



**TalkTalk
Business**

The DX Group

"Following a recent acquisition, and in order to achieve our goals for the business and our customers, we needed a first rate modern data network. Connectivity was part of our consolidation plan and TalkTalk Business' network not only proved entirely capable of the performance levels we required but came with a fantastic proposition and service wrap."

Mike Sturrock, Chief Information Officer (CIO), The DX Group

talktalkbusiness.co.uk/mpsipvpn

Call:
0800 954 5707

Lines are open Mon-Fri 9am-5pm

The challenge

Increasing flexibility Increasing reliability

DX Group is the largest independent mail, courier and logistics operator in the UK and Ireland. Triggered by the acquisition of sister distribution business, Nightfreight (now DX Freight), the expanding company sought more flexibility from the communications technology underpinning its performance to increase its position and standing within the parcels market.

It needed a network with the resilience, speed and reach to support new systems and increased bandwidth demands – enabling The DX Group to successfully deliver its extended product offer to market coupled with a much improved customer experience. But, first and foremost, the logistics business was keen to consolidate its legacy infrastructure across 80-strong UK sites. As part of a wider company initiative to 'fix the foundations' of its IT backbone, DX Group set out to streamline multiple providers and multiple platforms to minimise the frustrations of operating in such a mixed environment; while maximising its new assets with a business grade network fit for purpose and future growth.

The solution

Mobility strategy

During the rationalising of suppliers and technology across the existing DX Group and newly acquired Nightfreight business, the parent company had a critical connectivity piece to address. Some areas of the operation were contending with services as low as 266KB; while a common bandwidth of 10MB minimum was crucial for meeting changing business needs.

TalkTalk Business' Next Generation Network delivered all the essential components of speed, reach, resilience, reliability and security, with a service wrap and proposition that stood out in the market. Impressed by the number of physical exchanges, ongoing investment and potential cost savings, DX Group bought into TalkTalk Business' proprietary network as the chosen platform to support its most business critical applications. With an MPLS IPVPN wide area networking (WAN) solution deployed over EFM, the business can now rely on the superior network performance it needs, while enabling fast and secure data transfer between all its UK sites.

The benefits

Bespoke and scalable packages

Smooth customer transition

Scalability

Reliability

The challenge

As the UK & Ireland's leading independent mail, courier and logistics network operator, DX Group specialises in the delivery of time sensitive, high value and business critical items. With a strong commitment to providing excellent customer experience, DX Group knew that in order to successfully extend its offering following the acquisition of leading logistics business, Nightfreight, significant infrastructure investment was paramount.

The DX Group conducted a comprehensive review of its communications systems and technologies. The first step was to 'fix the foundations' underpinning its business wide applications, with connectivity at the heart. As part of this initiative, the organisation wanted to move away from its existing, fragmented supplier relationships - spanning multiple providers and technologies - to establish key, strategic partnerships that could confidently deliver against The Group's long term objectives.

Up to now, The DX Group had predominantly entrusted Cable & Wireless with its set-up; while Nightfreight had relied on BT. With the opportunity to review the effectiveness of these arrangements and consider alternate providers outside of the 'default brands', The DX team put the project out to tender, identifying TalkTalk Business as a possible contender at the RFI stage - despite having little prior knowledge of its track record as a specialist business provider.

TalkTalk Business indeed delivered when it came to demonstrating the physical capability to bring the organisation's bandwidth up to business grade standard - winning out over many other network providers in terms of physical reach and performance. They also convinced DX Group that they were a strategically sound investment, demonstrating commitment to ongoing improvements to the network and satisfying The Board of potential organisational fit through the flexibility, professionalism and transparency shown throughout the process.

The challenge for the distribution business was moving forward with an unfamiliar service at such a pivotal time. Having the right connectivity in place was crucial to successfully leveraging their newly acquired Nightfreight assets and enhancing The DX Group brand with its extended product offer.

"TalkTalk Business stood out from the start. When it came to the tender stage, they demonstrated capability, flexibility and complete transparency. This came through when we talked to their existing customers too. They've been excellent from the outset and are developing into a trusted partner to our business."

Mike Sturrock,
Chief Information Officer (CIO),
The DX Group

The solution

With a budget of £1.4m to encompass the LAN, WAN and cabling elements of building a new network that could carry the business forward, DX Group needed bandwidth and reliability but, more so, a strategic partner that could help put connectivity in its rightful place within the wider business - at the core of its technology solutions set. They also needed to be confident enough to commit to a five year contract to support longer term business objectives.

Moving from the incumbent can be a difficult decision. As such, with little knowledge of TalkTalk Business as a telecoms provider in the business arena, DX Group sought additional assurances through customer recommendations. The feedback echoed the intuition of The Board, revealing TalkTalk Business to be reliable, professional and the owners of a proprietary network designed and built especially to prioritise business traffic - delivering the performance features that could feasibly take DX Group to the next level.

Underpinned by a Next Generation Network, the company can now build on these foundations – starting with the installation of TalkTalk Business' MPLS IPVPN wide area networking solution to facilitate fast, high volume data transfer between all its UK sites. With the roll-out currently underway and anticipated completion in summer 2014, the DX Group is moving forward assured of the very things its logistic business is built on: speed and reliability.

The benefits

Scalability is an important benefit for any business on the acquisition trail. As well as harnessing the speed and reliability so crucial to meeting their current infrastructure demands, DX Group needed an environment that can easily accommodate change. With flexibility in-built, TalkTalk Business' Next Generation Network is designed to support long term business success.

Bandwidth demands are an ongoing challenge as the use of web-based applications increases and companies seek contended services that deliver fast download speeds. With the ability to prioritise commercial traffic and more exchanges than any other provider, TalkTalk Business can confidently deliver on its promises when it comes to putting businesses first. Their strong position as the UK's largest proprietary network also means its proposition is equally as compelling when it comes to costing as it on technical capability.

For DX Group, the TalkTalk Business package was more attractive than anything else on the market – in terms of price and performance. Its EFM network is proving a fast, reliable and cost effective way for the business to meet its connectivity objectives of supporting new systems and bringing new products to market.

More specifically, the MPLS IPVPN solution is helping to achieve greater efficiencies across the business, improving communications, facilitating faster – and easier- data transfer between sites and virtually bringing the two physical businesses together under one common platform that ultimately supports DX Group's customer promise – 'Delivered Exactly'.