

**eircom corporate markets**  
next generation thinking



## we listen

Never before in Irish business have there been times like these. The economic shakeout leaves every organisation seeking opportunities to cut costs, boost productivity, and find new ways to keep and impress customers.

We're all aiming for the same thing: lean, efficient operations that deliver excellent performance against controlled costs. At eircom Corporate Markets, we focus on understanding your challenges and we've made some exciting changes to our own business to help you get there.

### **Lessons learnt from previous downturns**

As one of Ireland's longest-established companies, we've weathered more than one downturn and learned lessons that stay with us today.

The good news is that the technologies available to Irish businesses and government have never been so powerful - from IP telephony to unified communications, from data centre services to software-as-a-service. But all the ICT in the world means nothing if it means nothing to your specific needs. Our specialists help you make sense of it all, matching proven technologies to your strategic objectives.

And when you're powered by technologies that deliver benefits like superlative customer service and visible gains in productivity, you achieve what every leader desires -- immediate cost control, operational stability and lasting competitive advantage.



## we deliver

When you choose eircom as your ICT partner, you're allied with the market leader, offering you the reach, the resources, and the depth of experience that no other provider can give. As well as our wide portfolio of ICT services, you benefit from the expertise and proven professionalism of our design, implementation and service management teams. We also continually seek out, test and bring to you robust technologies from best-in-class industry partners.

Discover why Ireland's leading private and public sector organisations choose eircom:

### AIB

Improved customer satisfaction and staff performance: eircom created an award-winning call routing and handling solution for AIB, powered by an IP telephony infrastructure and custom-designed speech recognition system.

Guidance from eircom's design team was key to strategy development.

### Department of Transport

Major cost savings and reliable service levels: eircom's secure managed hosting and disaster recovery services for Motortax.ie and its online payments service deliver rock-solid reliability for the Department of Transport. Up to 50% of tax renewals are now conducted via this online channel.

### Irish Distillers

More efficient use of IT resources: Irish Distillers has freed up its own IT team by taking advantage of flexible access to managed IT and SAP services from eircom. The SAP expertise provided by eircom, together with our world class data centre, delivers the high levels of internal service and system availability that are vital to the enterprise.

### The National Lottery

Future-proofed infrastructure for a nationwide service: eircom replaced The National Lottery's disparate networks with one nationwide IP/broadband infrastructure. A single point of service contact, better visibility through online tools and a future path for interactive multimedia distribution give the organisation a strong foundation for growth.

## we invest

Today's organisations cannot turn back the clock -- ICT is and will remain both a vital utility and a powerful enabler of strategy. In Ireland, no company is investing more in the future of Irish organisations and how they use technology than eircom.

### More speed and more power for you, nationwide

eircom is in the midst of a €1 billion three-year programme to create the eircom's Next Generation Network (NGN). This exciting new network will bring better access and faster speeds for less, all across Ireland, offering true fibre-to-the-kerb and delivering on the promise of a universal Ethernet port for all services.

### Discover the answer to IT resourcing and hosting challenges

The eircom managed services data centre at Clonsaugh is Ireland's largest and best-equipped hosting environment for your critical

systems. This new €100 million centre is configured with the latest power, climate control, fire suppression and security systems. Our experienced ICT professionals also offer platform, system and application management, including SAP and systems integration services, guarantees you flexibility.

### Explore how you can use technology to thrive

In our headquarters at 1 Heuston South Quarter we've created the eircom next generation experience (NGX). This immersive, hands-on workshop space helps you explore the possibilities of ICT in your organisation. Featuring interactive resources, the unique environment allows your ICT and management teams to grapple with fundamental questions: how can ICT help optimise the customer experience? How can you begin to maximise workforce productivity?



## we innovate

As communications industry professionals, eircom is committed to exploring how we can better use ICT to reduce costs, improve productivity and minimise the impact of our operations on the environment.

### 1 Heuston South Quarter

Our new headquarters at 1HSQ gave us the opportunity to do this on an unprecedented scale. We have designed the space from the ground up to remove operational hierarchy and to help our people get closer to each other and to customers.

Bright, modern and employing leading-edge design concepts to reduce energy consumption, 1HSQ unites more than 1300 of our people in a single space. Already our organisation has seen improvements in productivity and cost control thanks to enabling technologies behind the scenes:

IP telephony with full PC integration, click-to-call facility and headset option reduces costs and makes staff interaction more seamless.

Instant messaging, video calls from PC, live meetings and presence availability improve communications.

Secure wireless access for staff and visitor laptops improves customer interaction and promotes mobility for our workforce.

SharePoint enables efficient, web-based collaboration and file-sharing from a central location; it displaces email as an inefficient collaboration tool and helps accelerate project delivery times.

## we commit to you

We understand that the ICT underpinning your operations is vital, and we pledge to bring our full resources to bear in the design, delivery and support of your mission-critical services.

Our team is composed of the industry's best design and delivery professionals, ready to create and implement bespoke solutions that address your specific operational and strategic challenges.

### Focus on timelines and budgets

We safeguard the timelines and budget targets of your rollouts with the most comprehensive programme management services in Ireland, drawing upon almost 100 design and delivery professionals. You enjoy a single point of accountability for all implementation issues.

