

CASE STUDY.

TAYLOR WIMPEY BUILDS AGILITY INTO IT STRATEGY.

Formed from a merger between Taylor Woodrow and George Wimpey in July 2007, Taylor Wimpey is a dedicated homebuilding company with operations in the UK, North America, Spain and Gibraltar. Its UK brands include George Wimpey, Bryant Homes, G2, Wilson Connolly and Laing Homes, and the company completes over 14,500 homes each year.

With 35 regional businesses and four satellites in the UK, Taylor Wimpey's operations have significant scale and national geographic coverage. Each business builds a range of products, from one bedroom apartments and starter homes, to large detached family homes, and is committed to delivering consistent value for its customers.

Challenge.

In an average year, Taylor Wimpey can have up to 500 active building sites set up across the UK, with the majority open for just 18 months. Site set up, moves and closures create a complex task for IT director Paul Caris, whose team is driven to ensure a seamless and cost-effective communications strategy for each individual site.

Says Caris; "Supporting the IT needs of such a dynamic business demands significant flexibility. Each site has the same fundamental communications needs as any other business, access to voice, data and Internet connectivity, except that we're constantly relocating these services."

TaylorWimpey^{plc}



“Azzurri’s technical expertise and heritage in managed services is enabling us to deliver maximum operational support to our construction teams, which means they can concentrate on completing building projects on-time and to the highest quality. Essentially, this helps us to increase profit margins, and maintain our reputation as one of the UK’s leading homebuilders.”

Paul Caris, IT Director, Taylor Wimpey

Overview.

Name:
Taylor Wimpey Plc

Area of operations:
Construction

Headquarters: London

Founded: July 2007
(Merger of Taylor Woodrow Plc founded 1920’s and George Wimpey Plc founded 1880)

Number of employees: 6708

Key technology:
WAN, Telecoms Expense Management, Instant Office

Categories:
Managed Services

Key benefit summary:
Streamlined voice infrastructure and spend; instant access to voice, data, fax and Internet connectivity at temporary building sites enabling greater agility and allowing new construction sites to start work immediately.

Caris continues, “From an operational perspective we have to get each site up and running as fast as possible – downtime equals missed deadlines, and significantly impacts the profitability of our company. At the same time, we have to ensure that we’re negotiating best price contracts.”

With over 3000 mobile phone contracts in place and in excess of 500 building sites at any one time, reducing complexity and managing operational costs is a significant challenge for Caris’ IT team. Furthermore, with voice, data and Internet connections taking up to 45 business days to set up, a solid, fast and effective IT strategy is critical to Taylor Wimpey’s profitability.

Solution.

Following the merger of George Wimpey and Taylor Woodrow, Caris approached Azzurri Communications to review the recently merged IT infrastructure. Already an existing supplier to George Wimpey, Azzurri worked with Caris to develop a streamlined and cost-effective voice, data and mobile strategy which would provide the agility and flexibility required for each site and head office.

Using its Telecoms Expense Management (TEM) service, Azzurri undertook a company-wide review of outgoing expenditure on Taylor Wimpey’s fixed and mobile voice infrastructure.

Delivered as a managed service, Azzurri’s TEM service continuously evaluates and identifies areas of waste or unnecessary expenditure; simplifies the procurement process and negotiates new tariffs; and provides a monthly reporting service that not only provides greater visibility of expenditure, but also supports Taylor Wimpey’s sales and marketing efforts.

Caris comments; “As well as significantly reducing our voice spend, Azzurri’s monthly reports help us to analyse inbound calls to our regional sales offices. This provides us with the geographic origin of the call, and acts as a tool to analyse the effectiveness of marketing and advertising campaigns.”

Having identified immediate cost savings for Taylor Wimpey’s voice infrastructure, Azzurri turned its attention to developing a bespoke solution that would enable interim voice, data and Internet connectivity for each site, whilst waiting for DSL connection.

Utilising Vodafone’s 3G mobile network, Azzurri created Instant Office, a managed service that enables the immediate set-up of voice, data, fax and Internet access.

Instant Office can be activated immediately enabling building sites the opportunity to benefit from business-critical applications on-demand. The service provides users with ‘mobile’ IP phones (but which resemble a traditional desktop handset) that deliver voice and fax services, and a 3G card for data feeds.

Says Caris, “Instant Office gives us the agility and business continuity our business demands. It’s fast, easy and means we’re able to provide operational support to construction teams from the outset.”

Azzurri is also providing a managed WAN service between selected building sites, regional offices and Taylor Wimpey’s head office in London. During the set-up of a DSL line, Azzurri acts as a central point of contact between the building site and Caris’ team at head office, ensuring the smoothest and fastest possible migration of IT services.

Benefits.

Along with resolving the connectivity issues, Azzurri is helping to significantly reduce the complexity of each building site, as well as trim any excess and/or unnecessary spend.

From the outset, Azzurri’s TEM enabled Taylor Wimpey to reduce their annual voice spend by up to 20%. But in the longer term, the continuous evaluation of the company’s voice infrastructure will ensure that they benefit from the best available tariffs.

Coupled with the deployment of Instant Office and managed WAN, Taylor Wimpey is benefitting from a managed services provider that is able to deliver a turnkey communications solution that supports the immediate and long-term operational challenges associated with temporary building sites.

Caris concludes; “Azzurri’s technical expertise and heritage in managed services is enabling us to deliver maximum operational support to our construction teams, which means they can concentrate on completing building projects on-time and to the highest quality. Essentially, this helps us to increase profit margins, and maintain our reputation as one of the UK’s leading homebuilders.”



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