



Bradford Community Housing Trust

Case Study

With advice on procuring new mobile voice and data services, Bradford Community Housing Trust Group gets set to embrace convergence and make significant cost savings in the process.



The Client:

Bradford Community Housing Trust (BCHT) Group was launched in 2003 to offer affordable, high quality housing within desirable neighbourhoods across the Bradford district. The Group is made up of Bradford Community Housing Trust and 6 local Housing Trusts and currently manages 24,000 homes.

The Challenge:

BCHT's mobile telephony arrangement had grown sporadically over time. BCHT had several different mobile contracts in place from a number of mobile phone providers, all with differing tariffs. The mobile service was becoming costly and difficult to manage, so PTS Consulting (incorporating Improcom) was retained to review mobile provision within the Group and conduct a procurement exercise for a new mobile voice contract. At this time, a new mobile housing repairs application was also under development to improve service to residents. The application was anticipated to improve communications across the Group, making extensive use of mobile data technology to give BCHT greater control in tasks such as job allocation and stock control.

The Solution:

New 1 year mobile voice contract: Since the data capacity that the new housing repairs application would require was initially unknown, PTS Consulting (incorporating Improcom) firstly assisted BCHT with the procurement of a 1-year contract to meet the Group's mobile voice needs. The exercise and new contract was projected to save 70% on existing mobile costs.

Migration to new mobile voice and data service: The ability to access data remotely was key to the housing repairs application. When the new application was nearing launch, PTS Consulting (incorporating Improcom) was retained to assist with the specification of the required mobile device and service. The 2nd phase of the project involved the migration to a new mobile data service along with the provision of converged handsets.

PTS Consulting (incorporating Improcom) also guided BCHT through the process of tendering for a new fixed voice and data tariff. The task was to deliver a cost effective solution that would ensure that all 700 users in the Group had the necessary connectivity.

The contract was designed to offer 250 mobile users voice and data functionality via a 3G connection, with the remaining 450 users requiring a voice-only service. New handheld converged PDA devices were sourced for the voice



and data users and initially 30 people will be provided with devices that deliver additional functionality to access back office services via over the air synchronisation, such as email messaging, diary and web browsing. The new 2-year voice and data contract will save BCHT a further 28% on anticipated voice calls plus give unlimited data usage to support the new mobile application.



The Benefits:

Key benefits that the project delivered to Bradford Community Housing Trust Group included:

- Strategic review of mobile provision and procurement of new services
- Procurement of mobile connectivity for 700 users
- New mobile housing repairs application to improve service to residents
- Unlimited 3G connectivity for mobile data users
- Realisable savings of 70% with procurement of new voice contract and a further 28% on voice calls with new voice and data contract

The Verdict:

Via procurement of new voice and data mobile services, BCHT now has contracts in place to meet the Group's day-to-day mobile communication needs and has significantly reduced mobile costs in the process.

"The initial voice-only contract was designed to replace the contract that was inherited from Bradford Council. The aim was to replace the whole handset estate and reduce costs. The handset estate was replaced with new mobile telephones as part of the 1 year contract and annual costs were reduced significantly. As an organisation we had already decided to proceed with a mobile data repairs application for our tradesmen. The start of the voice and data project dovetailed with the end of the 1 year mobile voice contract. We asked PTS Consulting (incorporating Improcom) to assist in the procurement of a mobile voice and data contract with access to voice and data devices. We aimed for the contract to last for 24 months. A tendering exercise was completed and the contract awarded. The contract will allow for further cost savings and deliver unlimited 3G connectivity for our mobile data users."

Jason Baines, ICT Manager, Bradford Community Housing Trust Group

About PTS Consulting:

PTS Consulting Group PLC (PTS) is one of the world's leading IT consultancies with a reputation for innovation and thought leadership. PTS is also renowned for its project management expertise. As the global leader in IT relocation projects, working with some of the world's largest companies, PTS has earned a world-wide reputation for independence, professionalism and quality of service. Headquartered in the UK and founded in 1983, PTS has worked in over 70 different countries, 250 cities and employs more than 330 staff in the Americas, EMEA and Asia-Pacific. www.ptsconsulting.com