You benefit from a single point of contact for service-related queries and a single "solution SLA," even where your solution involves

multiple eircom products and services, or components from different vendors. We can also provide management and optimisation of your network infrastructure, should you prefer not to address such activity in-house.

We have based our service methodology on the recognised ITIL framework and are continuing to expand our range of web-based self-service facilities to deliver you even better visibility and control over the eircom services you use.

## we're looking to the future

No one knows what new operational and economic challenges will face Irish organisations in the future. But in our decades of service to this market, we have seen an endless capacity for change, adaptability and innovation both at an individual and an organisational level in Irish businesses and government departments.

The team behind eircom Corporate Markets is here to support your efforts to use ICT to make positive changes to your operations and your service levels.

Feel free to contact any of us directly and we'll be pleased to speak with you.



**Ronan Kneafsey  
Director**

Ronan has over 20 years experience of communications, IT and consulting in the UK, Europe, the US and Australia. Formerly MD of BearingPoint, Ronan also headed eircom's Government business and led eircom's expansion into Northern Ireland. He has a Degree in Electronic Engineering from UCD and holds qualifications from Trinity (MBA) and Harvard Business School (Advanced Management Programme).

Ronan's leadership of Corporate Markets is founded on placing the customer at the heart of all activity. In designing the new organisation, Ronan has ensured that each area is fully aligned with helping customers address business and organisational priorities.

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**Alan Brown  
Director Government  
Market**

Alan has over 20 years experience in telecommunications domestically and internationally. His roles within the eircom group include Director of Broadband and ISP, MD of Lan Communications, Head of Sales and Marketing for eircom Wholesale, Commercial Manager for eircom Hosting and CEO of eircom's US-based operation.

Alan now leads eircom's Government team, managing commercial relationships with all departments and agencies. His focus is on ensuring the needs of these key clients are championed within eircom and with our strategic partners.

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**Peter Clarke  
Director Enterprise  
Market**

Peter has 14 years' experience in the ICT business in a variety of senior roles. Formerly GM technology and sales for the EDI provider CCS, Peter has worked in eircom as head of the Call Centre Sector, head of eircom's US operations and Sales Director Enterprise Market. He holds an MBA from the University of Ulster.

Peter's focus is on ensuring the needs of eircom's largest enterprise customers are championed within eircom and with our strategic partners.

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**Andrew O'Kelly  
Business Solutions  
Director**

Andrew was Technical Director of Lan Communications in 1998 and Managing Director in 2006, where he helped forge the company's reputation as a network integration powerhouse. He is a graduate in Computer Science from Trinity College Dublin.

Andy's key focus is to prove to customers how managed services, unified communications and security services can deliver major business and operational benefits.

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**Colm Hoban  
Director Operations**

Colm has 25 years experience in the communications industry. He built and led eircom's solutions function to provide design, implementation and service management capability for Enterprise and Government customers. He was formerly Director of the Enterprise Market with responsibility for eircom's top 300 customers and has held senior roles in management accounting, financial systems development and business development.

Colm's focus is to enhance support of the complex solutions eircom delivers for Corporate Markets clients, through further capability build in eircom's service proposition, coupled with engineering excellence.

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**Enda Doyle  
Design and Delivery  
Director**

Enda has more than 20 years experience of delivering complex ICT solutions and was previously Head of Communications and Content with BearingPoint. Enda brings the experience and understanding of what a professional design and delivery framework for complex solutions requires.

Enda leads a team of senior architects and integration experts that design multifaceted solutions and assure the delivery of those solutions to our Corporate Markets customers.

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**Ed Manning  
Solutions Portfolio  
Director**

Ed has 25 years experience of information & communications technology, including solution sales, consultancy and design, systems analysis and communications engineering. Ed has a Bachelor of Science (Hons.) in Information Technology and holds qualifications in management, IT, engineering and sales. His background brings a rare combination of ICT breadth and depth to identifying business drivers, solutions and benefits.

Ed's role is to build and maintain a best-in-market set of communications-related solutions that address our customers' business challenges and opportunities.

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**Mike Davidson  
Marketing Director**

Mike draws on more than 20 years' experience in the communications/IT industry with eircom and BT. He has held a number of senior sales, marketing and business development roles and holds a post-graduate diploma in marketing.

Mike's focus is to communicate eircom and partner propositions in the context of the strategic issues our customers face. He maintains a detailed understanding of market dynamics, technology developments and changes in business processes and monitors the latest thinking in communication media and practices.

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**Peter Smyth  
Planning and  
IT Director**

Peter has worked for eircom for 20 years in a broad range of disciplines including sales, finance, HR and IT. He has worked extensively on the development of our hosting and IT managed services business and most recently on the establishment of eircom's business in Northern Ireland.

Peter is responsible for planning and IT within eircom Corporate Markets and focuses on ensuring that our organisation, resources and IT systems are optimised to meet the changing needs of our customers.

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**Liam Collins  
Commercial Director**

Liam has worked in the telecommunications industry for over 25 years, in a number of roles including engineering, new enterprise development, international business and product development.

His role is to develop and manage the commercial aspects of relationships with customers and suppliers. This involves working with our key stakeholders to establish the optimum commercial solution for all.

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