

# Data Sheet

## AN INTRODUCTION

South West Communications Group provides communications solutions to help businesses to maximise the benefits of voice, data and Internet technologies.

We design, deploy and deliver converged voice and data infrastructures and managed services fully illustrating its 30 years of experience in the communications industry.

Our product portfolio spans wired, wireless, fixed and mobile technologies. In addition, an extensive support portfolio and specialised workforce provide customers with a truly personal service.

South West Communications Group was founded in 1983 and prides itself on delivering innovative, secure, reliable and scalable communications solutions to businesses throughout the UK. The company has grown organically and through acquisition since then.

Our headquarters are in Exeter with a regional office in Portsmouth. This provides the capability to deliver solutions nationwide, with offices ideally situated as accessible locations to service our customers in London, the South East and South West, the West Midlands and South Wales.

As a result, we have a wide customer base stretching across the UK and specialises in the SME, MLE and the public sector marketplace. Our customers range from smaller, regional single-site organisations to large corporate multi-site organisations. The variety of business types throughout our portfolio leads to a varied customer profile, with significant success within the education, housing, health and local government sectors, many of which are mission critical.

With 120 dedicated staff, more than half of which are customer facing, we have continued to exemplify outstanding performance demonstrating consistent growth and profitability.

Part of the reason for our growth and profitability is the focus on customer service, which has resulted in extremely high customer retention rates, regular customer referrals and repeat business contributing to 60% of new sales.

We treat all our customers as “a big fish in a small pond” and not just another customer as some of our competitors do. We also endeavour to provide a single contact for each customer, one who understands the services provided to them and who can see the bigger picture with regards to the customer’s expectations and requirements.

This eliminates duplication of correspondence and overcomes the frustration of never dealing with the same person twice, or dealing with a person located in an overseas call centre.



At the core of all the solutions we provide is a commitment to quality in all elements of project ownership from consultancy and design to implementation, project management, training and ongoing support.

As a customer-focused organisation, we offer 24/7 support backed up by a substantial holding of maintenance spares. We appreciate the amount of repeat and referral business that we receive and we work hard to provide the levels of service required by our customers in order to retain existing business and receive additional business in return.

To complement all these activities, we also own our own extensive and robust data centre, located in Exeter. It provides stringent security, ideal environmental conditions, clean power, fire prevention and network connectivity. It is maintained by a certified networking and security team with years of experience managing and monitoring enterprise-level networks. It offers a highly resilient Cisco infrastructure with no single point of failure.

This facility, and the expertise provided in-house, allows customers to benefit from the provision of business continuity and disaster recovery services in addition to traditional Internet access, hosting, virtualization and email provision.

In 1999, we set an objective to become a £20 million organisation. Four years later, having initially considered public ownership and involving outside investors, CEO Tony Rowe took the decision that ownership of the group was to remain in the private domain for the foreseeable future and to achieve its £20 million objective by improving sales and customer service.

Having reached that objective, we have organically doubled in size and we are now in the next stage of our growth and development plan. We are looking to again double the size of the business while still maintaining consistent levels of profit and liquidity. This will be achieved by the expansion of the existing customer base through diversification of our product and service portfolio into the IT service segment of the ICT market and through acquisition.

In 2010, we were awarded four prestigious industry awards that recognised our ability to provide multi-faceted solutions, using our long-standing relationships with our partners, to meet and exceed the needs of our customers.

These awards were:

- **Comms Business Awards** Reseller of the Year Large Award 2010
- **Comms Business Awards** Overall Reseller of the Year Award 2010
- **Federation of Communications Services Industry Awards** Communications Provider of the Year Award 2010
- **Comms National Awards** Enterprise Vertical Solution Award 2010

We are happy to co-operate with any customer assessment procedure to demonstrate its financial security and strategic commitment to support the proposed products and services over the long term.

We can also offer a range of competitive lease purchase and lease rental options through our in-house finance company, SWT Finance, providing businesses with the ability to use the most up-to-date technology without having to release valuable capital for purchasing it.