

## Media Management Solutions

# Case Study: Government & Defence Web-based technology support to BT

Delivering DFTS



### STELIS CATALOGUE GENERATOR®

The Stelis Catalogue Generator® has been implemented within the Defence Fixed Telecommunications Service (DFTS) catalogue, which is being delivered by BT Defence. The Defence Fixed Networks (DFN) Integrated Project Team, the first service-based IPT, was created in April 2001, when it subsumed the extant Defence Fixed Telecommunications Service (DFTS) IPT, and other elements of Defence fixed telecommunications worldwide.

The DFN IPT now comprises two elements, the delivery of DFTS, through a 10-year Private Finance Initiative (PFI) deal signed with BT, and other services included within Defence Fixed Networks Services.

### Defence Fixed Telecommunications Service

At the time of signing in 1997, the DFTS contract was the Government's largest PFI deal. Its aim was to transform the MoD's Wide Area Network provision within the UK, by replacing over 19 major networks and 46 services with just one network and six services run from two Network Control Centres. The benefit of this has been the development of a unified, interoperable network with improved resilience and security, capital and manpower savings, and most important in this day and age - rapid access to new technology.

The IPT is constantly striving to seek further benefits from the project in order to deliver additional savings to Defence, and the partnering relationship that MOD has with BT through the contract has enabled the faster introduction of new services at very competitive prices.

### The Issues - The DFTS Catalogue

Many of the services offered by BT are able to be ordered by way of a catalogue service, defence customers are able to find products and services they need by looking in the catalogue and placing an order by way of a telephone ordering service. The catalogue however, was distributed to some 1600 users on CD on a monthly basis. This became time consuming and inefficient and added time delays to ordering services. This had two effects, one was to have a slow service and one where the customers in this case the MoD need speed of reaction to minimise risk to on-going operations. The second was that BT wanted to become more agile in its approach to delivering faster service and pass on any business benefits back to the customer – a solution was required therefore to update the CD to become a faster and more user friendly to all parties concerned.

## The Solution

A solution was needed in order that information could be managed in a better and faster way and that visibility was given to a wider audience. Stelis was asked to look at the catalogue service to create web-based content in order that all services could be viewed on-line. This was a simple enough task but one that required a different approach to just supplying a website. Stelis's Catalogue Generator® was used in order that the user could not just produce web pages aligned to each of the services but using Stelis's recently acquired XHIA TECHNOLOGIES can use the 'drag and drop' word to web technology to add web content with the click of a mouse button.

***“The new look web-based DFTS catalogue was launched on 8<sup>th</sup> January 2007. The redesigned catalogue is now structured to make information easy to locate and understand, and makes ordering DFTS services easier than ever before”***

***Richard Semark – Marketing Manager, BT DFTS***

## The Benefits

This would make adjustments to the website easier and faster, the catalogue now includes new service descriptions, service codes and pricing structure, all of which were officially launched on the catalogue go-live date. The navigation offers a familiar and predictable path to retrieve information. You can also see exactly where you are in the catalogue structure via the 'You are here' facility. It is now much easier to adjust or change something on line in seconds in order that BT can react quickly to changes in services or pricing.

***“We were delighted with the results, commented Neil Pound. Not only did we have a new way of delivering products and services which did away with the CD method of distribution, but we have been able to have a piece of software developed as part of the new website, which was uniquely created for us in a very short space of time. Dean and his team were able to demonstrate excellent value and went beyond their original brief”***

***Neil Pound – Head of Marketing, BT Defence***

## Conclusion

Stelis (Consulting) Limited are continuing to work with BT DFTS in order that we can pass on the benefits of updates to the Catalogue Generator® and provide a managed service support programme. Stelis was uniquely placed and because of our size were able to turn round this requirement in a very short space of time.

Stelis (Consulting) Limited provides media services in:

- Bespoke Website Design using - **Stelis Pilgrim Webmaster©**
- E-Commerce database solutions
- Bespoke software development

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for us to **support...**for you to **succeed**