

**CLARION CASE STUDY**  
**International shipping insurer Britannia P & I takes Clarion on board to stem the tide of rising telephony charges.**



**HOSTED  
COMMS**



**MOBILE**



**CLOUD  
SOLUTIONS**



**DATA  
CONNECTIVITY**



# BRITANNIA P & I – TRUSTED SINCE 1855



Britannia P & I is the oldest Protection & Indemnity Club in the world. Trusted by its members for more than 150 years, it provides liability insurance to top quality shipping operators all over the world, with a remarkable history spanning the days of sail, steam and engine power.

When founded in 1855, the Club had 250 members, 500 ships and a total entered tonnage of 244,000 gross tonnes, mostly from Britain. Today it looks after tonnage of more than 162.5 million, and over 50% of its membership is now located in Asia.

But in many respects, some things have stayed the same. Its head office is still in London, and Britannia is still a mutual, non-profit association owned by, and operated for the benefit of its members. With its well-established reputation for high-calibre professional service, and strong, stable financial management, it remains as true to its principles today as it did when it started.



Founded in 1999, Clarion provides comprehensive IT, Voice & Data services to clients across a broad range of Industries, throughout the UK. Clarion offers complete technology solutions for Private and Public Sector organisations.

We specialise in the installation, maintenance and support of voice and data networks and systems. We also advise on and supply our clients with disaster recovery options, mobility solutions, cloud and hosted services, etc. We have partnerships with multiple hardware and software vendors and we are proud to be a Platinum 3CX partner.

# THE CHALLENGE



**Operating internationally, and in ever-changing waters, will always present challenges for any organisation. Nobody can ever foresee when a maritime incident might occur, nor when sheer volume of shipping traffic could lead to extra demand for Britannia's services.**

You would not expect similar levels of unpredictability on telephony costs, but for some time, Britannia's management team had expressed concern about its wildly fluctuating phone bills. There was a feeling that their current provider was charging an excessive amount for their heavy international and UK data usage, while a further question mark hung over perceived overspend, and even whether some of the usage really was for commercial reasons.

All this meant that confidence in forecasting was somewhat eroded, because telephony costs varied so markedly from month to month.

Seeking more stability and control over its invoicing, Britannia took the opportunity to invite a number of companies to tender for a new telecoms contract.



