ENHANCING CONNECTIVITY AND COLLABORATION WITH THE FLEXIBILITY OF CLOUD

Latitude 91

OVERVIEW

- **Supplier of IT products and services to customers in the public and private sectors**
- **Specialists in payment systems, software development and eLearning**
- **Offices in the UK and Czech Republic, with 40 employees working remotely**
- **Requirement for a communication and collaboration solution**
- **Benefitted from Outsourcery's Unified Lync**

www.latitude-91.com

Latitude 91 supplies IT services through its subsidiaries Skillset and Polar Moment, to a wide range of customers in both the private and public sectors. Many of these organisations are household names and some have been customers for more than 20 years. The group specialises in payment systems, software development and eLearning.

With offices in the UK and the Czech Republic and a team of 40 employees who mostly work remotely, Latitude 91 provides IT services to global clients across a number of markets including finance, media, oil and gas, retail and pharmaceutical.

GLOBAL TEAMWORK

Latitude 91 aims to provide a premium service for its clients, delivering strong performance and productivity to drive business growth. Operating across three brands which each provide specified IT services, Latitude 91 has employees working from a number of locations, so efficient communication is key to overall performance.

A NEED TO IMPROVE COMMUNICATIONS

Paul Deed, Director at Latitude 91, explains: "We have a team spread across Europe with consultants working at customer sites, from home and on the go. Staying on top of things as a business requires us to be in regular contact with different teams and individuals."

Before approaching Outsourcery, Latitude 91 had a telephony and email system that was outdated and the company wanted to modernise in order to continue increasing the efficiency of its processes. As a reputable provider of IT services, Latitude 91 makes it a priority to continually review and improve the way it delivers high quality service to clients.

Paul continues: "We were managing our communications system through an old telephone provider and an Exchange email system, which required employees to use multiple accounts to stay connected. This proved to be a costly process and we needed to reduce spend. In order to lower these costs, filtering down the number of telephone accounts we were using was key, along with having a well-functioning up-to-date system that could be flexibly interlinked with employee IT profiles in order to drive company performance."

> When we are providing an IT service for a customer, we need to ensure we are communicating during every step of the process. We also need a degree of flexibility within our own business IT and telephony systems, as we sometimes need to modify the number of telephone accounts we use, depending on the number of people that we need to stay in touch with at any given time.

Paul Deed, Director

THE OUTSOURCERY SOLUTION

ANALYSIS OF BUSINESS NEEDS

A move to a new office gave Latitude 91 the opportunity to look at incorporating a new communications solution, in order to make cost savings and to enhance connectivity, collaboration and business performance. After careful consideration of all the options, Latitude 91 decided that Outsourcery's Unified Lync was the best solution to meet this business need. Paul explains: "We evaluated replacement traditional telephone systems as well as other offerings for VoIP [Voice over Internet Protocol] from a range of potential suppliers. One of those was Outsourcery, who provided us with an initial consultation that involved a comprehensive review of our business objectives, analysing which solutions could work best for us."

STREAMLINING PROCESSES FOR ENHANCED EFFICIENCY

Paul continues: "We eventually decided that a hosted Lync offering would be the best option for our business as it would help improve productivity, solve connectivity issues and immediately help to reduce expenditure."

As experts in cloud services built on the Microsoft cloud platform (as both a Microsoft Partner with eight competencies and part of the Microsoft Cloud OS Network (COSN)) Outsourcery was well placed to deliver a suitable solution. As Outsourcery is a provider of a range of hosted Microsoft solutions, including Dynamics CRM, Exchange, Office 365 and Unified Lync, it was able to use the experience gained from working closely with Microsoft applications to advise on Latitude 91's implementation from a place of confidence.

The Lync solution which Outsourcery was able to implement for Latitude 91 is based on Microsoft's Lync offering and delivered on best-of-breed HP hardware, providing a single platform for users to communicate with contacts anywhere in the world, within a secure and scalable infrastructure. The service is built on Outsourcery's O-Cloud platform and offers the added functionality of enterprise-grade, Ofcom-regulated telephony that can entirely replace a PBX system. Unified Lync from Outsourcery also enables users to productively host voice and video conferencing along with business-grade instant messaging, all fully integrated with other Microsoft applications, to streamline working process – all features that would benefit Latitude 91 and its diverse employee and customer base. Outsourcery's O-Cloud infrastructure allows users to access Lync anywhere, so individuals can work efficiently from anywhere, reducing the time and cost associated with business travel, again making it the perfect solution for global business Latitude 91.

SUPPORT FROM CONSULTATION TO MIGRATION

Paul explains the details of the solution within Latitude 91: "Outsourcery combined the Exchange email solution and Lync offering, deploying them on one cloud platform for our business. We received full support from Outsourcery, right from the initial consultation through to migration. The support has been ongoing too – we recently worked with Outsourcery to upgrade to the latest product set. We expect to be working with Outsourcery for many years to come."

FLEXIBILITY LEADING TO EFFICIENT COLLABORATION

"Outsourcery's Unified Lync has proven to be a significantly cheaper and more productive alternative to our legacy telephone system. The ability to communicate anywhere with the O-Cloud infrastructure allows us to maintain good connectivity with customers and employees alike, supporting our overall business performance.

"The combined hosted Lync and Exchange solution is particularly useful for our consultants who work away from the office on a regular basis and want to keep up-to-date at all times. Office-based employees use handsets and conference phones, with individual Direct Dial In [DDI] and voicemail identification, which further improves communication and identification with clients that require more interaction.

"For one of our customers, we provide 24/7/365 support for a system we developed which is used for live subtitling by most UK broadcasters (including BBC, Sky, Channel 4 and BT Sport). Being able to federate Lync with our customers allows for seamless and effective collaboration externally and is hugely beneficial too. Every employee now has the ability to share their screens and set up conference calls, which allows for more efficient collaboration all round.

"The flexibility of the solution delivers an extremely cost-effective option as it enables us to change the number of accounts we have at any one point, so we can efficiently add new employees or contractors as our headcount changes or our customer base grows," Paul concludes.

> Connectivity between customers and employees is also improved with the seamlessly integrated technology from Outsourcery. This is a great achievement considering we are often spread across so many working locations. We are now able to use this strength, of being a more closely knit unit, to work more effectively than ever before.

Paul Deed, Director

Microsoft Cloud OS Network — Gold Partner

HP CloudAgile Partner

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