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Delivering IT and Telecommunications Services to the tenants of Science Parks

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Introduction

"Revenue from ICT services should be the second largest source of income for operators of business centres and science parks after rents"

- Experience based on years of operating ICT infrastructure on behalf of business centres and science parks
- The problems are:
  - Many operators shy away from ICT
  - Many traditional providers take advantage

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What do you need?

- Infrastructure – no different to power or other utilities
  - External connection
  - Ducts/cable containment
  - Wiring closet
  - Structured cabling
  - Power

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Which services do tenants most want?

- Telephone
  - Per user per month including handset
  - Competitive rates (cf. BT standard business rates)
- Broadband
  - Base per user price equivalent to home access
  - Range of services
    - Up to 5 users
    - 5-10 users
    - Dedicated bandwidth
    - Symmetric services
- IT support

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Differentiation

- Ability to offer a range of services
- What about quality and response (SLA)?
  - Onsite support
- Think about local availability
- Consider including basic service in rent
- Scale leads to economies

Additional services?

- Data Networking
  - Ability to connect to remote workers/other offices
- Security
  - Firewalls
  - Spam and virus protection
- Email and hosting
- Virtual tenants/reception
- Backup and business continuity

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New services

- Online collaboration
  - Hosted Exchange
  - SharePoint
  - Unified Communications (Open Communications Server)
- Video conferencing
  - Desktop
  - Meeting Rooms
  - Telepresence
  - Available on a PAYG basis

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What does the top end look like?

- For very IT intensive users
  - Software/games developers
- Onsite data centre/hosting capability
  - Question of scale/demand
- Remote monitoring and management
  - Could be important for lab systems running 24/7
- Resilient power
  - Dual source
  - Generators and UPS
- Redundant network connection
- Cat6/fibre to the desk

DIY or outsource?

- DIY Pros
  - You get to keep all the money
  - Quality control?
- DIY Cons
  - More investment
  - Staff
  - Billing and collections
- Outsource Pros
  - Someone else's problem
  - More scalable
  - Reduce investment?
- Outsource Cons
  - Selecting a SP
  - Reduced revenues and margins
  - Control over quality

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Case study – BioCity, Nottingham

- Running own services in house since opening
  - Telephone
  - Broadband
  - Hosted Exchange
- Catalyst: Ageing infrastructure needed replacing
  - Telephone switch required £18k maintenance per annum
  - Exchange servers ageing
- Task: identify outsource partner to run services
- Results
  - Reduce cost/remove need to re-invest
  - Wider range of services
  - Resilient higher capacity external connections
  - Provide predictable revenue through revenue share mechanism

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Case study – Colworth Park

- Had external provider but wanted to re-evaluate options
- Catalyst: new development requiring state-of-the-art infrastructure
- Task:
  - Review specifications for new build
  - Identify supplier for new room booking system
  - Procure new outsourced provider
- Results:
  - All tasks completed saving £30k in first year
  - Consultancy ROI in 6 months or less

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Contacts

- Consultancy service available from Broadband Vantage
  - Services Strategy for Multi Tenanted Buildings
  - Technical and specification support
  - Procurement
  - Business model development
- Source a supplier
  - ICT services
  - Video Conferencing , AV and Unified Communications
  - Download brochure from www.broadbandvantage.co.uk
  - Contact bob@broadbandvantage.co.uk
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