

O<sub>2</sub> customer story

O<sub>2</sub> business

# Helping employees communicate and collaborate in a global business

With Boden's online sales empire expanding rapidly, O<sub>2</sub> has helped make it easier for staff to work together across various sites.

Boden



“We needed to be sure that all our staff could work just as well from home as they do in the office and with Office 365 from O<sub>2</sub>, they can.”

Lalit Mandalia,  
Head of Technical Services, Boden

O<sub>2</sub> customer story

## OneDrive and Skype for Business mean staff can collaborate effectively, wherever they are

“We’ve been growing pretty rapidly over the last few years, with more than 900 staff worldwide, many of them based in various sites around the UK,” says Lalit Mandalia, Boden’s Head of Technical Services. “We needed a way for everyone to communicate more effectively – a fast, agile, infrastructure that could keep us connected, anywhere, any time.”

O<sub>2</sub> has worked with Boden for more than a decade, providing mobile and fixed line infrastructure, as well as email and other services. In that time, they’ve become a trusted partner for sound advice in communications and technology – and Lalit’s first port of call when he’s researching solutions.

“Our O<sub>2</sub> solutions manager took a close look at our requirements and researched potential solutions,” continues Lalit. “When he recommended Microsoft Office for collaboration, I initially had some concerns. We already had some Microsoft products, and it seemed like it would be a hassle to upgrade.

“But I have to admit, he was right. He talked us through all the benefits and the implications, as well as the process for implementation, so we always knew exactly what was going to happen and when. Now we get the benefit of first-class communication features, like OneDrive cloud storage and Skype for Business so our people can text, call or

video each other, singly or in groups, wherever they are. We also get on-call support from O<sub>2</sub>, and with a single provider and a single point of contact, it’s very easy and cost-effective to manage too.”

Timing was also an issue, as Boden’s fast-growing workforce increasingly needed to work away from the office, both at home and on the road.

“Boden is just starting out with Office 365. In a couple of years, we’ll look back and see that it’s transformed the way we work: making us more efficient, more connected, and prepared for the future.”

Lalit Mandalia,  
Head of Technical Services, Boden

## Demonstrating the advantages of new technology before roll-out

O<sub>2</sub> has been responsible for Boden's mobile estate since 2005. Since then, the company has trusted O<sub>2</sub> to deliver additional infrastructure and related services including landlines, email and now cloud solutions.

"We were initially called in to talk about extra cloud storage capacity for Boden's emails," says Rishi Arya, Digital Solutions Manager at O<sub>2</sub>. "But it soon became apparent that there was an opportunity to drive further efficiencies, using the same provider they were already familiar with."

Once the solution had been agreed, the entire process took 90 days to complete. The first 60 days were effectively a proof of concept, so that Lalit and his team could see what the technology could do and how it would work. That was for an initial 50 licences across several sites. Once that was approved it only took another 30 days to add 1,500 licences in total across all of Boden's sites.

"It was very important to us that we didn't lose any productivity during the roll-out," says Lalit. "Our business is growing, we're all busy, and we stipulated that we didn't want any downtime. O<sub>2</sub> assured us that wouldn't be a problem – and it wasn't."

“We worked a lot of evenings and weekends to make sure the rollout went smoothly. In a typical case, a worker would close down their computer in the evening, and when they came in the next morning, it would be all set up for them, with the software installed and connections established, ready to go.”

Rishi Arya,  
Digital Solutions Manager, O<sub>2</sub>

"Mailboxes have been expanded from typically 3MB up to 99GB for each user. OneDrive allows them to store as many documents as they like, and anyone who needs to can access them securely. And Skype for Business offers an enhanced, secure-access version of Skype that allows staff to talk, text, video call and share screens and documents.

"It's changed the way we do business," adds Lalit Mandalia. "Now, our people can email on-the-go without the need for us to keep up servers internally. OneDrive lets us share and access files via the cloud, wherever we are, on any device, and Skype for Business keeps us all in touch."

“Any of our staff can work while away at shoots, out casting models, or anywhere, really. It increases our flexibility, helps us to make better, more informed decisions quicker, and overall it's boosted our productivity.”

Lalit Mandalia,  
Head of Technical Services, Boden





“These days, O<sub>2</sub> sit on the same side of the table with Boden. We see them as a trusted advisor rather than a vendor.”

Lalit Mandalia,  
Head of Technical Services, Boden

## Achieving flexibility and simplicity through consolidation

With a single provider, operating costs are much more achievable and manageable. One of the main benefits of the cloud is that Boden only pays for what it needs, when it needs it, and can easily scale up or down as required, with no penalty.

Managing the solution is easy too. O<sub>2</sub> handles all the professional services, so there's no need for Boden to assign additional resources once budget is approved. The ability to offer additional services and advice is also part of the trusted relationship that Boden and O<sub>2</sub>

have built together over time. “Businesses encounter many challenges as they mature,” says Rishi, “and we're in the fortunate position with Boden that we've got to know their business very well over the years, so we can advise them in a variety of capacities.”

### O<sub>2</sub>'s provision for Boden includes:

#### On-call consultation –

For technology, communications and retail advice.

#### Microsoft Office E1 licence –

Including OneDrive, Skype for Business, Outlook email and a number of Office 365 productivity suite licences.

**Microsoft Intune** – Highly efficient and cost-effective cloud-based mobile device management (MDM) system.

**Implementation** – 60-day trial and proof of concept period, followed by optional roll-out.

#### Highly scalable solution –

Boden only pays for the number of licences it needs and can scale up or down easily with no penalty.

**Security** – Roll-out includes advanced cyber security threat protection.

#### Management and support –

Online, phone and on-premise support for the duration of the contract from O<sub>2</sub>'s Microsoft Gold-certified experts.

**Single SLA** – Across the entire provision from O<sub>2</sub>.

# Boden

## About Boden

The British online retailer is growing steadily and branching out into new markets.

Initially founded in 1991 as a mail-order company with just eight menswear products, the clothing retailer started by Johnnie Boden now employs 900 staff at a range of sites around the world. They first moved online in 1999 and have expanded their range of original designs and staples to include men and women,

teens, children and maternity ranges. The company has also expanded its markets, now selling in the UK, US, Germany and Australia, with an estimated value of £300m. They also have imminent plans to reach out to the high street, with the launch of a chain of retail stores in the UK.

# O<sub>2</sub>

## About O<sub>2</sub>

O<sub>2</sub> has been constantly reimagining how people work for the last 30 years. It's why organisations trust and strategically partner with us to help them drive up cost efficiency, productivity and responsiveness. We establish long-term relationships with our clients and consult with them on a

broad range of technology, mobility and communications issues. Using our deep knowledge of business and third-party providers, we help them find the best solutions for their individual requirements, supporting them throughout transition, in-life, and with their future goals.

For more information, call us on:  
**0800 955 5590**

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# O<sub>2</sub> business

“We were impressed by the flexibility offered by O<sub>2</sub>'s solution. They took the time to get it all working, show us what it could do, and if we hadn't been happy, we could have walked away. Fortunately, we stayed.”

Lalit Mandalia,  
Head of Technical Services, Boden

