



The Client

Oncology Systems Ltd is a supplier of highly innovative medical equipment to hospitals all over the UK and Ireland, for use in cancer treatment and radiotherapy. They deal with companies all over the US and Europe, and have a team of 12 staff. Directors Carl Pavey and Julie Mead set up the company in 1999, and they moved to larger new premises late in 2006.

Their Requirements

Members of staff spend a great deal of time on the road in direct sales or supplying customer service support. They had to constantly telephone the office to ask in-house staff to check their emails – and in some cases was taking the office-based team up to six hours a day to complete.

How did Purecom help?

Purecom initially supplied six BlackBerry® devices, connected to the O2 network, and the BES (BlackBerry Enterprise Server) to give the remote workers a worldwide “real time” experience of being able to receive, read, reply and delete emails while they are away from the office. It also allows them to keep up-to-date with their diaries and “to do” lists located back at the office on the Exchange server.

Purecom also supplied several mobile phones for some of the office-based staff.

“The BlackBerry handsets have been a tremendous success and they mean we can respond more quickly to our customers and provide a more efficient service,” said Carl. “They have been an excellent investment, and for just £28 a month per unit, we have saved 30 minutes per day per user. That’s an 11-hour per month improvement in efficiencies.”

Purecom not only project managed the landline telecoms side of the company’s move to new premises, including the transfer of all landline numbers. OSL saved approximately 35% on call costs and 10% on line rentals through moving the company to Purecom’s own billing platform.

Purecom arranged for OSL to have a new Siemens future-proof IP-based phone system installed, and introduced them to a company which has brought in videoconferencing systems.



Why we chose Purecom

“We deal with companies all over the world in our day-to-day business, but when it came to our own communications systems, we decided to choose a specialist on our own doorstep.

“This means we no longer have to deal with faceless call centres – we simply call Purecom and deal with our own account manager who knows our business well.

“The Purecom team is extremely knowledgeable about the products and services they provide, and helped us to choose the options which were right for us.

“Our company deals with hi-tech healthcare and we needed hi-tech communications systems – Purecom have given us that, and I would recommend them to anyone.

“The BlackBerry handsets have been a tremendous success”.

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