

AVENIR TELECOM PREVENTS SYSTEM OVERLOAD WITH THE CONTENT GROUP

- The Content Group provides Invu document management system to reduce storage burden on servers and simplify contract approval process -

DATE: Avenir Telecom, the UK's leading business-to-business telecoms distributor, has integrated a document management solution from Invu with its Client Services Department – a project that was overseen and programme managed by The Content Group, an independent ECM technology and consultancy provider, and specifically its ECM delivery and implementation division, 'ECM Technical'.

ECM Technical provides the specialist resources and knowledge to deploy ECM systems, irrespective of the technology involved, by selecting a team with the requisite core competencies and experience to ensure a smooth implementation, on time and to budget.

Avenir Telecom's 25-strong Client Services Department receives many thousands of part-completed contracts for telephony services from its resellers every month that require completion by the network providers themselves. These were previously sent to the Client Services Department as emailed attachments for the teams to notify the network provider, for instance Orange or O2, of the need to complete it. The sheer number of contracts being sent through as attachments, combined with their individual file sizes, was at the brink of overloading and crippling the CRM server.

Shola Fasina, IT Infrastructure Manager at Avenir Telecom, comments, "We were dangerously close to reaching our CRM server's limits and needed a rapidly-implemented solution that would not require the high hardware and labour costs that a replacement and upgrade of the server itself would entail. The solution that The Content Group was able to provide was to dovetail Invu's document management system with the CRM system, so that it would strip the emails off the attachments and replace the attachment with a reference number that corresponded to a file on the server. Now instead of having file space taken up by the emailed attachments, our CRM teams simply take the reference number and find the file on the system, removing the burden on the CRM server."

Fasina continues, "It would have cost as much as £30,000 to upgrade our server, while The Content Group's solution is far cheaper and less disruptive. The next step is to develop the system so that instead of our CRM operatives having to manually search the system for the file whose reference number they have been sent, they can simply click on the number

within the email and it will open the correct contract file automatically for them. We are aiming for this functionality to be rolled out and available by the end of this year.”

Avenir Telecom is one of Europe's biggest and longest-standing distributors of telephony products and services, with a turnover of nearly £40 million. In the UK, Avenir focuses on the distribution of airtime, accessories and IT/telecoms convergence solutions in the business-to-business space.

Fasina concludes, “The experience, contacts and knowledge within The Content Group gave us the confidence that a viable and cost-effective solution could be deployed rapidly. The solution has saved us from a huge hardware expenditure and unlike buying new hardware, has practically no limit in scale – a key requirement of ours.”

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About The Content Group

The Content Group is an independent ECM technology and consultancy provider whose ‘ECM Expert’ best practice methodology ensures successful ECM projects for its clients across the globe.

Recognised as a leading expert in the field, The Content Group works with its clients in the education of ECM, development of ECM strategies, implementation of ECM strategies and the design of ECM maturity blueprint’s for ongoing measurement of organisational ECM effectiveness.

Drawing on its best practice methodology, The Content Group is leading the development of the first ever Publicly Available Specification for ECM with BSI British Standards.

The expertise and best practice methodology of The Content Group’s ECM Expert ensures its clients receive unbiased advice combined with technology recommendations resulting in unparalleled ECM project success.

The Content Groups works with clients from the SME and Enterprise sector. This work covers new ECM initiatives and also existing ECM implementations where organisations are looking to leverage the true value of their ECM investment.

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