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# Case Study

## Baillie Gifford

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# Case Study

Baillie Gifford

An intelligent solution, which saved 35% of Baillie Gifford's annual telecoms costs

Baillie Gifford is an independent investment management firm based in Edinburgh. The company manages more than £54 billion (US\$110 billion) in active equity and bond portfolios for clients in the UK and throughout the world.



Baillie Gifford asked us to complete an independent analysis project on their UK landline telecoms estate. The initial project was to work with the IT and telecoms functions within Baillie Gifford, to ensure best cost and service were being achieved across their UK estate. The end goal of the project was to reduce overall costs to the firm, while maintaining and enhancing service levels currently received from their incumbent providers.

## The challenge

Given the business-critical service Baillie Gifford delivers, a stable telecoms infrastructure is vital. As a result, we focused on the service delivery of the current providers and the business requirements associated with this.

Baillie Gifford was in a common situation: telecoms services were being shared over two providers, both Tier 1 or 2 providers in the UK.

One of our tasks was to understand if the usage of each carrier was being managed and utilised effectively against the contracted rates. Finally, following the above two objectives, we were to identify the most financially viable service from their incumbent providers to meet Baillie Gifford's telecom's needs.

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“IntelligentComms conducted an in-depth analysis of our UK and International communications services. On completion of this process they highlighted a number of areas where we could improve the cost effectiveness of our key communication services, taking into consideration our quality of service requirements. The overall process was conducted in a extremely professional and expedient manner.”

Alison Warden  
Finance Partner, Baillie Gifford

## What we delivered

The service benchmarking part of the project was completed to understand any potential impact of moving providers from the incumbents. Due to service and location-based reasons, it was found that the current service providers were the most appropriate to the requirements of Baillie Gifford.

With this in mind, we carried out an analysis of the current telecoms estate, and benchmarked this profile against the most suitable contractual rates available from the incumbent providers.

The result was that Baillie Gifford retained their current providers, but on greatly enhanced financial contracts better suited to the telecoms needs of Baillie Gifford.

## Results

Over the course of a two year term, IntelligentComms' recommendations and analysis will deliver a 35% overall cost saving to Baillie Gifford's UK landline telecom's estate.

IntelligentComms also delivered an accurate asset register of all telecoms services across the Baillie Gifford estate allowing a complete audit to be completed of all telecoms assets delivering continuous telecoms expense management.

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