



CASE STUDY

Crescent Racing

Full IT
Support



Unified
Communications



Cloud



Security &
Compliance



Network &
Infrastructure



REQUIREMENT: UC VERSITY AND UC ANALYTICS

Crescent Racing's Pata Yamaha Official WorldSBK Team turned to long-term Converged ICT Service provider GCI for assistance in getting the most out of their Microsoft Unified Communications solution.



THE CLIENT

Crescent Racing has been racing competitively for more than 25 years at the top national and global levels, including the Superbike World Championship. The Crescent Motorcycle Company has also supplied the very best in motorcycles, parts, clothing and accessories for over 65 years. Leading Converged ICT Services company GCI has been the technology partner and sponsor of Crescent for over a decade, and has seen the team go from strength to strength; from the British Superbike Championships and MotoGP to the world-renowned Pata Yamaha Official WorldSBK Team they are today.

GCI has delivered a vast number of successful projects for the team, including Infrastructure as a Service - with Cloud services based in GCI's own highly-secure, private datacentre – as well as Microsoft Skype for Business and a Flexible Managed Support Service, which affords them access to GCI's wealth of expertise but is only billed for the time that they use. To allow the team to keep in touch on race days, while they are on the move and back at their headquarters, a reliable Unified Communications solution is imperative. Skype for Business is the perfect solution for Crescent Racing, as it offers instant collaboration, presence and conferencing, full Enterprise voice and much more. However, to encourage user adoption and to ensure they were getting the best return on investment from Skype for Business, the Pata Yamaha Official WorldSBK Team looked to GCI for guidance. As well as being a trusted partner of Crescent Racing, GCI is a leading Skype for Business provider having deployed hundreds of thousands of Skype for Business seats to date.

SECTOR: Leisure & Entertainment



TECHNICAL SOLUTION

GCI recommended their own UCiversity platform - a tailored e-learning portal for Skype for Business and Office 365. The service incorporates information from all the Microsoft office productivity tools, UC conferencing, devices and is designed to increase user adoption of Office 365 and Skype for Business by ensuring that staff can learn at their own pace. UCiversity offers users a personalised structure by suggesting a suite of courses that will allow them to discover or go into greater depth for their application of choice, unlocking the benefits of each product is integral to new product user adoption. Content is available on an evergreen portal and includes videos, use cases and real day-to-day working scenarios, plus online training courses and access to a Yammer group where users can view and post news, comment on articles, and ask questions and share answers with the community. The platform also boosts employee satisfaction and encourages a fun, competitive atmosphere via the “gamification” of learning, rewarding users with virtual achievements when they complete an element of their training.

In order for Crescent Racing to see how well the Unified Communications adoption rate was progressing they also leveraged GCI's UC Analytics, which covers all aspects of Skype for Business and Office 365 usage and provides customisable reporting, KPI and monitoring capabilities. Comprehensive reporting allows the company to find out detailed data surrounding adoption, call quality, employee productivity, ROI and more, displaying business-critical information in one easy-to-use dashboard.

SUCCESS AND COMPANY BENEFITS

Both UCiversity and UC Analytics were rolled out to all users with great success, with Crescent Racing reporting an uptake of over 80% of their employees. UCiversity has also proved highly cost-effective, with its OPEX model negating the need for expensive training courses and allowing staff to be able to fit their learning around their work schedule. It also ensures that no travelling is needed to be able to learn effectively, a welcome break for a team that spends much of their time on the road. UC Analytics allows Crescent Racing's management easy access to reporting on adoption to ensure good ROI, and to identify opportunity with the Skype for Business platform. Instant access to call quality data and cost has enabled the Pata Yamaha Official WorldSBK Team to plan ahead and ensure they have maximum coverage and quality.

Paul Denning, Team Principal at Crescent Racing, Pata Yamaha Official WorldSBK Team, said: *“In an industry where a quarter of a second can make all the difference, we need to ensure that we are using our communications tools to their full potential. UCiversity and UC Analytics have become invaluable in helping us achieve this and has not only helped us to collaborate more effectively, but gives us instantaneous access to information on how to improve ongoing.”*

Adrian Thirkill, CEO at GCI, added: *“We're proud to deliver our services to such a fantastic team, and it's great to see that our own solutions really make a difference to them. We also know how important communication is to Crescent Yamaha WorldSBK, and offering Microsoft Skype for Business as a Managed Service means that GCI will be on-hand 24/7 so Crescent Racing can carry on doing what they do best – racing.”*

For more information regarding our services, please contact us at: