



VOICE | MOBILE | DATA | IT

Focus Group providing an affordable, robust telephony platform for ever-growing family Business, Motorline.

Focus Group delivers a robust telephony platform, helping Motorline manage communications for their largely expanding company effective and efficiently.

Motorline®

Founded in 1972, the Motorline Group has expanded over the years to become one of the biggest motor groups in the South East and South West of England. The Motorline Group is a family run business. Currently, with 51 dealerships and 4 TPS Centres across Kent, Sussex, Surrey, Berkshire, Bristol, South Wales and the West Midlands.

Launching their first Toyota franchise in Canterbury in 1976, they now represent ten other quality car brands, including Volkswagen, Lexus, Renault, Dacia, Hyundai, Peugeot, Skoda, Nissan, Maserati and finally Toyota. Staff numbers have dramatically increased to numbers over 1,500 employees across 21 sites.

Challenge

Traditionally, Motorline had several different suppliers in place for their voice and data needs. As a result, the company was finding it hard to manage its communications estate effectively, which in turn was affecting budget control. This was made even more so with the acquisition trail the company was going through and needed not only to reduce and streamline their telephony costs, but select a provider who could assist with reducing their telephony costs and offer improvements to the service levels they received from previous suppliers but also offer the expertise to discuss and advise

on replacing and upgrading their existing network, embrace technologies such as SIP as an alternative to inherited ISDN at new sites which were purchased.

In 2013 Motorline elected Focus Group to manage their ever-growing voice estate, due to the excellent service that Motorline received they had no hesitation in turning to Focus Group again to design a future-proofed network, that would offer flexibility to accommodate Motorline's plans to centralise services, unify communications and migrate from ISDN to SIP for both inbound and outbound calls.



The Solution

Focus Group Provided an MPLS network to provide multipoint to multipoint WAN connectivity between all sites. Access circuits were provided using a variety of technologies to ensure each site was equipped with the required bandwidth to support their current requirements with the option to increase capacity as and when required. A central managed firewall and internet breakout was provisioned as a resilient gateway for all sites to securely access a range of web based systems and applications as well as general web browsing and email.

The Results

The solution has brought vast improvements to Motorline's Business operation and Staff productivity. They were very pleased with the customer centred approach employed by Focus and were impressed that the transition from the legacy network was affected with minimal disruption to business operations. The entire project across all sites was delivered on-time and on budget and continues to grow as Motorline implement their plans for expansion of the group. Furthermore, this has resulted in Motorline feeling confident in the new infrastructure that provides a robust platform to guarantee delivery of their business-critical applications.