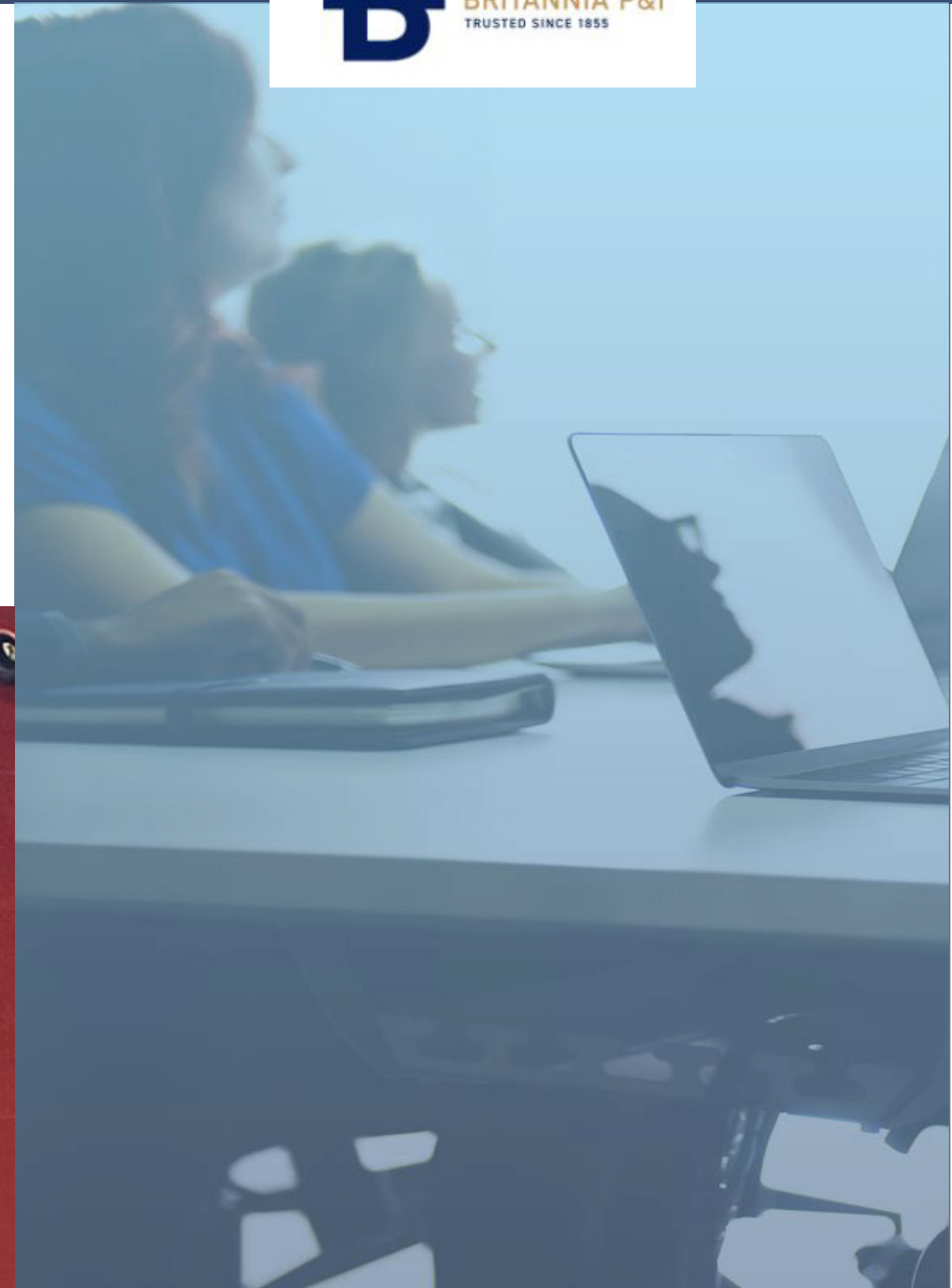


# WHY CLARION?

**As a leading independent telecoms provider for more than 20 years, Clarion specialises in providing tailored solutions for organisations of all sizes. Our bespoke approach is based on a genuine interest in our clients' business. We are always on hand to provide solutions that enhance productivity and efficiency through intelligently applied technology.**

We were put in touch with Britannia by one of their management team, who had previously experienced our approach, whilst with a previous employer.

As one of several companies involved in the tender process, we were keen to investigate, to the nth degree, every possible way in which Britannia might be able to run its telecoms on a tighter ship.





# OUR PROPOSAL



**Our starting point was to conduct a thorough review of Britannia's phone usage.**

**As a 'vendor neutral' supplier, we can take an objective view across all major providers, using our industry-leading Tariff Analysis software to determine the best solution. We looked at 24 months of call records so as to ensure that we had sufficient data to examine and compare.**

By drilling into the figures, we were able to demonstrate how Britannia could make some dramatic savings. We have long-standing partnerships with all the major phone providers, and this always puts us in a very strong position to negotiate better rates on our clients' behalf. For Britannia, we found that Vodafone offered the most competitive tariff, with worldwide coverage and the lowest international roaming charges:

- Predicted expenditure for the next 24 months
- Breakdown by usage/spend per month
- Identifying biggest spenders and high data users
- Tailored tariff based on usage per user
- Lower costs for roaming and international calls
- Large hardware allowance, which also covered accessories
- Free devices and SIMs for immediate on-site allocation

After evaluation of all the tenders, Britannia determined that the benefits we offered outweighed those offered elsewhere, and we were duly awarded the contract.





# IMPLEMENTATION

As Britannia works across many different time zones, it could not afford any downtime between the transfer of their existing phone tariff onto the new one.

We managed the handover by taking information from the previous supplier's portal, and using this to set up the account on the new Vodafone billing platform. By doing this we managed to maintain and transfer all Britannia's existing numbers seamlessly, as well as keeping all their existing cost centres, so their billing format stayed the same for accounting purposes.

All numbers were transferred on the same day with no downtime to the users. Hardware was provided for any users that required before the transfer took place.



*‘Clarion was our preferred supplier due to...the care, attention to detail and the exceptional service that we have received throughout’.*





# THE BENEFITS

For the first time, Britannia was able to accurately predict how much its phone charges would be. We were able to secure a 25% reduction on their current telephony costs, with a guaranteed, known rate for international usage.

In addition, the new contract featured several additional layers of control for management:

- Extensive, in-depth reporting – including monthly and yearly usage comparisons
- Streamlined forecasting – readily available data to identify trends and future usage requirements
- Individual user analysis – cost monitoring by phone and individual to reduce wastage
- Faster response – quicker call handling and service from our support team
- Established daily phone charges for employees on travel overseas

# SYSTEM APPRAISAL

After implementing Clarion's proposal, Britannia was able to benefit from an immediate, and significant, reduction in phone charges. This reduction also came with the assurance of ongoing savings through the term of the contract, with no hidden surprises from its mobile phone fleet, either for individual usage or overseas roaming charges.

To ensure this, we set up quarterly, face-to-face meetings, in which we supplied usage breakdowns for the previous period, with month-on-month comparisons to illustrate trends and support forecasting.

For greater stability, we monitored call trends on a regular basis, enabling us to intervene at any point to suggest bolt-ons or tariff changes to lower any perceived overspend, both for local and international calls.

Our ongoing service commitment included the provision of hardware at competitive rates, with next-day delivery. We also undertook to process all new connections within 48 hours, and to respond promptly to any other general queries or issues.

