

Conclusions

The challenges of providing managed telephony services for multi-tenant estates within the science park and incubator arena can be complex and require a degree of specialist involvement in the business modelling, design, roll out and operational phases. From a green field project to a specific building refurbishment, managed telephony, and indeed other ICT services, may be of extreme benefit to a broad range of tenant companies. They remove the need for specialist staff of their own to procure and implement such services, they offer savings in terms of no capital investment and reduced operating costs, and promote the use of integrated, advanced calling features for businesses which may not be as prevalent or cost-effective for a tenant procuring telephony direct. Preferential call rates, opportunities for flexible expansion and contraction of subscribed services, 'easy in, out' terms and the availability of business class feature sets all go a long way to positioning the key value-adds for tenants locating on the site and may assist in helping to retain them longer term.

From an Operator perspective, managed telephony services, either directly or indirectly offered, may form one of a number of ICT services within an overall portfolio of added-value discretionary services for tenant companies and as such, are well positioned to promote the benefits of the ethos of business support and service available to them. They also aid relocation of companies across the estate and beyond without the introduction of third party telecommunications companies, associated costs, lead times and dilapidations issues.

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United Kingdom Science Park Association Good Practice Guide

MAXIMISING VALUE-ADDED SERVICES: Managed Telephony for Innovation Environments

Executive Summary



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Executive Summary

Research shows that tenants of multi-tenanted properties most value the availability of competitive broadband and telephone services as part of the property offer. Access to a range of services is one reason for companies to choose a science park. This is especially so for the tenants of incubation and science park facilities. Start-up and ICT-centric businesses struggle to implement sophisticated ICT services either for lack of the capital funding, skills or availability.

Deploying suitably advanced telephone services to its tenants allows parks and incubators to add value to their overall property offer. Tenants will gain from having the technical, financial and administrative burden of sourcing, installing and managing systems off-loaded. This in turn allows them to fully focus on their core business and develop their companies whilst benefitting from the productivity gains of a converged, business class telephone system.

Tenants can also benefit from the economies of scale inherent in deploying such services on this basis, including preferential call tariffs, better Service Level Agreements and advanced functionality.

An integrated telephony system across the site will ensure that the majority of voice requirements can be met. Operating these services (or having them operated on your behalf) reduces the need for third party telecommunications companies to provide direct lines and equipment to tenants within your buildings which in turn requires access to ducting, internal cable runs, etc. Having multiple service providers on site can lead to complex dilapidations issues upon tenant exit, frequent on-site access by those service providers own engineers and modifications to plant or comms rooms as telecommunication services are introduced and withdrawn over time.

As a key component of a structured ICT service portfolio, advanced telephone services are a prerequisite for science parks and incubators. A commitment to improved access and service levels can further differentiate your facilities from the basic property management-type arrangements that are seen within standard business centres.

Naturally, not all services will be relevant or indeed appropriate to all tenants (depending upon company size or business sector) and it must be noted that 'one size does not fit all' in this respect. However, considering some telephony deployment models may require significant capital investment, it is imperative the design caters for maximum flexibility and scalability as your facilities grow.

There are many options available in deploying telephony within a multi-tenant facility with diverse tenant requirements ranging from major capital investment in on-site hardware to an outsourced hosted provision located at a service provider. Each option brings with it differing requirements in terms of resourcing, investment and technical and administrative complexity but each have their own advantages. This guide aims to highlight many of these options.