



## Partnering with Gibraltar's leading telecommunications company to challenge the status quo

# Gibtelecom



*"Viadex underpins every aspect of our ability to serve our enterprise customers.*

*Nothing is too much trouble for the Viadex team; from procurement, supply and global logistics through to experienced technical services, and a constant flow of proactive ideas. They really care about our business and they're committed to our success."*

- Danny Hook, Director of Enterprise at Gibtelecom

### Meet Gibtelecom: A carrier of choice

Gibtelecom is Gibraltar's leading telecommunications provider. Its products and services are of the highest standard, on par with global telecommunications leaders.

Its influence spreads beyond Gibraltar. With leading edge technologies and 24x7x365 support, Gibtelecom has embarked on a global datacentre expansion strategy. International expansion of its hosted datacentre services for enterprise customers and private, public, and hybrid cloud services, now positions Gibtelecom as a global player.

Its global network backbone is built on the Europe India Gateway (EIG). This submarine cable system stretches from London to Mumbai, with onward connections into Europe, Africa, the Middle East and Asia.

Over the last decade, the organisation has invested heavily in technology and infrastructure. This drive has established Gibtelecom as the carrier of choice in Gibraltar and allowed for new and exciting possibilities in the international market.

### The non-stop challenges of success: Something new every day

The extent and ambition of Gibtelecom's operations, the diversity of its services, and the critical demands from enterprise customers have traditionally set a range of requirements from external providers. A complex array of contact points arises from these requirements; including invoicing and administrative tasks, and ancillary arrangements to expedite every project, virtually every day. Or, rather, it used to.

Danny Hook, Director of Enterprise at Gibtelecom, explains how the organisation identified a route to improve efficiencies, rationalise suppliers and streamline logistics in the area of global IT procurement:

"Too much time was being swallowed up in sourcing equipment and then going through the painstaking process of getting it delivered to our various locations. Also, as anyone knows who has tried to ship goods into Gibraltar, this process can be exasperating in its own right".

Gibtelecom was looking for a multifaceted partner that would allow for a rationalisation of its supplier base. Such a partner would have proven global logistics expertise, and be able to add value to technical projects. The opportunity came to evaluate one such potential partner, Viadex, to see what impact they could make on Gibtelecom's operations.



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## Gibtelecom and Viadex: Customer Case Study

### The Viadex way: End-to-end service

"There are often hidden charges when dealing with suppliers," says Danny. Suppliers might quote a price for equipment, for example, and you agree to progress on that basis, only to find out that the delivered price is something quite different to the dispatched price.

This is because too many vendors don't have either a clear view of, or established capabilities in, the intricacies of global shipments and the many hurdles that have to be overcome along the way. With our very first project with Viadex, they took care of everything. What's more, they anticipated everything. So, the cost and timing parameters they set down at the start of the project were exactly what were delivered on completion."

#### Viadex challenging the status quo

Viadex is constantly on the look-out for improvements to processes relating to any aspect of the international shipping of IT equipment. Viadex focus is on making life easier for its customers; making business better.

The opportunity to work with Gibtelecom, a dynamic global telecom operator, was greeted with enormous enthusiasm and excitement by the Viadex team. Gibtelecom and Viadex together could significantly improve how Gibraltar was served as a geographic location. For Viadex, the challenge became a showcase opportunity for its logistics expertise.

Viadex analysed the situation, located weak spots and removed the problems these created. Viadex investigations revealed that timescales were being made difficult to achieve primarily due to lack of end-to-end coordination and liaison between couriers and customs clearing agents. This was made worse by mountains of paperwork.

It emerged that, upon arrival of goods in customs, the courier would relinquish the goods to the customs clearing agent. This party would then apply to Gibtelecom for the duty cheque<sup>1</sup> and purchase order (a further delay) and would then ship the goods once these were received. This incurred a double delivery charge; one from the courier and one from the customs clearing agent, plus the long delay.

#### Viadex attention to detail focused on the essentials

- **Creating strong courier partnerships:** To identify flexible organisations prepared to play their part in ensuring delivery and logistics improvements, Viadex conducted meetings with every courier and clearing agent operating in Gibraltar.

