

Global Ceramic Materials trust Midland Telecom with their fix and mobile communications



The Customer

Global Ceramic Materials, based in Stoke-on-Trent, UK, forms part of the Sonac Bone Products division of Darling Ingredients International, a company with a history dating back over 175 years.

As part of the world's largest processor of bone ash, Global is dedicated to providing the highest quality raw materials for the manufacture of fine bone china.

Their Needs

Global Ceramics had a legacy Siemens Hipath that was 15 years old and as the rest of their infrastructure was changing around them it was time to update their Telephone System.

To enable them to keep in touch with their UK and worldwide based staff with ease their Telephone system needed to be robust and expandable and capable of unified communications.

To make their life easier they wanted to choose a single supplier for their system, lines, calls and their mobile phones.

Midland Telecom stood out from the crowd as they were able to provide them with a solution for all these needs on a single bill with one number to call for support.

The Solution

NEC SV9100 Telephone system was the perfect fit for their needs, it has enabled them to have full mobility so that staff around the UK can answer calls on their mobile device from other staff members like they were sat in the same office, this has led to greater productivity and time saving.

Global Ceramic took advantage of Midland Telecoms own in house Finance options which dramatically decreased their cost in comparison to their old, historic 3rd party lease.

Combine this with excellent cost savings on their Lines, calls and tailor made mobile tariff, Global Ceramic reduced their costs by nearly 30% even with a new

Telephone System and supplied on a single invoice.

“Midland Telecom has turned into a valuable supplier, that we know we can trust to deliver what they say they will”

Ian Raeside – Production Manager

Key Benefits

- ✓ Lower costs with free calls between fixed lines and mobiles
- ✓ Tailor made Mobile tariff to suit their own needs
- ✓ Increased productivity with a single supplier

Partnering with Midland Telecom

Sales and Marketing Director Dave Slinn added: **“Midland Telecom won the tender to upgrade our Telephone System earlier this year, we were so impressed by their professionalism and understanding that it was natural to want to place our Mobile business with them as well, they made a tariff that suited our wide variety of use, rather than having to ‘make do’ with a generic tariff. They have turned into a valuable supplier”**