



How did a leading telecommunications company boost business agility while reducing costs by \$750,000 p.a.? By going Google.



At a Glance

What they wanted to do

- Reduce email costs
- Support agile, cross-functional collaboration
- Focus on core competencies
- Support BYOD trend
- Engage employees through more visual communications
- Enable employees to work anytime, from anywhere
- Leave authentication, archiving, security, spam and virus protection to the experts

What they did

- Rolled out full suite of Google Apps for Business to 700 employees
- Integrated Google Apps with internal systems for workflows such as customer support and sales

What they accomplished

- Saved \$750,000 annually by eliminating an outsourced email provider and creating a virtual private cloud
- Collaborated instantly through tools such as Sheets, Chat and Hangouts
- Enabled employees to use any device
- Used video for internal communications to make employees feel more connected and engaged
- Eliminated IT concern over data retention, spam, viruses, and more
- Supported employees working anytime, from anywhere
- Saved time and costs on travel
- Improved company agility

"With Google Apps, we are much better off as an organisation, because we're quicker and more collaborative."

David Yuile, CEO, AAPT

Company

AAPT is one of Australia's leading telecommunications infrastructure companies. Its core competencies are providing fast, responsive voice and data services, including cloud, voice, Internet and mobile services for business, government and wholesale customers. All via an extensive national network. With a focus on creating partnerships with their business customers, AAPT strives to deliver exceptional performance across every level of their organisation and they're always looking for like-minded partners.

Challenge

Overall, AAPT wanted greater efficiencies, greater ability to innovate and ways to save money. As David Yuile AAPT CEO explained, "Financially and strategically, we're always seeking to cut costs and become more nimble. We want to align ourselves with companies who are equally agile."

Primarily, AAPT was relying on outdated technologies that impeded quick, streamlined communication and collaboration.

- E-comms are mission-critical and integrated with larger enterprise systems e.g. for customer service and sales. AAPT was working with a large outsourced provider running Microsoft Exchange. This was not only expensive, but kept employees from maximising their productivity and innovation. For instance, employees had limited email inbox sizes, causing them to lose invaluable information if their email crashed and could not be recovered.
- Corporate comms were sent via e-newsletters, an improvement over paper, but not an optimal way to keep a staff of 1,300 feeling genuinely engaged with the organisation.
- Executive meetings for budgeting occurred face-to-face, resulting in extensive travel costs and time spent out of the office.

Solution

AAPT chose Google Apps to provide solutions enabling them to dramatically reduce costs, be more agile and improve employee innovation. Based on the flexibility and functionality of Google Apps and Google's own innovative culture AAPT saw a move into the cloud as the way forward with major benefits. With Google Apps, they achieved:

More engaging internal comms with Google Video: AAPT became one of the early adopters of Google Apps, starting with Google Video for clearer, more informal internal communications. Instead of sending out e-newsletters, executive staff began sharing short videos with employees containing updates and news. David Yuile noticed results straight away. "It's far more engaging to see a person's face and watch a quick, three-minute video than having to wade through an email newsletter. Google Video made us feel more connected as a corporation right away - an important factor since we

“Google is more motivated and knowledgeable about perfecting productivity tools and keeping them running than we are, so they greatly assist us in our mission of building and maintaining large telecommunications systems.”
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span such large geographic distances, from Perth to Melbourne.” Videos were easily uploaded to Google Drive and shared with specific audiences, without consuming additional storage quota. Little to no training was needed to create, upload and share.

More staff flexibility with Gmail: As a next step, AAPT moved 1,300 staff to Google Apps, with 700 of them using Gmail, virtually overnight. For most people, the transition was straightforward, since many used Gmail in their personal lives. With Gmail, employees could work on any computer or mobile device with a data connection with offline support enabling them to keep working even when disconnected. AAPT subsequently integrated Gmail with other enterprise systems to support processes such as sales and customer support.

More collaboration with Google Chat and Hangouts: David Yuile was surprised at how popular these Google Apps quickly became and what a difference they have made. “It’s not uncommon to see people with five chats going at one time to resolve issues quickly versus walking several buildings away or taking a bus between sites to ask a question.”

More efficiencies with Google Sheets: Executives and staff began using Google Spreadsheets to collaborate on budgets in real-time, online, compared to meeting in person. Executives across functional areas now find that budgets come together faster and any questions or disputes can be resolved swiftly. Because all budgeting data is in the cloud versus in isolated spreadsheets or on disparate desktops, data analysts can more easily mine a cohesive set of information.

Results

Since moving to Google Apps, AAPT is saving \$750,000 annually in email costs. At the same time, productivity and innovation have continued to rise.

One major factor is that Google Apps works with any mobile device, supporting the bring-your-own-device (BYOD) trend. Although Google’s Nexus smartphones and tablets are the standard, employees can use any phone or tablet they prefer. All business processes are accelerated due to company-wide adoption of the Google Chrome browser across every device.

Another factor is the ease of multi-party collaboration using Google Apps. “Whether we’re working on product provisioning, customer service, or engineering, we can all get together at any time,” says Yuile. “With Google Apps, we are much better off as an organisation, because we’re quicker and more collaborative.”

Flexibility in work hours and locations is also creating more efficiencies. Instead of wasting time commuting in rush-hour traffic, people can use any computer or device from wherever they are to check emails, work on budgets, documents, or chat with co-workers before going into the office.

AAPT is now reassured that Google is taking care of all their authentication, archiving, security, spam, and virus concerns. “While we’re good at building optical superhighways and running super-fast, big networks, Google is about perfecting productivity tools and keeping them running with maximum efficiency and security. As a partner, Google is greatly assisting us in our mission of building and maintaining world-class telecommunications systems.”

About Google Apps for Business

Google Apps is an enterprise-ready suite of applications that includes Gmail, Google Calendar (shared calendaring), Google Docs and Sheets (online document hosting and collaboration), Google Sites (team site creation and publishing) and Google Video* (easy, secure sharing of video content).

*Google Video is not available in all countries.

For more information visit
<http://www.google.com/au/a>

