

Sussex County Cricket Club

Focus Group was appointed to provide all Communications and Energy Solutions for its local cricket club.

Number of users: 30



The project

Sussex County Cricket Club is the oldest professional sports club in the world and one of the eighteen first-class county clubs within the domestic cricket structure of England and Wales.

In 2006, the club was served by numerous suppliers across their Voice, Mobile, IT & Data infrastructure. The cost of running and maintaining these services was high and we were able to achieve significant savings through a combination of rationalisation and future planning.

Initial exploratory meetings were held to establish a full understanding of the club's operations. Once we had a clear picture of what the club were looking to achieve we carried out extensive analysis of existing supplier invoices before delivering a comprehensive proposal detailing our suggested solution and outlining the Return on Investment to the club.

The solution

Sussex County Cricket Club had a complex telecom setup with eight suppliers. Focus Group streamlined their services, saving 38% on outbound calls and replacing costly 0871 numbers with 0844, reducing call costs by 90%.

Over half of the analogue lines were eliminated, and a 100Mb Ethernet service replaced outdated ADSL circuits, enabling public WiFi and a modern SIP trunk phone system.

Focus now manages the club's mobile contracts, IT support, and energy procurement, delivering significant savings and enhanced service, including a new IP-enabled Samsung PBX and 24/7 IT support.

The result

Sussex Cricket Club now benefits from a cost-effective, consolidated communications solution with a 100Mb Leased Line, enhancing data handling and connectivity. This upgrade supports future growth, enabling better facilities for business meetings, exhibitions, and private functions, while allowing external companies to operate seamlessly within the ground.

OPEX Savings have been made in all areas managed by Focus, including savings on Electricity, Gas, Fixed & Mobile Calls, Data Connectivity and IT Support.

"Focus Group has fulfilled the role of providing essential business services to the Club. Their staff, have been a pleasure to work with at all times, grasping our specific needs as we are clearly not the normal 9 - 5pm business."

