



intelecom

Customer: Intelcom

Web Site: www.intele.com

Number of Employees: 200

Country or Region: Scandinavia and United Kingdom

Industry: Telecommunications and Hosting

Customer Profile

Intelcom is a telecommunications provider based in Norway. Established in 1998, it employs 200 people and has operations in several Western European countries.

Software and Services

- Microsoft Office
 - Microsoft Office Communications Server 2007
 - Microsoft Office Communicator 2007
 - Microsoft Office Live Meeting
 - Microsoft Office Outlook 2007
- Microsoft Server Product Portfolio
 - Microsoft Exchange Server 2007

For more information about other Microsoft customer successes, please visit: www.microsoft.com/casestudies

Company Saves Its Customers Millions of Dollars with Hosted Unified Communications

“Our customers’ and reseller partners’ customers are showing a lot of interest in the solution and we expect to see a real increase in revenue within the next two years, with targets as high as NOK\$10 million by 2011.”

Adrian Sparks, Sales Director, Intelcom UK

Intelcom wanted to take advantage of new business opportunities provided by unified communications to expand its service offering and increase revenues. It worked with Microsoft to develop a hosted unified communications solution—called Always Unified—based on Microsoft® technologies. The competitive solution saves Intelcom customers, such as retail giant Coop, millions of dollars a year.

Business Needs

Based in Oslo, Norway, Intelcom has established itself as a pioneer in Norway’s communications industry, offering customized, mission-critical solutions backed up by specialist support in integration and deployment. Since the company was established in 1998, telephony and technology have evolved significantly.

Adrian Sparks, Sales Director, Intelcom UK, says: “More and more companies are embracing the concept of a unified communications solution that can combine telephony and cutting-edge technology. Businesses see unified communications solutions as reducing

overall costs and improving—and modernizing—employee communication tools.”

Until recently, the company’s primary business was providing Web-based telephony solutions for companies with enterprise-scale call-centre operations. But Intelcom saw a great business opportunity in the provision of a hosted unified communications solution, particularly in the United Kingdom (U.K.) and Western Europe, where users have been quick to adopt new technology. Sparks says: “We wanted to capitalize on the commercial possibilities provided by unified communications. Integrating voice and data in a hosting environment

was a natural progression of our services.”

Solution

Intelcom worked with Microsoft to develop a hosted unified communications solution called Always Unified, based on Microsoft Exchange Server 2007 and Microsoft Office Communications Server 2007—incorporating Microsoft Office Communicator 2007 and Microsoft Office Live Meeting. The company’s expertise in public switched telephone network (PSTN) connections helped it to develop sophisticated Voice over IP (VoIP) services, which are incorporated into the Always Unified solution ensuring the user can still make calls using the public network.

Always Unified is sold directly to Intelcom customers or to its partner resellers. It encompasses three pricing and delivery models:

- **Mini**—with this version, users access instant messaging (IM), presence information, and computer-to-computer audio and video communication features from the Office Communicator 2007 desktop client. Users can create a video or audio conference to collaborate and share desktop documents within Office Live Meeting.
- **Total**—this version includes the same features as the Mini, but also offers an e-mail service and connection to the PSTN.
- **Advanced**—users can make calls with VoIP phones or digital desktop phones with traditional private branch exchange (PBX) functionality in addition to accessing all the features in the Total solution.

As an independent service provider and Microsoft Certified Partner, Intelcom takes advantage of the Microsoft Service Provider License Agreement (SPLA) program. This entitles the company and its partner resellers to sell services based on licenses for hosted Microsoft products for a monthly, fixed-price user access fee. Sparks explains how the service works: “A customer logs on to our portal and services are provisioned automatically. Services and licenses become live within minutes.”

Benefits

Sparks says that the Intelcom hosted unified communications solution is fast becoming one of the company’s most popular revenue-generating products. He says: “Our customers’ and reseller partners’ customers are showing a lot of interest in the solution and we expect to see a real increase in revenue within the next two years, with targets as high as NOK\$10 million [U.S.\$1.68 million] by 2011. With Always Unified and Microsoft unified communications technology, customers enjoy a range of benefits, including competitive pricing, faster response times, increased efficiency, and reduced travel costs.”

- **Reduced travel costs.** One of the company’s key customers, European retailer Coop, expects to save up to NOK\$27 million (U.S.\$4.12 million) a year in reduced air, road, and rail travel costs, by using the Always Unified Office Live Meeting video conferencing facilities.
- **Cut carbon emissions.** Coop is among many businesses with geographically dispersed operations that have reduced their travel and now emit less carbon by using Office Live Meeting video conferencing.

- **Competitive pricing.** Fixed monthly costs are more attractive to customers, who can accurately forecast expenses and pay for what they use.
- **Scalable environment.** Companies can afford to give employees the most up-to-date communication and collaboration tools without worrying about maintaining complex network environments or licensing costs. They can scale requirements to suit business needs.
- **Increased growth.** Within a year, Intelcom has attracted several direct customers for Always Unified, which is now focusing on resellers in the U.K. and Western Europe. “The automated provisioning system means that partners can connect their own customers and services quickly. We expect this will help drive growth over the next two years,” says Sparks.
- **Faster response times.** Tools such as IM and presence allow employees to contact each other quickly rather than making endless phone calls or sending e-mail messages in the hope of a response. Sparks says: “With the Advanced version of Always Unified, I save up to 10 hours a week—time that I used to spend waiting for responses from colleagues or organizing meetings.”
- **Increased efficiency.** Sparks says he resolves issues more quickly, even though most of his colleagues are based in other countries. “I can see what my team is doing at any given time. If needed, we can switch from a one-on-one IM chat to a video conference with the whole team within a few minutes—without having to plan and arrange meeting availability,” he says.