



White Paper

Change has changed

It's about time

Adapt faster, achieve more

Organisations have *always* had to handle change, but the sheer pace of change today is simply mind blowing. Blame the internet, the raft of applications that ride on it – and the resulting cultural shifts in business attitudes. Organisations need to move faster, with less time to prepare. And it's increasingly difficult for IT professionals to manage this change effectively.

These kind of changes could come from anywhere: New working practices, like keeping a mobile workforce in touch. Or implementing strategic changes, such as moving a data centre to a different location without interrupting any services.

Even the changing nature of the commercial property market in the UK presents its own challenges. The trend towards smaller premises and less restrictive lease agreements has freed businesses to move locations more often. So now they need to ensure their communications can keep up.

Any service that binds a business to a set way of operating poses a threat to its ability to evolve. Which is where a Next Generation Network (NGN) can help. It provides a flexible network backbone that can help to achieve fast-moving business goals, however they change.

Keeping information moving

Information is the lifeblood of the modern business. And it's this flow of information across a network that can help or hinder change within any business.

Giving people rapid access to the information they need to make decisions isn't as easy as it looks. And in particular, maintaining this access during an office move, personnel changes or while key systems are being restructured. But all of this is made easier by the emergence of NGNs. These powerful networks can deliver more powerful communication services, by converging data, voice and video traffic. Then pushing it all out over a single, manageable network.

NGNs use packet-switched technology, rather than the traditional switched technology of legacy networks, such as ATM or Frame Relay. This means they're highly flexible and can adapt to organisational change much more easily than traditional technologies.

For example, solutions such as an Ethernet VPN make adding or moving site locations – or changing bandwidth requirements – relatively simple and cost-effective. Because with an any-to-any network like this, it no longer matters where the sites or people you're connecting sit geographically – or how many there are.

A better provider is a better partner

Today, telecoms providers need to deliver more than just fibre, boxes and raw connectivity. They need to work as a truly collaborative telecoms partner. One that will:

- Listen to and understand the unique needs of each and every business.
- Design and implement a solution that fits these unique needs.
- Give customers a greater degree of control with initiatives such as online portals – which deliver on-demand performance monitoring, fault resolution, billing and so on.
- Offer direct access to experts who can help to manage the changes businesses of all sizes face every day.

It's only with this kind of support that the opportunities offered by NGNs can be fully realised. And it's an attitude that's shared by Virgin Media Business.

Summary

For too long, managing change has been something that gives Network Managers nightmares. But not any more. With next-generation technology and an attitude to match, Virgin Media Business is ready, set and able to help businesses across the UK achieve their changing goals.

Network impacts of change

As an organisation grows, typical business change can take many forms, for example:

- Responding to customer demands. If customers want a different way of communicating, an organisation needs to adapt. Quickly.
- Accommodating mergers and acquisitions. Suddenly, there's a whole new group of people that need connecting. Now.
- Moving, consolidating or opening new office locations. Get everyone up and running, as quickly as possible.
- Adopting new technologies and working practices. Give employees better tools to do business with, and they'll work smarter (and harder).
- Complying with new legal and statutory regulations. Take the headache out of meeting requirements by making it easier to adapt.



*To find out how you can manage change for the better,
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