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Andy Lelliott, Head of Information Systems, EEF

power to you



In the UK the manufacturing sector is responsible for 55% of exports, ranking it as the world's sixth largest manufacturing nation.

Representing and promoting the thousands of manufacturing businesses in the sector is EEF - the manufacturers' organisation, a membership organisation dedicated to the future growth and development of UK manufacturing.

To help manufacturing businesses evolve, innovate and compete in a fast-moving world, EEF provides a unique combination of business services, government representation and industry intelligence, equipping its members with the skills, knowledge and networks they need to thrive.

EEF itself has changed significantly in recent years too, with its former regional associations amalgamating into a single organisation delivering to its members a seamless and high-quality range of advice, guidance, training and consultancy in areas such as HR & legal, health, safety and environment, occupational health and business improvement.

The new organisation and the operational requirements of its people, many of whom work out in the field delivering services at member businesses' premises, presented a significant IT and telecommunications challenge for Andy Lelliott when he joined the organisation.

Mobile and fully functioning

EEF's new business model - much more commercially-driven, innovative and service and results orientated – required an infrastructure to match, as Andy recalls:

We needed to rationalise our telephone and IT systems from disparate, regionalised arrangements to centralised systems giving the organisation control and visibility of its activities.

We also needed to present ourselves appropriately to our external stakeholders - and provide our people with the tools they needed to represent EEF professionally and efficiently.

In particular, customer-facing employees are often away from their base office for prolonged periods of time and need to remain mobile and fully functioning, with the technology and connectivity to operate seamlessly night and day, irrespective of location.

This is especially important in the highly competitive marketplace that EEF now inhabits, in which agility, speed of response and the ability to capitalise on opportunities, for EEF itself and for its customers, is vital for business success.

To help achieve its ambitions, EEF began a journey that will take the organisation to an integrated solution in which Vodafone will provide all fixed, mobile and unified communications in a single seamless system delivering increased productivity through flexible working, improved customer service and reduced costs along the way.

The route to Vodafone One, as this unified solution is known, began with a move to a national deal for mobile telephones.

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Andy Lelliott, Head of Information Systems, EEF

EEF already had a relationship with Vodafone through a previously arranged London area contract for mobile telephones and in a competitive situation Vodafone was appointed to provide national coverage.

“We selected Vodafone for financial and technical reasons. They provided the best deal for us - with a low fixed cost base and the security and flexibility we needed,” says Andy.



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Andy Lelliott, Head of Information Systems, EEF

Up-to-date platform

The journey to Vodafone One includes a new Wide Area Network (WAN) for EEF.

“We needed to upscale our WAN capacity to take voice and data traffic and to provide an up-to-date platform for all of our communications needs. So far I have been impressed with Vodafone’s management of the WAN project. They understood what we wanted to achieve and then delivered,” explains Andy.

Next on the agenda for EEF will be its internal telephone estate which will be provided by Vodafone using an Avaya platform. New EEF offices have already been configured to a blueprint established by Vodafone.

Further developments will also include a move to tactical use of SIP to bring legacy geographic telephone numbers into EEF’s new centralised telephony system.

The vision for EEF is that Vodafone’s complete unified solution will integrate a business telephone system, mobile network and EEF’s fixed network and desktop environments.

Users will be able to access any communication channel on any device, switching seamlessly between channels – moving from mobile to desk phone while on a call or clicking to call the sender of an email.

EEF’s journey to Vodafone One is in the home straight - but the ultimate value will be when all of the elements are in place and performing as one.

“So far, Vodafone has handled our mobile transition well and expertly managed the implementation of our new WAN. The key to success will be to stay focused on the finish line and to keep the momentum going,” says Andy.

“I am confident that Vodafone will produce an excellent solution, delivered on time and on budget. Watch this space!”

Significant benefits

- Vodafone One will provide EEF with an integrated solution that reflects the organisation's new business model and ways of working
- A single supplier with a shared vision, provides continuity and accountability for EEF
- Vodafone's mobile solution is the best deal for EEF, with a low fixed cost base
- Strong project management skills have enabled EEF to stay on schedule and on budget

