenges of SouthWestern's fast-growing business