

If you're running a small or medium-sized business you don't want to worry about getting your voice and data connections right. Cable & Wireless reseller partners provide access to advanced technology with advice, guidance and installation from highly experienced telecoms facilitators.

Tom Cobleigh drinks to £30,000 saving with Cable & Wireless reseller partners

You know what you're getting when you walk into one of Tom Cobleigh's nationwide chain of 75 family pubs. The company takes customer service extremely seriously, based on an ethic to always exceed expectation.

A similar philosophy lies behind the commitment by Cable & Wireless to its reseller partner channel. Reseller partners take Cable & Wireless' advanced services and tailor them to the needs of small and medium-sized enterprises, giving them the support they need. This approach has ensured customers like Tom Cobleigh can take advantage of leading-edge telecommunications technology coupled with the expertise provided by an experienced reseller partner to oversee the design and installation of a complete solution.

Tom Cobleigh recently saved £30,000 on its telecoms costs using Cable & Wireless reseller partner Smarter Business Solutions Group.

Vital network

Tom Cobleigh's name — and that of a number of its pubs — comes from a popular 19th century song, *Widcombe Fair*, although the company was set up a century later in 1992. Tom Cobleigh pubs are concentrated in the North Midlands. The company employs around 2,000 staff and has an annual turnover of around £60 million.

In the highly competitive leisure industry, a good communications network is vital to ensure all pubs are keeping up with the latest company policy in areas like prices and promotions. But, said Nick Wastling, managing director of Smarter Business Solutions Group, 'Pub managers have better things to think about than whether the phone system is working properly.'

Tom Cobleigh chose Smarter Business because of its consultancy and support expertise and the range of cost-effective technology it offers. This includes voice, broadband data access, voice over IP (VOIP) and advice on telecoms systems. VOIP transmits voice calls over IP (data) links, which can offer significant savings.

The whole picture

Wastling takes a holistic approach to business: 'We work as business facilitators — we make things happen by being interactive and looking at the whole picture. We 'own' the clients requirements, formulate broad solutions and ensure a smooth project rollout on behalf of product providers like Cable & Wireless.'

The starting point for every Smarter Business solution is to look at the customer's total telecoms infrastructure needs, rather than individual elements. 'We ask them where they are today and where they want to go,' explained Wastling.

- **comprehensive global product portfolio**
- **financially secure**
- **highly experienced reseller partners**
- **strong customer relationships**
- **efficient, personal service**
- **timely, cost-effective solutions**



CABLE & WIRELESS

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As the company name implies, the right solution then follows. 'We supply smarter business solutions, it's as simple as that,' continued Wastling. 'For Tom Cobleigh, that involves many different industry-standard products from various suppliers.'

'Tom Cobleigh chose a combination of broadband and PSTN services combining its always-on connectivity and high speed download capability — as well as competitive pricing for voice traffic. The price had to be right and meet its corporate strategy,' said Wastling.

£30,000 savings

As a result, Tom Cobleigh now enjoys savings of more than £30,000 a year on its telecom costs using the total solution. The company not only saved money from the Cable & Wireless reseller partner relationship but was also able to rollout a new telecoms network to its branch-type environment extremely effectively.

'We achieved rollout to 75 sites in 30 days from placing the order to completion without disruption to the day-to-day running of the business,' said Wastling.

He added: 'Our service goes beyond products into consultancy and support, which is where business customers really benefit. We create and manage the customer relationship on their behalf on a long-term, consultative basis.'

'The right solution, not the most expensive'

Greg Lomax, IT manager at Tom Cobleigh, is certainly pleased with the outcome. He said: 'We feel Smarter Business Solutions was interested in selling us the right solution rather than the most expensive. We were impressed with their organisation and efficiency during our rollout.'

He added: 'The company also helped us out when we had problems progressing issues with our previous communications provider. And it was more than willing to work in partnership with our other ICT providers to ensure we had the best solution with the minimum hassle.'

How the reseller partner channel works

Smarter Business works closely with Interface Advantage, a distributor partner for Cable & Wireless that provides project management and consultancy support. 'We are the facilitators and Interface Advantage is the project and process manager. They act as a conduit between a reseller partner like us and Cable & Wireless, allowing us to focus on the customer rather than the background processes' said Wastling.

Keith Edwards, sales director at Interface Advantage, said that the reseller partner channel is a powerful selling methodology. 'It enables specialist business partners to offer the same services and credibility as their larger competitors yet combine this with a high level of customer intimacy,' he said. 'Between us, we are able to offer a better overall level of service to customers like Tom Cobleigh than Cable & Wireless would probably be able to do on their own.'

Interface Advantage provides sales, business consultancy and project management. It is a credible distributor for major telecoms manufacturers and suppliers. 'What we do best is pool our expertise as partners and draw on each other's strengths to deliver bespoke services to customers', said Edwards.

Everybody benefits

All parties benefit from the way this indirect sales channel is structured. Cable & Wireless products and services are made available to a wider market, particularly small and medium-sized enterprises, freeing Cable & Wireless to focus on its core business of developing and delivering quality communication solutions. Reseller partners have access to the Cable & Wireless offering plus the project management and industry expertise of credible channel partners like Interface Advantage.

Perhaps what works best is that the reseller partner manages the ongoing customer relationship. And, of course, Cable & Wireless offers the security of a global player that delivers end-to-end quality-assured solutions. The Cable & Wireless portfolio of voice, IP and data networks is among the industry's most robust and extensive. It operates 24x7 multilingual customer service facilities.

There is a smarter way to do business — the Cable & Wireless reseller partner channel.

Cable & Wireless
Registered office address:
124 Theobalds Road, London WC1X 8RX

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For further information please ask your Cable & Wireless sales contact

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