

10th July 2008.

## BIFFA CONVERTS IT ENERGY INTO INNOVATION.

### 5 Year Managed WAN with Azzurri Communications to Support Aggressive Growth Strategy.

Biffa, a leading waste management business in the UK, has signed a £multi-million, five-year contract with Azzurri Communications for the provision of a fully managed, converged voice and data Wide Area Network (WAN). The managed service forms part of a board-level strategy to seek greater efficiencies across the business, and re-direct resource toward the development of innovative IT practices.

As the backbone of Biffa's IT operations, the managed WAN will connect over 160 waste and recycling depots, landfill sites, and offices, helping to create a single robust platform upon which the company can implement exciting new applications.

Recently acquired by a private equity consortium, Biffa initially approached Azzurri for a no-cost, no-obligation audit of its voice and data expenditure, and which subsequently identified significant cost savings that will be reinvested into the voice and data infrastructure. Headed up by Val Austin, IT manager at Biffa, the audit was a critical first stage in the design and implementation of a new, centralised IT platform;

"The board was keen to assess the remaining ICT estate for efficiency and longevity, and use this window of opportunity to realign IT with Biffa's growth strategy. The audit from Azzurri enabled

us to identify and analyse supplier spend, but also provided a valuable insight into the limitations, complexity, and management burden of our existing infrastructure.

"During this period, Azzurri demonstrated significant expertise and heritage in voice and data, and we were attracted by their managed services model which has agility, efficiency and innovation at the core of its proposition."

With over 5000 employees, and a 34-strong IT team, the managed service from Azzurri will significantly reduce the day-to-day operational burden of a distributed network, and enable Austin and her team to focus on identifying new ways to support the board and its new owners. Says Austin;

"The board is extremely keen that IT supports the implementation of innovative practices to grow the business. With a managed service in place, the constant churn of maintenance tasks is removed, and in-house talent can thrive in an environment where creativity can make a tangible difference to the future of our business. Furthermore, the virtual network operator attributes of Azzurri means we are able to continually evolve and refresh our core IT infrastructure as the business grows and new technologies emerge."



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Azzurri has taken on the full management of Biffa's existing carrier contracts, with the migration and convergence of Biffa's existing, but currently separate, voice and data networks due for completion in October 2008.

## ABOUT AZZURRI COMMUNICATIONS.

Azzurri is transforming the way organisations use communication and information technology.

We are a leading managed services company delivering flexible voice, data and mobile communications. Ours is one of the largest independent network management and support teams providing converged solutions that are no-longer tied to technology and supplier.

At the core of our managed service is our Virtual Network Operator (VNO) capability. As a VNO, freedom and flexibility distinguish us from our competitors. We give you the flexibility to change and adapt to new requirements and technologies.

With increased agility our customers gain a competitive edge, and with dramatic savings and management information they have total control of their voice, data and mobile infrastructure.

Azzurri Communications was formed in June 2000 and is headquartered in the UK, offering global access to sales, service and support to customers in 130 countries.

[www.azzurricommunications.com](http://www.azzurricommunications.com)

## ABOUT BIFFA.

Biffa is a leading integrated waste management business in the UK which operates across the breadth of the waste management value chain. It provides waste collection, treatment and recycling, and disposal services to around 75,000 local and national customers in the industrial, commercial and municipal sectors.

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



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