



## **7E Communications Limited**

- ***Dramatically improved speed of service for time-critical customers.***
- ***Resource required to run systems reduced by 90%.***
- ***Radically improved cash flow.***
- ***Greater operational efficiency opened new market opportunities.***
- ***Reduced business risk.***

## **Case Study**

### **Introduction**

7E Communications provides satellite communications systems ranging from a single satphone to multi-channel integrated, voice, data and video conferencing solutions.

They have a long and successful track record in supporting international media, emergency and exploration services using compact, cost-effective and timely solutions. Whether it is transferring 'stills' from a war zone to a picture editor's desk, or a television broadcast of a record-breaking attempt in the Himalayas, 7E delivers the complete package using satellite communications technology.

Providing approximately 50 different types of satellite communications equipment and all their accessories to a range of time-critical customers, in remote areas and often in adverse conditions, is a highly complex operation. Their high capacity back-office infrastructure has to be robust and efficient.

### **The Business Challenge**

7E's business environment is fast moving and highly complex with up to 400 types of satellite traffic being obtained from a range of air-time providers. They needed an intelligent, integrated, billing system to cope with an enormous range of air-time arrangements, including both rental and customer-owned equipment.

The monthly, satellite air-time, billing process impacted both service levels and cash flow. Each cycle could take up to six weeks so customers could not receive timely, air-time usage information. The system driving this process was increasingly unable to support the new satellite services, which posed a growing risk to 7E.

The rental business operated without significant systems support. 7E attempted to adapt a premier rental management package but unfortunately, it was unable to cope with their complex business.

Over time, administering these core business processes had become extremely time-consuming, costly, and prone to error.

## The Symbiosys Business Solution

Symbiosys specialists quickly understood 7E's immediate and long-term requirements. The time-critical, billing system was quickly stabilised and improved, dramatically decreasing the billing cycle.

Symbiosys designed and developed a new rental and air-time billing system tailored to 7E's unique, long-term, business needs. It enabled 7E to track entire service cycles from customer order to service provision to invoice payment.

The system was designed to increase business flexibility. This immediately gave 7E a new and competitive edge. They were able to offer new packages which opened up additional market sectors, previously deemed less profitable or unfeasible. For example, with the new system, services could be charged on a daily, monthly or annual basis on their connection time or on the volume of data transmitted.

## The Result

The new, air-time system reduced the billing cycle from up to six weeks to two days. With monthly invoices reaching hundreds of thousands of pounds, Symbiosys had radically improved 7E's cash flow.

In addition, the new air-time system resulted in a 90% running cost reduction compared to the old process.

By introducing 'one click' rental invoicing, the associated monthly billing cycle was also reduced by two weeks. This new level of efficiency lowered rental administration by 90%.

Today, 7E have access to an extensive pool of expertise to manage and develop their business critical systems.

## The Recommendation



***“Symbiosys Business Solutions commitment to improving our business processes and supporting our systems, combined with their high level of customer support, has dramatically enhanced our cash flow and enabled us to offer improved services to our customers.”***



Peter Beardow, Managing Director of 7E Communications Limited