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# network news

the newsletter of SICL autumn 2009

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The network is everything

# Be there now!



Lifesize HD Video Conferencing  
The Event '09 Review  
Workshop Programme

## Welcome...



Last year early signs of the looming economic slump made SICL re-examine its proposition and led to a focus on technologies that offered fast return on investment and/or lowered operating costs. This approach was successful and has continued through 2009. One of these successful solutions is examined in this newsletter issue.

Video-Conferencing isn't particularly new but as with most technologies it has evolved and developed to the point where it now offers real business advantages. In this issue we highlight the cost saving and environmental benefits that many companies have realised and others can now.

SICL's focus on technology for business benefit has allowed us to post a fourth successive record year, albeit with less growth than forecasted. Nevertheless, growth in recession is a major achievement and entirely due to our talented, dedicated, staff and our customers.

Thank you for your continuing support and business.

**Cliff Fox**  
Managing Director  
August 2009

## Do more. Travel less. Be present

### High Definition Video Communications Products



LifeSize® makes communicating at a distance as natural as being in the same room. LifeSize high definition video communications deliver superior quality of experience, unique flexibility and unmatched price performance. Communicate with customers, partners, and employees nationally and internationally – in true high definition video.

LifeSize believes that video communications will change the way people communicate and has designed revolutionary technology that helps people everywhere do more, travel less and be present in any environment.

- Higher productivity, better engagement
- Increased interaction
- Reduced travel – saving time, saving money
- Less time out of office, more time making decisions
- Reduced carbon emissions

LifeSize pioneered High Definition video communications and is relied upon around the world by Fortune 500 companies, small businesses, education & healthcare organisations and government agencies to enable effective, productive communications.

Example case studies from their 4000 plus users include **NASA, National Geographic, Toshiba, Thames Valley Police, Carter Jonas, Medisave, Essex Schools** and **The Pan-Birmingham Cancer Network**. We would be happy to supply case studies in your business sector.

**Experience communications  
in high definition.**

**BOOK  
YOUR  
DEMO  
NOW**

## PURCELL MILLER TRITTON CASE STUDY

### BACKGROUND

Purcell Miller Tritton is an architectural practice who not only design buildings but also manage projects through construction and hand over for use. Some of the work they carry out is for new buildings on Greenfield sites; however, their main work over the years has been associated with sites and buildings that have special historic significance. They have twelve offices around the UK and travel between them for meetings was recognised as a high cost, both to the business and to their carbon footprint, which the company proactively monitors on an individual and office basis.

**PURCELL MILLER TRITTON**  
ARCHITECTURE    CREATIVE CONSERVATION    STRATEGIC PLANNING



### SOLUTION

Following previous security work and consultancy with SICL, Purcell Miller Tritton made the decision to install LifeSize products at their London office. Following successful trial and implementation further solutions were designed to extend LifeSize videoconferencing to all offices, with each having products tailored to specific requirements. The Return on Investment for the full solution has been calculated at less than six months. Many meetings, which had significant cost to the business (including employee charge rates, train fares and subsistence), can be carried out remotely, saving substantial costs. There are further plans to have client and contractor meetings via videoconference. Purcell Miller Tritton will also realise environmental savings in accordance with their ongoing strategy of reducing their carbon footprint.



### RESULT

The installation of the Lifesize solution has proved to be a cost and time saving exercise, with the potential to gain many benefits for offices throughout the UK and new initiatives in Hong Kong. LifeSize is a key tool in the reduction of the company's carbon footprint and allows for more productive hours with less travel time.

**"We have worked with SICL for about 18 months now on several projects and they have proven to be a valued business partner. The video conferencing project has been managed, installed and tested in their usual thorough manner and now forms a key part of our ICT infrastructure. Video conferencing has proven to be essential as we are currently working on a project in Hong Kong with the project team split between Hong Kong, London and Sheffield. The LifeSize HD solution makes team meetings and design collaboration simple and effective."**

**Gary Dalton**  
Head of ICT  
Purcell Miller Tritton  
July 2009

for network advice call 0113 238 9900 or find out more at [www.sicl.co.uk](http://www.sicl.co.uk)



## The Event '09

SICL was pleased to host 'The Event '09' on Tuesday 9th June 2008 at Elvington Circuit, York. For the fourth year running The Event was hugely successful attracting 95% attendance and generating tremendous positive feedback and significant interest in some of the new technologies on show. We were extremely lucky with the weather, which stayed fine despite all professional forecasts predicting rain throughout the day.

Congratulations to the winners: Fast Laps Winner - **Kevin Hynes of YAA**  
Fast Laps Second Place - **Danny Parr of Jark Plc**  
Fast Laps Third Place - **Gary Dalton of PMT**  
Reverse Steer Competition Winner - **Richard Vaughan of Velocity**  
Quiz-Card Winner - **Matthew Wharton of West Yorkshire Joint Services**

Thank you as always to our sponsors and partners: **Cisco, ComputerTalk, Dell EqualLogic, HDS, LifeSize, RandomStorm, Riverbed, Star and Zeus.**

Thank you also to **Javelin Trackdays, H2A Graphic Design** and **Vicki Butler-Henderson** who made The Event such a success. Thanks also to **Owen** and **Chris** for bringing the SICL Britcar Clio Cup up from Northampton for the day and **Carrie** for pre and post Event project management.

A special thank you must go to **Yorkshire Air Ambulance** who stationed one of the helicopters at The Event. Please support this fantastic charity [www.yorkshireairambulance.org.uk](http://www.yorkshireairambulance.org.uk)  
We're already looking forward to 2010.



## The Great Yorkshire Duck Race

SICL were pleased to provide sponsorship for The Great Yorkshire Duck Race, which took place on Sunday 9th August at Bolton Abbey, North Yorkshire.

As the region's biggest fundraising event of the year the event also broke the world record for racing 200,000 ducks down a 1km stretch of river whilst raising significant money for the following good charities:

- The Yorkshire Air Ambulance
- ASDA Tickled Pink Campaign
- PCA Benevolent Fund
- Heroes Children's Cancer Charity



SICL attended the event with families and customers and enjoyed a great day out.

Ducks purchased by SICL as part of the corporate sponsorship were given to staff but the vast majority were re-sold to business contacts raising a further £600.00 plus for the charities.

*Izzy Jennings with the SICL duck*

## Workshop Programme

### Saving Money with Unified Communications

09.30 - 13.30  
Tuesday  
22nd September 2009

**Speedmasters  
Conference Centre**  
Albion Mills, Greengates,  
Bradford. BD10 9TQ

### Saving Money and Reducing Carbon Footprint

09.30 - 13.30  
Tuesday  
17th November 2009

**Speedmasters  
Conference Centre**  
Albion Mills, Greengates,  
Bradford. BD10 9TQ

### Dell Factory Tour

Wednesday 10th -  
Thursday  
11th February 2010

**Raheen  
Industrial Estate,  
Limerick,  
Ireland**

### All Together - More from Less

09.30 - 13.30  
Wednesday  
14th April 2010

**Speedmasters  
Conference Centre**  
Albion Mills, Greengates,  
Bradford. BD10 9TQ

Spaces are limited contact SICL to book your place

## Coming soon...

**SICL  
15th Birthday  
January 2010**

**Cloud?**