



# DELIVERING MARKET LEADING CLOUD SERVICES FOR A GLOBAL ORGANISATION



## BUSINESS

### OVERVIEW

- Virgin Media Business is an Outsourcery enterprise partner
- VMB operates the UK's largest privately built fibre-optic network
- Aiming to modernise its Unified Communications services
- Implemented a bespoke Skype for Business offering

[www.virginmediabusiness.co.uk](http://www.virginmediabusiness.co.uk)

Virgin Media Business is the arm of Virgin Media that provides products and services to UK businesses and the public sector.

They have over 36,000 business customers and partner with the public sector, including local councils and thousands of schools to improve connectivity in communities and support learning. Virgin Media Business work with the emergency services enhances communication efficiency and ultimately helps to save lives.

It is part of the Virgin Media group, the UK's first provider of all four broadband, TV, mobile phone and home phone services.

Virgin Media is a part of Liberty Global plc, the world's largest international cable company.

Together Virgin Media and Liberty Global serve 27 million customers across 14 countries, helping connect people to the digital world and enabling them to discover and experience its endless possibilities.

### A MODERN, VOICE-BASED SOLUTION FOR BUSINESS CUSTOMERS

As a frontrunner in the UK telecommunications market, Virgin Media Business is passionate about providing innovative communication solutions to its customers.

As part of its ongoing product development Virgin Media Business wanted a comprehensive cloud based Skype for Business solution.

Rather than developing this solution in-house they chose to partner with market-leading cloud experts Outsourcery, to facilitate the build and launch of this new product.

**We have formed a fantastic partnership with Outsourcery through the Skype for Business roll-out. Outsourcery has been an excellent point of contact, acting as a key aggregation point between Virgin Media Business and Microsoft.**

**Duncan Higgins, Marketing Director, Virgin Media Business**

# THE OUTSOURCERY SOLUTION

As a member of the Microsoft Cloud OS Network and holder of Microsoft Gold accreditations in Communications, Hosting and Customer Relationship Management, Outsourcery was ideally placed to better connect Virgin Media Business with Microsoft services. The objective has been to implement an efficient, scalable and reliable solution.

Outsourcery's experience in building bespoke Skype for Business solutions enabled the provision of a tailored service to suit the needs of this large enterprise. The final product comprised the full range of Skype for Business features, including enterprise voice communications, call recording, presence and instant messaging. At the same time, Outsourcery was able to provide two different versions of the product, built to suit the requirements of SoHo/SME and enterprise customers.

**With Unified Communications becoming increasingly important to our customers, we needed a reliable partner with the expertise and the experience to deliver this solution.**

**Duncan Higgins, Marketing Director, Virgin Media Business**

## GETTING A FIRMER GRIP ON UNIFIED COMMUNICATIONS

Duncan Higgins, Marketing Director at Virgin Media Business, said: "We have formed a fantastic partnership with Outsourcery through the Skype for Business roll-out. Outsourcery has been an excellent point of contact, acting as a key aggregation point between Virgin Media Business and Microsoft. With Unified Communications becoming increasingly important to our customers, we needed a reliable partner with the expertise and the experience to deliver this solution."



"The result is an enterprise-grade solution which forms an integral part of our product portfolio. With the demand for services like these increasing, we see our Skype for Business offering as a very important capability within our portfolio."

## FORMING A COLLABORATIVE RELATIONSHIP WITH AN SME PARTNER

Throughout the delivery of the project, both Outsourcery and Virgin Media Business focused on forming a collaborative partnership: both parties were involved in the end-to-end implementation process, from initial sales meetings through to ongoing maintenance and customer service.

Higgins added: "The relationship we have with Outsourcery is a fully collaborative and efficient one: Outsourcery representatives are involved right from the initial point of contact with a prospective customer, attending sales meetings and providing valuable information and advice wherever needed."

"Their team is on hand to assist with any on-going queries or issues once the customer is on board and the solution has been implemented. It's extremely useful to be able to call on their expertise in Unified Communications and as a trusted partner, we consider them almost like an extension of our own team."



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THE CLOUD EXPERTS