

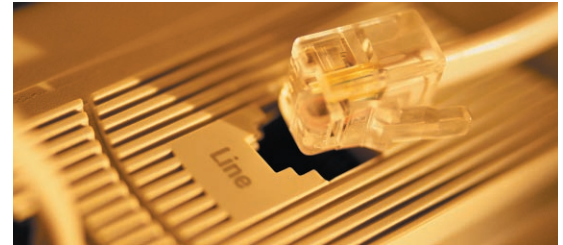


In 1994, Telstra Corporation's UK liaison office felt that there was an opportunity in the UK to enter the International Simple Resale (ISR) switched telephony market. Telstra Corporation, itself an established international provider of telecommunication services and the largest carrier in Australasia, were seeking to take advantage of the newly liberalised market in the UK for the provision of such services.

With their entire key technical resource located on the other side of the world and limited local knowledge of the UK market, Telstra's Managing Director in the UK, Graham Markey, invited IDS to project manage major portions of the implementation of the ISR business.

After assisting with the bid analysis and procurement of the international telephone exchange and identifying suitable properties in which to house the business, IDS set about delivering the project, which included:

- Managing the building fit out
- Supervising the installation of all building services including electrical plant, standby generators, air conditioning, switch room floor and ceiling fit-out
- Managing the installation of the telephone exchange
- Negotiating with landlords
- Negotiating with network providers
- Designing the switch room layout
- Managing the implementation of the in-house PBX and cabling installations
- Completion of the associated office space and control room.



BENEFITS DERIVED THROUGH IDS

Set against the background of 'speed to market' this entire project was completed within a 6-month time scale, enabling Telstra to complete its final commissioning and testing routines in time for the proposed market launch.

The range of services that we have provided show tremendous flexibility, professionalism and a commitment to Telstra and this is reflected by the following comments:

“IDS delivered tangible, quality results fast, in a pressure situation – Real value for money.”

Graham Markey – General Manager (Consumer & Commercial)

“IDS are a ‘can do’ company.”

Tony Azzopardi – Managing Engineer

Reference

Graham Markey, MD UK and General Manager

(Consumer & Commercial – Australia)

231 Elizabeth Street, Sidney, New South Wales, Australia

www.telstra.co.uk www.telstra.com

