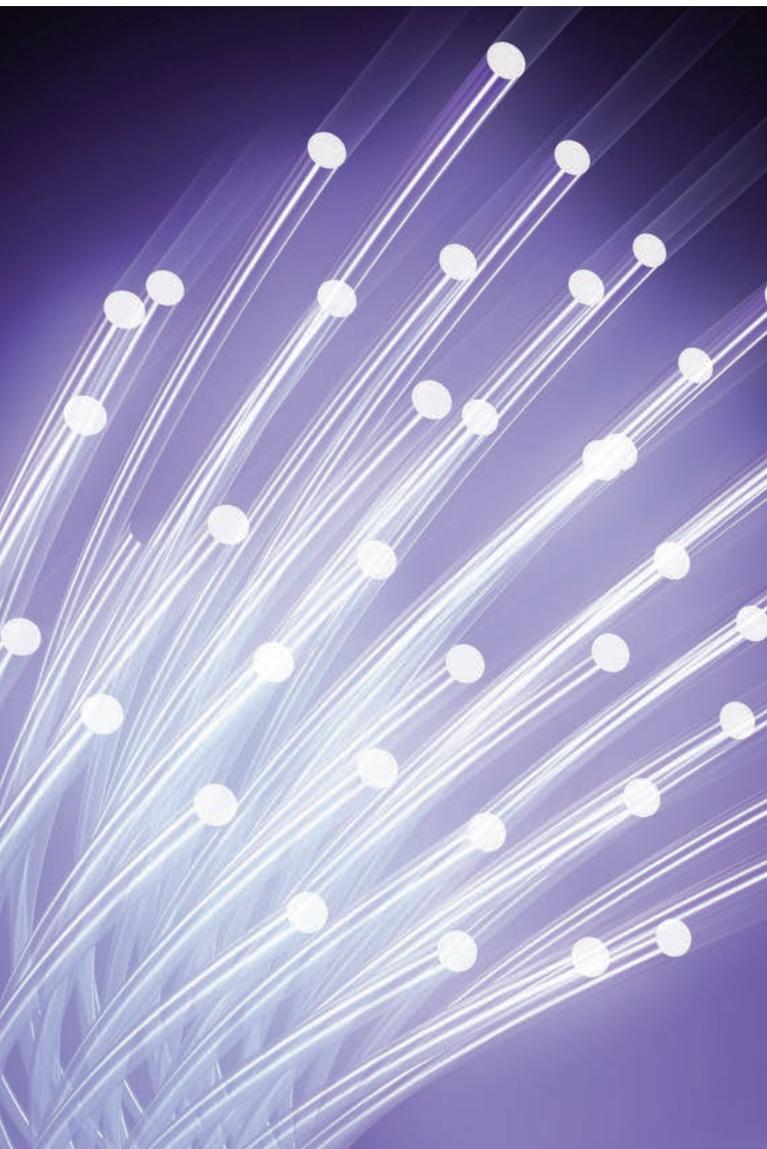




Creating a precision cut platform for growth with superfast broadband



Some West Midlands companies came out of the recession with a renewed determination to succeed. **TLM Laser** has grown to become a national and international provider of laser machines, products and services of all kinds.

www.tlm-laser.com



Andy Toms, Director, outlines the company's story and how superfast broadband has become their platform for growth.

“We were founded in 2006 as a dedicated laser service provider company, with engineers located regionally throughout the UK. We offered customers a ‘Total Laser Maintenance’ package, providing routine and preventative maintenance services, and emergency breakdown callout cover.

Our engineers have more than 20 years’ experience in the laser industry, and our depth of knowledge and insight is unrivalled. Delivering high quality service, support and spares has always been at the heart of what we do.

We are an ambitious company and we want to grow. We wanted to build on our service reputation, and take TLM Laser into the laser products market. We knew that change on this scale required us to work more flexibly, more effectively and more efficiently, and we understood that fibre broadband could provide us with a platform for growth.”

“Without fibre broadband it would now be almost impossible for our business to operate effectively.”

Marking a new path with fibre

“We looked at what we offered, how we wanted to deal with our customers, and at how we could cut our costs and improve the way we worked together. In the new era, we wanted to change the focus of the business, moving from predominantly service-led activity to a product-led business.

We wanted to offer our customers and suppliers a true end-to-end commitment – from machine selection and purchase, via service and maintenance, to disposal and replacement.

Redefining our company portfolio was only one part of the story. We also needed to establish an effective presence on the internet and on the ground, and to present and demonstrate the latest laser products, services and technologies effectively to prospective customers.

Superfast broadband was the key. We moved to our new main premises in Bromsgrove and created a state-of-the-art customer showcase for our new products and equipment. We brought in other work functions too, to reduce our property costs, and we have made Bromsgrove the hub of our integrated customer, management and communications systems.



We now offer a complete range of laser machines, systems, spares and services to the aerospace, motor, medical, semiconductor and jewellery sectors.”

Laser sharp systems and services

We could not operate efficiently or effectively on our new footing without radically improving the way we supported and managed our many activities. We wanted to cut our running costs and improve our communications.

We had to provide new secure and flexible access to company systems for our regional offices. Our salespeople across the country required easy and secure remote access to our product and technical databases, and to our ordering and delivery systems. We completely overhauled our communications, using the power and flexibility of fibre broadband.

Offices Worldwide

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Old, fixed-wire telephony and dozens of expensive individual mobile phone contracts went, as we adopted Voice over IP for our office and remote communications. Wherever they work, everyone in TLM Laser now shares a single voice and email platform, and our internal communications have improved as our call and messaging costs have reduced radically.

Our regional offices are now directly connected to our central server, so everyone uses the same integrated systems. Our salespeople can generate reliable and accurate customer quotations on the spot, where it might have taken a week to deliver a full written quote in the past.

“We use video conferencing to hold meetings and stay in touch with our remote staff, improving our cohesion without the expense and hassle of travel. “

Our accounts team, based in the Isle of Wight work securely on the Bromsgrove server, and we are also introducing a new Salesforce CRM system, which will be web-based.

Looking to the future

“Our website generates new sales leads for us, and we're now stepping into ecommerce for direct online selling. Superfast broadband is our platform for growth – enabling us to create and provide new products and services, and cutting our running costs. Without fibre broadband, it would now be almost impossible for our business to operate effectively.

Fibre broadband has freed us to make real changes in the way we work. As a result, we are now recognised as a serious player in the market, providing and maintaining a full range of laser marking, engraving, welding and cutting equipment.”

“Our growth has been driven by fibre broadband. As we expand, our business is gradually becoming more web-based, from VOIP telephones to our CRM system.”

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