



## **BLUE GROUP INTERNATIONAL PROTECTS AGAINST LOSS OF INBOUND TELEPHONE CALLS WITH GEMATECH**

**- Business continuity solution provides leading recruitment company with uninterrupted voice communications in the event of a telecoms failure -**

**15 / 16 March 2006:** International recruitment consultancy, Blue Group International, has ordered BCM<sup>LITE</sup>, a resilient business continuity solution from telephony solutions provider GemaTech, in a three-year deal. The solution, which is provided by GemaTech as a fully managed service, will allow Blue Group to protect itself against the loss of service of all inbound telephone calls in the event of a telecoms system failure.

Blue Group decided to review the protection of its inbound calls after suffering a recent and unprecedented outage caused by a power failure between the exchange and its offices in Southwark Street. The new BCM<sup>LITE</sup> unit will benefit Blue Group by providing an always-available solution for inbound calls from new or existing clients and candidates.

Karl Perkins, IT Manager at Blue Group comments, "Until the power failure we had always assumed that there was adequate provision for call redirection if an adverse situation occurred. In truth, the ability to divert a whole range of DDIs usually takes between 2-3 days and would incur an additional cost to the business. We therefore decided to look at new ways to protect our inbound calls to prevent lengthy service delays and decided on the BCM<sup>LITE</sup> solution from GemaTech."

BCM<sup>LITE</sup> provides a seamless re-routing of all incoming calls received via a telecommunications system on an individual DDI basis to any alternative location specified, allowing organisations to operate 'business as usual', in the event of telecoms infrastructure failure for any reason.

Perkins continues, "The situation we experienced was certainly detrimental; construction workers had managed to cut through power cables which fed our ISDN30 telecoms circuits during modernisation work in a building. Unfortunately, once the root cause of the problem was identified by our Carrier, it was not possible to gain access to the building site - leaving our company without access to a working telephone for 2 days."



Commenting on the decision to choose the BCM<sup>LITE</sup> solution Perkins states, “After considering several options, we came to the conclusion that the GemaTech solution offered superior resilience - with the ability to instantaneously re-route incoming calls to our Agents over our, normally, outbound circuits - or to anywhere else for that matter.”

Perkins concludes, “Whilst only 1/6 of all our calls are inbound, these are generally of tremendous value to the business; these are usually clients or new prospects expecting us to be constantly available and responsive. The GemaTech solution will allow us never to miss a call, what ever and how ever drastic the situation, and give Blue Group significant competitive advantage within the industry.”

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#### **About GemaTech**

GemaTech designs and develops products and solutions which deliver telephony business continuity and secure voice recording by obviating telecommunication failure and aiding dispute resolution respectively.

GemaTech has over 10 years expertise in developing niche applications for the telecommunications industry. Founded in 1995, and headquartered in Guernsey, GemaTech also has operations in Basingstoke, and San Diego.

GemaTech specialise in delivering cost effective, scaleable solutions ensuring that organisations, large or small, can benefit from the deployment of GemaTech’s innovative technology delivering measurable and quantifiable returns on investment.

GemaTech’s unique business continuity products and services are capable of ensuring the instantaneous, seamless and total recovery of 100% of an organisation’s incoming calls, the lifeblood of any company, by intelligently re-directing any number of individual DDIs to any number of alternative destinations – and activated in seconds after an invocation.

GemaTech’s secure voice recording product, available as an additional module to enhance the business continuity products, enables all re-routed calls to be call recorded, as well as a stand alone product delivering a number of unique features including dual channel or “stereo” recording of all calls, ideal for dispute resolution.

GemaTech has customers across many vertical sectors, including financial services, banking and insurance and the travel industry. Some of GemaTech’s key customers include, Travel Councillors, Regency Mortgage Brokers, Kudos Research, Access Accounting, Message Labs, Ultimate Insurance and Richmond Corporate Services.

#### **About Blue Group International**

Blue Group International is a professional recruitment business specialising in the medical, social care, construction and telecommunications sectors. It is the UK’s largest provider of qualified social workers. The London-based company also specialises in providing medical staff such as nurses and doctors to supplement NHS and private healthcare services in the UK.



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