



Fast-growing logistics and fulfilment company cuts IT and telephone costs, improves client services with Google Apps Premier Edition



At a Glance

What they wanted to do:

- Implement a scalable email system that provided value for money
- Improve collaboration among a geographically dispersed workforce

What they did:

- Implemented Google Apps across the organisation to improve workgroup communications
- Improved information-sharing for sales teams by publishing information online with Google Sites
- Conquered version control hassles with Google Docs
- Reduced telephone expenditures by using integrated chat within Gmail

What they accomplished:

- Achieved a projected saving of £65,000 and £70,000 while improving collaboration between staff and make client reporting processes more efficient

Business

Deeset is a UK-based fulfilment and logistics company headquartered in York, United Kingdom. Established eight years ago, the firm employs 1,300 staff and has an annual turnover of £50 million. Deeset's customers include major UK retailers such as Asda, Claire's and Morrisons. Its business success is based on applying lean principles to transform retail supply chains, significantly reducing inventory levels and lead times.

Challenge

Since its foundation eight years ago, Deeset's business has grown at an incredible pace and the company now employs more than 1,000 people. With such accelerated growth – and with a corporate philosophy built on efficiency and best practices – finding a highly scalable, adaptable and affordable IT system was a key priority for the business.

For Deeset's IT manager Gavin Jones, the email system had been a particular worry over the years: "We had already been through four email systems, none of which delivered value for money. The last one was Microsoft Exchange, which got far too expensive as we grew."

Then, in 2007, Deeset started looking for a new email system. Jones was using Gmail for his personal email, and was keen to find a way of using it in the business. "I was very pleased when I found out that Google offered an Enterprise version of the Gmail service." Getting approval from the board was no problem when I mentioned the cost savings, which were projected to be between £60,000 and £70,000 per year once the system was implemented."

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In addition to the need for a reliable email system, Jones and his team were also tasked with finding a way to make collaboration among its geographically dispersed workforce more efficient, and to improve reporting to clients. "With more than 700 field-based staff and a number of offices scattered around the country, collaborating on projects was often a logistical nightmare," he adds.

Solution

Jones completed a thorough evaluation of several traditional and cloud-based productivity solutions and found the best answer in Google Apps Premier Edition, Google's enterprise-ready email and collaboration application suite. Deeset completed the deployment of Google Apps Premier Edition at the end of March 2009. The management decided to move everything and everyone over to the new system at once. "We followed the big bang approach," Jones recalls, "and

About Google Apps Premier Edition

Google Apps Premier Edition offers simple, powerful communication and collaboration tools for enterprises of any size – all hosted by Google to streamline setup, minimise maintenance, and reduce IT costs. With Gmail, Google Calendar, and integrated chat, voice, and video IM, users stay connected and work together with ease and security, within or beyond enterprise domains. Google Docs, which includes word processing, spreadsheet, and presentation tools, enables real-time collaboration and file sharing, keeping versions current, organised, secure, and available wherever and whenever users work. Google Groups enhances information-sharing among specific groups or project teams. Google Sites makes it easy to create and publish web pages on intranets or public sites, and Google Video supports the easy, secure sharing of enterprise video content. Google Apps Premier Edition minimises IT costs and complexity, provides built-in spam filtering, and includes a 99.9% uptime SLA.

For more information visit:
www.google.com/a

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we switched off Microsoft Exchange completely after three weeks. While we had assistance ready on-site if anyone needed help, Gmail proved so easy to use that most of our staff figured it out pretty much on their own.”

Results

In a short time, Deeset has already seen a number of productivity and cost benefits emerging from its transition to Google Apps.

One of Deeset’s field employee’s regular tasks involves going into retail organisations to undertake remerchandising and product recalls. For example, field staff would go into stores to put together reports on the number of a specific product on a shelf, where the product was based, whether it was on sale, or whether a promotion was attached to it. All this information has to be reported back to the client, which has become easier with Google Apps.

“Google Docs and Google Sites have transformed the way we manage fieldwork, making the process of remotely managing reporting across multiple teams whilst on client sites straightforward. We can save time and money on phone calls thanks to integrated chat within Gmail. Audit trails are preserved with Chat logs and administration can be dealt with instantaneously,” says Jones.

He continues, “Another really helpful feature is that we no longer have to worry about version control. As a fast-growing company, we’ve always had problems having everyone use the right templates. Now we simply have one version of the truth, hosted safely in the cloud and available to our staff by simply accessing a browser. Our teams can collaborate with each other on the same doc at the same time, eliminating the problem of version control as well.”

Deeset finds Gmail a very effective tool, making full use of the search, labelling and archiving functions. In addition, the ability for staff to personalise the Gmail interface using different colours and Labs features proved highly popular with staff and made for a smooth transition from Microsoft Outlook to Gmail.

Gavin concludes: “What I love about Google Apps is that it’s business-ready software in a cloud offering. We in internal IT departments have limited time and resources to innovate ourselves. It’s great that Google does it for us. If you are a business looking to reduce costs and improve efficiency, then Google Apps Premier Edition is the solution for you.”

