

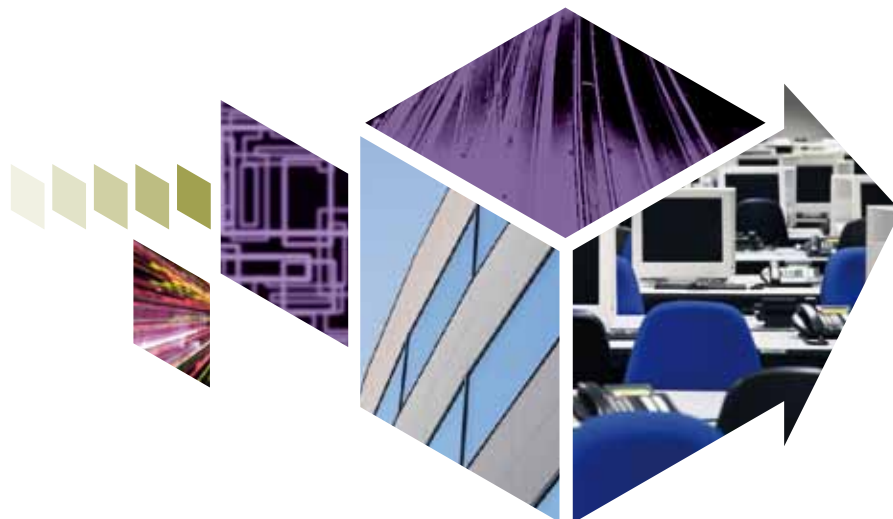
Telephony services are arguably the most vital link between an organisation and the outside world. Traditionally these network services and the telephone systems that enable them have provided exceptional reliability and availability.

IP Telephony and converged networks present a new challenge to business. Some of the claimed benefits are clearly deliverable but many more are less tangible. Many answers to questions are unclear and there are potential risks in regard to reliability, availability, security and ongoing cost. The question of when is the right time to move to a convergence strategy requires appropriate analysis.

Contact centres are a vital link to customers. But unfortunately many are built without the correct business objectives in mind. They often have mismatched technology and inappropriate performance measurements. Staff running the centres may have limited understanding of the required business outcomes.

At Strategic Directions we help you to ensure that decisions about telephony infrastructure and contact centres are based on real requirements and not driven by technology. By working with you to create effective strategies, we can cut through the maze of technology options and deliver outcomes that are suited to your requirements.

We will assist you in building a telephony and communications infrastructure that fulfils requirements and provides a return on investment. This will provide the basis for a contact centre that generates genuine business outcomes.



Our Services Include:

ICT management

Telecommunications and networking

Project services

Data centre design and planning

Telephony and contact centres

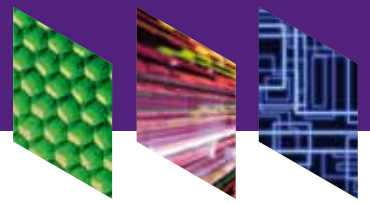
Engagement Models Include:

Retainer

Fee for service

Project

Standard Business Products



Business before technology

The team at Strategic Directions has more than 20 years experience in telephony, contact centre and help desk environments, with specialist knowledge of the most suitable telecommunications and software technologies, including IP Telephony and convergence.

However, we are firm believers in technology being an enabler rather than the main driver. Consequently, advising on the most effective system is just part our service.

Our expertise covers the entire operation from strategic planning and business analysis through technical design to procurement and project management.

Only after Strategic Directions has fully analysed your business imperatives do we present technology options.

And because Strategic Directions has no financial links with hardware, software or telephony vendors, our advice is completely independent. It means our solutions are not only the most appropriate, but also the most cost-effective.

IP Telephony Strategy

Organisations are often confronted with advice from Vendors that they should implement IP Telephony, and that they may be missing out on the benefits that technology can deliver to them. The information provided is often confusing, and the benefits are usually unclear.

A sound telephony strategy is one that is closely aligned with corporate strategy and business requirements. This strategy should reflect the organisation's goals and requirements, and it should drive the model upon which all communications and Customer facing services are based, whether for business communications, contact centres or 'self service'.

Strategic Directions can provide your business with a balanced analysis that will take into account the financial viability, the actual benefits delivered and the relevance to your organisation's strategy and operations. This will ensure that your requirements and strategy drive the infrastructure, rather than your business being driven by technology.

Price Review and Procurement

Strategic Directions have significant experience in preparing tenders and managing the entire process to completion. The activities we undertake include interviewing stakeholders, developing a project charter, creating tender specifications, detailed evaluation, leading or supporting contract negotiations, undertaking industry briefings, implementation management and conducting post tender and implementation reviews.

Infrastructure Audit and Review

Telephony and data infrastructure and applications provide the capability for a successful organisation or contact centre to operate. It is critical that this 'backbone' of the organisation not only delivers the services required, but is closely aligned with the current and ongoing strategy and market drivers. Strategic Directions will deliver an effective 'vendor independent' Infrastructure Review that will provide your organisation with a view of not only where they are now, but what the requirements are for the future, and what opportunities exist in the market to fulfil these requirements.

IVR Review

An IVR can either become an effective enabler of 'self service' that Customers embrace and appreciate, or it can be the one thing that Customers dislike the most about an organisation. The difference between the two is often the presentation, management, attention to detail and customer focus.

Strategic Directions have the experience to help you ensure that your IVR becomes an enabler for self service, not an inhibitor.

About Strategic Directions

Strategic Directions was founded in December 2003 and has quickly established itself as a supplier of top-shelf ICT services, specialist resourcing and project management.

Our advisors are highly qualified with diverse industry experience at the corporate management level. They recognize that technology is simply a tool that can be used to effectively deliver tangible business outcomes.

The sole focus of Strategic Directions is to help clients improve their operational efficiency and maximise the return on their ICT investment – and we achieve this over many disciplines and in various specialist areas of business.

Strategic Directions is vendor independent, which allows us to assess all suitable options to provide balanced and accurate advice.

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