



“Working with Vodafone we’ve now got a clear communications roadmap and a trusted partner that can help us reach our goals.”

Henrik Petersen, Group IT Director, TCS John Huxley

*power to you*



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**From the latest touch-screen casino games to state-of-the-art roulette wheels, TCS John Huxley is a leading manufacturer and supplier of live gaming equipment, specialist products and innovative electronic services to the international gaming industry.**

Although this sector was badly affected by the global recession, it is now starting to expand again, offering fresh opportunities for suppliers to the industry which are agile enough to compete for and win, new business.

One of the biggest areas of growth is in the provision of technical service and support, helping casinos and gaming businesses keep all their equipment and devices up and running with little or no disruption. As a result, many companies that serve the sector are refreshing their business models to meet demand for this new area of activity.

#### Unacceptable delays

According to Henrik Petersen, Group IT Director at TCS John Huxley, communications technology is an essential foundation for new business strategies. Says Henrik: “Whether our clients need us to repair or maintain a piece of equipment or have a query about an invoice – anything less than an immediate response is unacceptable.”

As a result, the latest mobile communications – including access to the internet and TCS systems – are essential for the business to succeed. At the same time, fixed lines need to be 100% reliable and cost effective to ensure that TCS remains competitive.

“It means that we rigorously assess contracts with our technology and communications suppliers every time they come up for renewal. We’re always looking for partners that are as smart, innovative and agile as we are,” says Henrik.

Until recently, TCS had contracts for fixed lines and mobiles with BT and Vodafone respectively. When the fixed-line contract came up for renewal, Henrik offered Vodafone the chance to compete for the contract.

Henrik says: “We were extremely happy with Vodafone’s mobile offering. And, even though we weren’t fully aware of its fixed-line technology, we felt it should have the chance to put forward an offer.”

#### Reduced voice and data costs

After analysing the tenders from several suppliers, Henrik selected Vodafone. “It gave us the clearest offer and proposed innovative ways to help the business. This included high-speed lines running into our offices in London, and more flexible pricing to help us reduce the cost of voice and data,” he says.

TCS now has 30 ISDN lines running into its office in London, and 16 main lines to other locations, including another large office in Stoke-on-Trent. In addition, it has 163 SIM cards for 130 mobile devices. The company also takes advantage of Vodafone’s Mobile Broadband solution for laptops so employees can access company systems while on the move.

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Henrik Petersen, Group IT Director, TCS John Huxley

“We have two main groups of employees that use this technology,” says Henrik. “Firstly, engineers who need up-to-the-minute information so that they can schedule and prepare for visits. Secondly, our sales teams, which need to be constantly in touch with clients and our customer relationship management (CRM) system.”

Henrik says that there are a number of reasons that led TCS to source its fixed-line and mobile services from Vodafone. “We were looking for a business partner that understood our goals as a fast-growing company. Vodafone understands that we need to react quickly in a highly competitive market. It gives us peace of mind that our communications networks and devices are equally agile.

“The most important benefits are the speed of response and the quality of account management that we get from Vodafone. Enquiries to our previous supplier often took a long time to be resolved.”

TCS researches the market in great detail and closely analyses pricing models submitted by companies tendering for its business. “Vodafone’s figures were far clearer than the competition at the bidding stage,” says Henrik.

#### Out in the open

The same applies to billing throughout the contract. “Everything is out in the open. And if we do have any queries we get a quick response and advice on the next best steps.

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In the gaming industry, device downtime represents lost revenue. Now that engineers are better prepared, they can identify and fix issues quickly, either remotely or on site, which makes a real difference to customers’ incomes and reputations.

TCS sales employees are also taking advantage of the mobile internet revolution. They can now access the company’s CRM system on the move, and can respond more quickly and accurately to business opportunities, customer queries or requests for assistance.

#### Clear communications roadmap

One of the great advantages of TCS’s new mobile devices is that they make the service team more flexible and increase employee productivity. “Next year we predict that the business will grow by 10%, with service and support expanding by 15%,” says Henrik.

“Working with Vodafone we’ve now got a clear communications roadmap and a trusted partner that can help us reach our goals. As communications converge, we hope to further increase our productivity and use this to support business growth,” concludes Henrik.

## Significant benefits

- A comprehensive communications solution from Vodafone has contributed to TCS predicting a 10% growth in business in a year
- Transparency in billing and high quality account management is reducing administration costs and building trust and confidence
- Engineers using mobile devices can respond faster and are better prepared when they arrive at customers' premises
- Sales teams can respond more quickly to new business opportunities
- TCS and Vodafone's partnership is founded on a mutual understanding of the need for speed and agility in a fast moving business environment

