



# CLIENT STORY: PRODUCTION RESOURCE GROUP

“Unified communication was the answer to a lot of our problems. Touchbase built a solution to deliver the best possible ROI – with a roadmap for further savings in the future.” Ian Smith, Director of IT, PRG

## BUSINESS OUTCOMES

- **EDGE** – Improves response time to IT support calls and customer enquiries enabling a competitive advantage
- **COST** – Standardized communication network improves efficiency now and remains future proof as the business grows
- **EXPERIENCE** – Ensures a consistent level of customer service, independent of location
- **CONTROL** – Central maintenance and visibility of a system that was disparate due to prior mergers and acquisitions

# PRG: STRENGTHENING A GLOBAL NETWORK ENTERTAINMENT TECHNOLOGY PROVIDER CONNECTS 20 OFFICES WITH NEXT-GENERATION COMMUNICATION NETWORK

Having grown to 20 offices across three continents, Production Resource Group (PRG) is a global, 24-hour company with a wide range of services and products for the entertainment industry. Coordinating communication across such disparate sites, particularly after a number of mergers and acquisitions, was creating problems for PRG's growing network of offices according to PRG's Director of IT, Ian Smith. "Inconsistent

and incompatible technology platforms at each location were causing us issues," he said. "Some offices were using a reception desk while others had direct dial numbers. It was confusing as features and functions were different across the offices – and visits to other offices seldom ran smoothly for our own staff."

Ian Smith wanted to find a solution to standardize the communication network, as well as reduce the workload of

the IT department, which was struggling to answer such a high volume of support calls.

"We knew how much simpler life would be with a strong, standardized network to support us," he continued. "With the right partner, we could look forward to financial gains – as well as increased productivity and efficiency."

## ANSWERING THE CALL

"We considered both smaller resellers and large system integrators such as AT&T or GE, but we were attracted to Touchbase because it is similar in many ways to our own organization – in size, scope and outlook," Ian Smith explained.

The team evaluated the Touchbase solution, including its technical expertise, deployment resources, project management and ongoing regional support.

"Touchbase understood the importance of excellent project management skills," Ian Smith said. "With local knowledge of the US, UK and Japanese markets, the Touchbase solution has been a real basis for us to improve our communications, right across the business."

## INNOVATION FOR THE FUTURE

The solution consists of 900 users across a fully converged network. Cisco Unified

**"WE WANTED TO REVOLUTIONIZE THE WAY OUR STAFF INTERACTED ON A GLOBAL SCALE. TOUCHBASE PROVIDED US WITH THE RIGHT TECHNOLOGY TO BRING THIS TO LIFE."**

Communication suite, specifically the breadth of the collaborative applications, were a perfect fit for all of PRG's requirements.

Ian Smith explained: "Today, everyone working within a global enterprise benefits from mobility – whether they're on the move, at home or in the office. At PRG, mobile working has now become an integral part of how we do business every day."

"We aimed to improve communication for employees at all levels – but we also wanted to see this impact the entire organization," Ian Smith added. "Touchbase's expertise has allowed us to drive up profit while supporting us in our need to maintain a consistently high level of service, wherever or whenever our customers need us."

"We wanted to revolutionize the way our staff interacted on a global scale – Touchbase provided us with the right technology to bring our business goals to life."



## ABOUT PRG

Production Resource Group (PRG) is a leader in entertainment technology, providing lighting, audio and scenery technology for a broad range of markets – including TV and film, concerts and corporate events. PRG offers a depth of experience and a level of resources unmatched anywhere. Worldwide, PRG can call on over \$500 million of equipment, available through 23 locations on five continents.



## KEY RESULTS

- Change from an inconsistent platform across multiple sites to one standard solution with a focus on end user experience
- Improved mobility for employees at all levels – from executives to technicians to truck drivers
- Better collaboration across PRG's global network, thanks to regional Touchbase teams ensuring knowledge is shared

## TECHNICAL DETAILS

- 900 users across a fully converged network
- 3 Regional Communication Manager 5.0 Clusters (USA, UK, Japan)
- Unity with full integration to Exchange
- MeetingPlace Express for 65 concurrent users
- Cisco Unified Video Advantage for 300 users
- Third-party mobility solution for 300 users
- Four-year optimization contract
- Cisco Unified Presence Server (CUPS) with SIP integration for 750 Personal Communicator licenses

## ABOUT TOUCHBASE

Touchbase is a global technology services company that focuses on delivering business outcomes for its clients through the optimization of their business communication.

To do this Touchbase leverages its capabilities to discover, design, deploy and optimize intelligent communication solutions that genuinely transform the way a business communicates. Solutions are developed from five communication concepts. These are tailored to each and every client to suit their specific needs and can include the provision of a foundation, upon which collaboration, mobility, customer contact and business intelligence technologies can be implemented and utilized.

Touchbase strives for consistency in delivering an exceptional client experience. It does this through a fast and flexible operating environment and a unique company culture, driven by talented and energetic people.

In the past fifteen years, Touchbase has optimized the communications of over 650 organizations across 60 countries through coverage in Asia, Australia, Europe and North America.

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