The search produced two partners for moving forward; one with international capabilities for expediting the small-scale parcel-sized shipments, and a local company prepared to 'go the extra mile' in taking care of the larger road shipments. The latter was able to offer 24/7 availability for picking up from the Viadex Integration Centre in the UK and driving to Gibraltar.

- **Creating an understanding with Customs:** Viadex also discussed how Customs believed the paperwork could be improved to make the process faster and simpler. Addressing this aspect of the equation also served to cut out the need for duty cheques and purchase orders, invoices from several parties in the logistics chain, and endless phone calls with customers to explain the hold-up.

**What used to take three weeks, now only takes 48 hours:**  
Shipments are now automatically cleared, with no wait

- It had become evident during the investigations Viadex conducted that one of the big stumbling points was in the wait for the duty cheque and clearing. Viadex therefore took on the payment issues as part of the project spec.
- In this way Gibtelecom could be presented with a fully-landed cost on one commercial invoice, covering the equipment itself, software and warranties, the freight cost, and total calculated duty. Most importantly, the shipments are automatically cleared, with no wait.

*"The process that Viadex created, in the face of standard procedures that every company in Gibraltar has been adhering to for years, has enabled us to be far more agile in responding to our customers' demands," says Danny. "At a stroke, they halved our shipments costs and achieved an exceptional reduction in delivery times, from three weeks down to 48 hours. They demonstrated valuable in-depth experience when it comes to supply and logistics."*

<sup>1</sup> Gibraltar became part of the Schengen Free Movement of People Area on January 1st 2021 however, remains not part of the European Commission Taxation and Customs Union, thus all shipments arrive with no tax deducted; the tax is applied by HM Customs upon arrival in Gibraltar and must be paid for clearing shipments through for onward transportation.



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### The outcomes: It's not business, it's personal

With logistics expertise proven, the partnership between Gibtelecom and Viadex has grown over the years. Danny says that he has had the confidence to rely on Viadex across the board; for technical and commercial services as well as global logistics.

As Gibtelecom seeks to expand further into Asia, it has turned to Viadex for both strategic and tactical support. "The multifaceted aspect we were looking for in a partner is there in significant substance with Viadex," explains Danny.

#### Succeeding together

"Every member of their team is personally committed to the success of our business. This comes across in every meeting, every call, and on every project. They're constantly coming up with fresh ideas and you just know it's not about trying to sell more services to us, it comes from genuine personal and professional caring. They care, pure and simple.

They bring enormous added value to the business. They have a cloud presence in Asia, for example, and we are discussing using their cloud instances as we move deeper into that market to complement our own instances. They are also highly experienced in dealing with the same industries as we do. This is an ideal fit and means that Viadex simply gets what our challenges are".

Viadex now supports the requirements of Gibtelecom's infrastructure and network. As Gibtelecom lays the foundations of replicating its cloud services in Malaysia, Viadex has helped develop the solutions right through to pre-testing the necessary equipment so that it can all arrive in situ, ready to just 'plug and play'.

"The way they run their business at Viadex virtually mirrors the way we run ours at Gibtelecom. We are big enough to do business with huge companies around the world, but small enough to give a special customer experience to everybody. It's about caring for your customers, and Viadex does exactly that. They make us feel special and they bring a diversity of talents to the way we employ the latest and greatest technologies", says Danny.

Dan Hayden-Hammond, Managing Director of Viadex, says: "Gibtelecom are an inspirational company. They don't accept the status quo and are always looking to change for the better. As a result of our partnership with them, every Viadex customer in Gibraltar now benefits from the agile and flexible courier partner network, lower costs, and single commercial invoice for fully-landed costs that we pioneered together."

## About Viadex

**Experience:** Viadex work with best-in-class global partners to deliver tried and tested approaches and engagement models, following a robust framework approach to ensure justifiable outcomes and reduce project risks.

**Direction:** In an increasingly competitive environment, a 'one size fits all' approach to IT rarely addresses your objectives: reducing risk, reducing costs or improving efficiencies.

**Precision:** Our structured methodology analyses your current mode of operation (CMO) to best define the scope of the IT solution, aligned to the needs of the business now and into the future.

**Focus:** Viadex provide tactical and strategic IT direction to help focus on your current and future business goals and long-term strategy.

