

News

TTL join elite O2 Data Centre of Excellence.

November 2007

Independent business telecoms provider and mobile data specialist Total Telecommunications Limited (TTL) has recently been appointed as an O2 Data Centre of Excellence Partner.

Leading mobile network O2 has picked a handful of premier partners to join their Data Centre of Excellence, launched in January this year. Would-be partners must reach and maintain a number of strict, demanding qualifying criteria, such as proven in-house data specialists and customer retention and connection targets. This is rewarded by benefits from marketing support and training to recruitment of specialists and, of course, access to the very latest mobile developments and emerging technology.

Established in 1998, local business telecommunications specialist TTL have been at the forefront of mobile data technology, initiating tangible business benefits to their customers for many years now, and in fact pioneered Blackberry services when they were first launched into the UK market.

Stuart Baikie, Managing Director of TTL commented: 'This accolade from a market leading partner such as O2 is an excellent recognition for TTL. Whilst the mobile voice market is maturing, mobile data within the business sector is very much still a growth area.'

He added: 'To illustrate, we recently conducted a survey regarding mobile data usage for a legal industry event we held. From the solicitors, practice managers and IT professionals who responded, just as many of them – 81% in fact – stated they needed access to email when out of the office as those who required access to the phone. Similarly, nearly a third wanted access to business applications whilst away from their desks. With mobile integration and the number of third-party applications ever increasing, we would expect this figure to double over the next few years.'

'TTL has always focussed on value-add solutions and we see first-hand on a daily basis the competitive edge that an appropriate mobile data solution can offer a business. Benefits range from increasing response times, thus improving service, turning downtime into working time and facilitating continuity of communication to allowing field based staff to improve productivity by providing anytime access to relevant business applications.'

Ben Dowd, General Manager, Business Sales, at O2 UK, added: 'Total Telecommunications has a well-developed strategy for mobile data solutions and is a specialist in this field. They know the data market and will help O2 to understand and meet its business customer needs.'