



DESIGNERS GUILD

## ● Superfast mobile connectivity for uninterrupted business●

### The Background

Established in 1970 by brother and sister Tricia Guild and Simon Jeffreys, Designers Guild manufactures and wholesales furnishing fabrics, wallcoverings, upholstery and bed and bath collections across the world.

The company serves over 60 countries worldwide, with offices and showrooms in the UK and overseas in Paris, Munich, New York, LA, Tokyo and Sydney. Designers Guild's philosophy is to deliver creative, innovative designs to an unrivalled quality.

### The Challenge

Being a Daisy customer for more than ten years, Designers Guild had an existing mobile connectivity solution in place which was, at the time, supported by 3G technology on the Vodafone network. As the size and demands of the business grew, a faster and more reliable connection was needed.

Travelling regularly around the UK and internationally to attend conferences and meet clients, staff often found that business communication was not always reliable, as sending and receiving emails was not instantaneous.

### The Solution

As the company was satisfied with the mobile devices, tariff and network, it sought simply to make the transition from 3G to 4G in order to support its overall business objectives and enhance both internal and external communication, but without a significant cost increase.

The upgrade was delivered to all 120 UK-based users and across a range of devices, including iPhone 5S models, which were supplied by Daisy, and a number of iPads sourced directly from Apple. The solution Daisy proposed was effective both in meeting the needs of the customer and was also extremely competitive compared to other suppliers.



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### The Result

As a result of using ultrafast 4G, Designers Guild has experienced an immediate improvement. The increased speeds, in particular, have resulted in more effective communication while staff work remotely. The improved download speed has also enabled staff to stream videos of proposed designs, new collections and trends to potential clients, and to use them to provide inspiration to existing customers making decisions on fabrics and colour schemes.

Sarah Waller, Senior Business Systems Manager at Designers Guild, said: "The 4G has proved to be the perfect solution and has resolved all the previous issues we were experiencing. The solution now means that I can do 80 per cent of my work on my phone because it matches the speed and functionality of my laptop. This has proved to be an essential feature, enabling me to do my job whilst on the move without being hindered by technological frustrations."

Following the upgrade, Designers Guild relocated its London Logistic and Distribution centre to a new site. During the transition period, staff were required to work on a building site for an eight month period where technological capabilities were compromised.

Sarah added: "The move meant that we didn't have access to traditional business infrastructure such as PCs and telecoms systems. Luckily we had the 4G in place and were able to conduct business as usual by creating a personal WiFi hotspot and using the enhanced 4G connectivity we receive on our mobiles and tablets, on our laptops too. I am 100 per cent certain that this couldn't have been achieved without 4G and that business continuity would have been severely compromised."

Designers Guild is transferring its telephony and broadband service delivery from multiple existing suppliers to Daisy so that all of its telecoms provision is managed by a single supplier.

Sarah Waller said: "Over the last decade we have established a great relationship with Daisy. Our account management team is fantastic and quick to deal with any queries we have. We are aiming to upgrade and increase the efficiency of our telecoms, and are certain that Daisy will be able to support us throughout this process."

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If you are a Daisy client and would like us to talk about your company and your experiences on our website, across our social media channels and in the press, simply email us at [pressoffice@daisygroup.com](mailto:pressoffice@daisygroup.com) with your company name and contact details and we will call you back.

NB: This is a service provided free of charge to our clients and we will include links to your business' website.



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