

# RED lays firm foundations for continued business growth

## Customer name

RED

## Business

Global staffing agency

## Sector

Professional services

## Challenge

To underpin digital transformation and business growth with fast, reliable access to cloud-based services

## Products and services

IP VPN, Internet Access, Dedicated Cloud Access, VoIP, Service Access Numbers

## Partner

Castior Consultants

## Global staffing agency underpins digital transformation with Colt services

"I'd love us to get to the point where, as a company, we stop using email," says Luke Braham, IT Manager at global staffing agency RED. Making that a reality may still be a little way off, but Braham and his team have already delivered a comprehensive programme of digital transformation to support business growth, and rolled out cloud-based services that let people work more efficiently and flexibly.

Back when Braham joined RED, however, none of that was possible, because the company's network infrastructure wasn't reliable enough. "Our European offices used a complex patchwork of network connections from a variety of providers," he says. "Infrastructure decisions had been made based purely on cost. Frankly, it showed."

Before he could get RED started on its transformation journey, Braham knew he had to put the right foundations in place. "I always look for best-of-breed

technology for RED. For connectivity services in Europe, that meant Colt," he says. "My reasoning was, if top banks trust the Colt network to send money round the world, then we could trust it for our needs, too."

### A zero-downtime network that costs less

Braham worked with Colt partner Castior Consultants on solution design and implementation. "Castior made sure they had a detailed understanding of what we wanted to achieve, before proposing a well thought out Colt solution," says Braham. "As the solution has matured, they provide responsive account management support, and keep me up to date with new developments that can help RED's business."

RED's European offices use the Colt network for connectivity, internet access and voice over IP. Fully 95% of RED's voice traffic is outbound — some 5,000 calls a day to around 70 countries. "Since switching to

Colt, we've not had a single moment of network downtime," says Braham. "What's more, it turns out that our fast, reliable Colt service actually costs less than our previous solution."

Of course, with growth firmly on the agenda, RED often finds it has to move to larger premises: there have been 11 office moves since RED became a Colt customer. "Deadlines shift and leases get signed at the last minute, so the service provisioning window is always short, but Colt has never let me down on installation day," says Braham. "Another company in our building in Cologne was so impressed when they saw the team in action, they asked me how they could get Colt service, too."

### New services delivered from the cloud

RED uses Colt's Dedicated Cloud Access to connect directly to the Microsoft Azure cloud for many of the services and applications that help RED work smarter. RED chose



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**Luke Braham**  
IT Manager, RED

Dedicated Cloud Access since it enabled them to establish private, secure connectivity to the cloud, reducing network cost, increase bandwidth throughput, and providing a more consistent network experience than Internet-based connections.

RED’s business analysts use a cloud-based reporting tool to look at market trends and performance. “This work used to be done manually, using Excel spreadsheets that took ages to churn out results,” says Braham. “Now it’s much more automated with dashboard reporting, near-real-time updates and, for the first time, predictive analytics.”

Other cloud-based applications range from an expenses tool that saves people having to fill in forms and send them to the finance team; to a learning management system project that will help onboard new joiners more smoothly. And as part of his ongoing campaign to edge people away from email, Braham encourages RED’s recruiters to share candidate CVs on OneDrive.

#### **Peace of mind accompanies transformation**

Braham admits it’s difficult to quantify productivity gains since RED started its transformation journey, but points to the fact that the company’s turnover has increased, and that more contracts (860) were handled in 2016 than in any previous year. Added to which,

the company’s recruiters are 25% more flexible, as cloud-based services make it easy to work remotely and securely, even from personal devices.

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Braham is also pleased that he and his team are no longer under pressure simply to cut costs. “We can spend our time looking at the ROI of new value-added services, instead of worrying about whether the network is up or down,” he says. “I can sleep nights, knowing that Colt is proactively monitoring our connectivity round the clock.”

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