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Veropath

Case Study:
Baillie Gifford

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Veropath saves Baillie Gifford over a third of its annual telecoms costs



Baillie Gifford is an independent investment management firm based in Edinburgh. The company manages more than £54 billion (US\$110 billion) in active equity and bond portfolios for clients in the UK and throughout the world.

We were asked to complete an independent analysis project on Baillie Gifford's UK landline telecoms estate, working with the company's IT and telecoms functions to ensure best cost and service were being achieved. The end goal of the project was to reduce overall costs to the firm, whilst also maintaining and enhancing the service levels which were currently received from their incumbent providers.

Assessment and Benchmarking

Given the business-critical service which Baillie Gifford delivers, a stable telecoms infrastructure is vital. Bearing this in mind, we focused on the service delivery of the current providers and the business requirements associated with this.

Baillie Gifford's telecoms services were being shared over two major UK providers. As such, our first task was to carry out a full Assessment of the company's existing telecoms estate - including analysing usage with each carrier so that we could understand if this was being managed effectively against contracted rates. Once this Assessment had been carried out, we conducted a Benchmarking exercise to check Baillie Gifford's telecoms profile against the most suitable contractual rates available from the incumbent providers. We then worked with these providers to identify the most financially viable service, in order to meet the company's telecom's needs.

As part of the Benchmarking process we also identified what the potential impact would be if Baillie Gifford did decide to move providers. However, based on location and on service requirements, we determined that the current service providers were the most appropriate for the company's requirements.

Results

Reduced cost

After the Assessment and Benchmarking exercise, Baillie Gifford are now in a position where they will gain an overall saving of 35% on their UK fixed line telecoms costs over the course of a two year term.

Minimal disruption

Baillie Gifford now benefits from greatly enhanced financial contracts which are better suited to the company's telecoms needs, yet without the need to change suppliers.

Improved visibility

After a full audit of all telecoms assets, Baillie Gifford now also has an accurate asset register of all its telecoms services across the entire company.

The benefits which Baillie Gifford has gained were made possible thanks to the unique and industry-leading Veropath platform and by the expertise and experience of the Veropath team, as Finance Partner Alison Warden concludes:

"Veropath conducted an in-depth analysis of our UK and International communications services. On completion of this process they highlighted a number of areas where we could improve the cost effectiveness of our key communication services, taking into consideration our quality of service requirements. The overall process was conducted in a extremely professional and expedient manner."