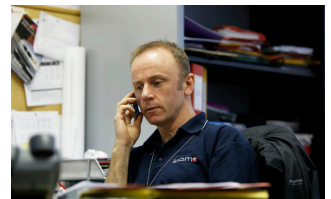


# CASE STUDY

CLIVE BARFORD LIMITED



## Icom implements multi-site telephony solution.

Clive Barford Limited (CBL) is the leading provider of compact equipment hire and sales across southern Britain. The company has ten depots located across the South – from Land’s End to The Wash, and Beachy Head to the Welsh Valleys – and employ over 145 people. With a business of this scale, CBL needed a reliable and responsive telephone systems and network services supplier.

CBL was using a variety of BT telephone systems across its sites, all being maintained by different providers. When CBL realised that the company was out of contract for the maintenance of these systems, it was decided to find a new supplier that could provide a single, coherent service and assist with their needs going forward.

In the first instance, Icom was asked to quote on a maintenance package for CBLs main switchboard based at the company’s head office in Southampton. At Icom, we always like to understand the wider context of a project by finding out as much as we can about the companies we work with, so when CBL met with our senior business consultant, Charles Lawrence, we impressed with our skill, knowledge and professionalism.

Charles’ commitment to building a successful and supportive relationship with CBL, along with the manner in which he handled all aspects of the company’s

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Dave Butler,  
Finance Manager, CBL.

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initial requirements, led CBL to choose Icom as its partner for the provision of all of its telecommunication requirements, for both hardware and network services provision.

We designed a successful solution which allowed CBL to change its existing telephone systems at all site locations to a single, unified package, the Nortel BCM digital range. This system also allowed CBL to have a 'universal' switch installed at all sites, with a selection of those sites being connected by VoIP (Voice over Internet Protocol).

Dave Butler, Finance Manager at CBL, said that 'Icom gave us options that we were unaware of, and we soon realised that, as a company, they were not only able to improve our services and the technology that we use, but could also help reduce our costs – an area that they have always focused on as a business. There will always be teething problems when implementing a new telephony solution such as ours, however if there were any minor problems Icom always got them resolved quickly and efficiently. They also offer us ongoing support and training which is important for our staff as of course with any new technology you need to understand how the features work and the benefits they offer so that you can take full advantage of what is available to you'.

Since using Icom for its network services provision, CBL has reduced its line rental and call charge operating costs by approximately 30% and, by installing ISDN lines and introducing VoIP into the organisation, the company has been able to operate much more efficiently in its handling of call traffic. Vince Monticelli, Network Services Director at Icom comments 'We met with CBL on a number of occasions prior to an agreement being signed, as we wanted to make sure that we understood the company's requirements in full before we proposed our final solution'.

The relationship between Icom and CBL continues to grow, and Icom are always looking at other ways to assist CBL in making future cost efficiencies through the utilisation of technology.

