



# O2 integrate technology and communications to meet ambitious savings targets



## Products and Services

O2 mobile connections

O2 3G Dongles

O2 BlackBerry™

O2 billing manager

Local Government Futures Forum

O2 Open

## Results

Mobile bills reduced by 50%

Well-ordered hardware inventory

Process efficiency

Informed IT strategy

Better teamworking

## Challenge

How does a council manage its resources and take control of the future?

## The Solution

O2 creates order in mobile services and IT strategy.

## Introduction

Slough is home to the highest concentration of European headquarters in the UK. Over 4,000 organisations and some of the world's best-known businesses can be found in the town. It is the third most productive town in the UK, contributing £8bn to the national economy, double the UK average.

Slough is also the most ethnically diverse local authority area outside London in the United Kingdom with residents from over 80 different countries living and working together in the borough.

Slough Borough Council has 41 elected councillors and employs around 4,000 people in a wide variety of roles, based at locations throughout Slough including the Town Hall, libraries, social services units and schools.

## The Challenge

Slough Borough Council has had to meet ambitious savings targets and wanted to cut costs and increase the value for money it received from its mobile provider.

The council also clearly saw that it was time to grasp the issues of integrating technology and communications and create an IT strategy that would put the council in a position to serve the community well for years to come. Judith Davids, Assistant Director for Customer Services and ICT at Slough Borough Council, says "It was time for IT to set out its stall and manage expectations of what could and could not be delivered, particularly in the present financial climate."



### The Solution

After a competitive tender, Slough Borough Council chose O2 for all its mobile requirements.

Joanna Anderson, Assistant Director-Commissioning, Procurement & Shared Services at Slough Borough Council, recalls "The porting experience the smoothest it could have been. O2 also carried out an audit which was an enormous benefit because it enabled us to understand our estate and identify and terminate 230 unused handsets at the outset."

She believes that Slough Borough Council has made savings of at least 50% compared to the previous mobile provider, helped by free O2-to-O2 calls.

"The account management is excellent; we have a single point of contact as well as access to a lot of account information via a portal."

Slough Borough Council employees are also benefitting from O2 Open, a discount scheme for business customers' employees. They can get free airtime credit for themselves or to share with friends and family. They can also take advantage of O2 Priority ticketing, O2 Priority Moments and other offers.

A mixed team of IT and strategic service managers from Slough Borough Council attended a workshop along with several other organisations, with representation from every level of IT management.

Judith Davids recalls 'It was an invaluable day. We were able to jointly agree a vision statement, which has formed the basis of our IT strategy. The session helped to get everyone's buy-in because they were all involved in the day. It's helped us to understand the journey better and helped our team building. From working together we now have champions out in the organisation who will support what we're trying to achieve in IT.'

**"Moving to O2 for our mobile needs, and then participating in the Local Government Futures Forum has helped us create order and design a strategy that will serve us well for the future."**

Judith Davids,  
Assistant Director for Customer Services and ICT,  
Slough Borough Council