

# Case Study



## P&O Ferrymasters lightens the load for its employees



High travel costs and unproductive use of time become a thing of the past as leading transportation and logistics company P&O Ferrymasters, embraces the benefits of Video-Conferencing

### Background

Established in 1953, P&O Ferrymasters is one of Europe's leading providers of tailor-made transportation, logistics and supply chain solutions. It specialises in the design and delivery of innovative and flexible supply chain solutions that add value to its customers' businesses.

The company's operations are widely dispersed across 12 European countries, with around 530 staff based in either one of 23 offices, or on customer sites.

### Challenges

P&O Ferrymaster's geography has inevitably meant a lot of day-to-day travelling for managers and support teams. For example, it was not unusual for the IT training team to spend two days getting to and from a location to deliver a half-day training course. Not only did this potentially cause family problems, it also put a big weight on the company's travel bill with the added cost of airfares and hotels.



It was with this in mind that the company started the search for an IT solution to the problem. Steve Walters, IT Director, P&O Ferrymasters explains:

*"We originally looked at an internet-based video service using standard web cams. It proved we could use this approach to reduce our travel costs, but it was less than ideal. The screen clarity was poor and it wasn't easy to use. However, the trial served its purpose and convinced us that a proper video conferencing solution was the answer to our problem."*

### Solution

The company decided to look at what the three main suppliers in the market had to offer. At the same time Huawei partner UK IT Corp approached it looking for ways in which it could help meet its IT needs. It was following these conversations that Huawei was added to the list of suppliers under consideration.

#### Customer

P&O Ferrymasters

#### Industry

Transportation and Logistics

#### Challenges

Improve productivity and reduce costs

#### Solution

Huawei's comprehensive Video Conferencing solutions provide 1080p60 HD video that is highly reliable, secure, and stable. P&O Ferrymaster's system uses TE30 all-in-one HD endpoints, desktop DP300 presence, TE software licenses for the use of PC webcams and incorporates recording and playback capability.

#### Benefits

- Lower travel costs
- Increased productivity
- Better staff morale
- Quicker decision making



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## About Huawei Enterprise Business Group

Huawei Enterprise Business Group (“Huawei Enterprise”) is one of the three business groups of Huawei, a leading global Information and Communications Technology (ICT) solutions provider. Leveraging Huawei’s strong R&D capabilities and comprehensive technical expertise, Huawei Enterprise provides a wide range of highly efficient customer-centric ICT solutions and services to global vertical industry and enterprise customers across government and public sector, finance, transportation, electric power, energy, commercial businesses, and ISPs. Huawei Enterprise’s innovative and leading solutions cover network infrastructure, Unified Communications and Collaboration (UCC), cloud computing and data center, enterprise information security, and industry application solutions.

For more information, please visit: [e.huawei.com/uk](http://e.huawei.com/uk)

## About P&O

P&O Ferrymasters is one of the leading European providers of tailor-made road and intermodal transportation and logistics solutions. A leading player in its market, the company employs 530 staff in 23 offices across 12 European countries. Since 2006, it has been part of P&O Ferries, which is owned by the Dubai World group.

For more information, please visit: [poferrymasters.com](http://poferrymasters.com)

## About UK IT Corp

Set up in 2008 and based in Birmingham, UK IT Corp is a dynamic IT Services and Solution Provider offering expert IT Support, Outsourced IT Services, UC Services, Cloud Services and ERP Systems for businesses across the UK. It is a Huawei silver enterprise partner and is able to act as either a customer’s IT department or alongside an IT Manager to deliver specialist services that help keep critical business systems running.

For more information, please visit: [ukitcorp.com](http://ukitcorp.com)

