

BRENT COUNCIL LOOKS TO THE FUTURE WITH VODAFONE UK

- **Vodafone to help Brent Council introduce flexible working to improve productivity, save costs and deliver better services**
- **Vodafone to equip Brent Council's new state-of-the-art-civic offices with Vodafone One Net Enterprise, integrating fixed and mobile communications**
- **Vodafone simplifies the management of communications by consolidating all costs into one predictable monthly bill**

21 January 2013, Vodafone has won the contract to equip Brent Council with a new communications infrastructure as the London Borough moves from 14 separate buildings into a new state of the art civic centre. Bringing together Brent's fixed and mobile communications, using Vodafone One Net Enterprise, will allow council employees to improve productivity, save costs and deliver better public services.

One of the biggest challenges faced by Brent Council was in creating the right mix of space and technology to meet the requirements of its 30 different departments, such as housing services, traffic, pest control and waste management. The council also wanted to create a more mobile workforce and change the working culture, so an employee's location would no longer be a barrier to collaboration or influence their ability to do their job effectively.

Vodafone One Net Enterprise was the ideal solution. It integrates landlines and mobiles, allowing phones to work together in one seamless service that Vodafone hosts and manages. It's easy to use and offers predictable costs with one contract and one consolidated bill. It will allow Brent Council to reduce overall communications costs while increasing productivity.

Previously 100 per cent of Brent Council's employees had a fixed desk phone and only 25 per cent had a mobile phone, whereas now most users will have a smartphone and the use of fixed desk phones will be greatly reduced. These changes will give employees the flexibility to work from wherever they need to be as they will no longer be tied to a fixed desk and fixed phone.

Cllr Ruth Moher, Deputy Leader for London Borough of Brent Council and Lead Member for Finance and Corporate Resources said: "This was a very complex project so we knew there was a need to keep things as simple as possible, which is one of the reasons why we chose Vodafone. Vodafone had the most coherent presentation of a unified system and we felt they would be the best choice to implement and host the system allowing our employees to focus on their core functions rather than dealing with IT issues."

"The future is all about mobile working," Cllr Moher continued, "Our employees are currently using as many mobile applications (apps) as possible and we want to see how far we can push the concept of working through apps."

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Efficient use of floor space is very important in the new Civic Centre and mobile technology will help Brent move to a more flexible working environment, reducing empty desk space. Mobile technology will also give employees secure access to information on-the-go, enabling them to work more efficiently. The consequent reduction in employee travel and decrease in the amount of paper used by employees will also contribute to Brent Council's Civic Centre being recognised as one of the [greenest public office building in the UK](#).

Brent Council's communication solution from Vodafone includes a fully managed Private Branch Exchange (PBX), professional services, converged fixed and mobile voice, single number reach (which allows users to be reached on any device using one number) and one central voicemail. Texts, minutes and mobile data will be shared amongst employees to maximise cost effectiveness and eliminate waste, all on a single monthly bill.

Ian Cunningham, Head of Public Sector at Vodafone said, "Brent Council's facility is state of the art and we're delighted to be involved in such a cutting edge project. The Council is setting a fantastic example for government organisations, showing how they can find better ways of working by making improvements in four key areas - people, processes, technology and property,"

"We're confident that this flexible working approach will deliver results for almost all public sector bodies. It allows them to reduce costs, improve the delivery of services and can increase job satisfaction among staff," he added.

For more information contact your account manager, visit vodafone.co.uk/publicsector or call us on 0845 8942710.

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