



Partnering with NetServices for mutual success

Excell Group provides bespoke voice and data solutions to primarily small and medium sized businesses. They are headquartered in Cambridge with offices in London, Manchester and the Midlands. The group has partnerships with EasyNet, Avaya, Cisco and BT and with a turnover in 2006 of just over £11m, they are a substantial player in the channel.

Business Broadband Reseller

Excell Group's partnership with NetServices began in 2005 when they became a managed broadband reseller. This enabled them to resell NetServices broadband services and benefit from the tools provided by NetServices to support their resellers, including the Client Control Panel (CCP).

Excell bought and provisioned both their low-cost connectivity (IP Stream) and mid-range (DataStream and SDSL) through NetServices. NetServices' CCP is a self-service tool available to all resellers so they can order, track and manage their customers DSL connections.

The CCP also provides resellers with management tools including the means to cap customers usage and other bandwidth accounting functionality which is becoming increasingly important for resellers to more effectively manage their customer base.

CHALLENGES

- Partnering with the right providers to ensure competitive advantage
- Securing a partner provider with the correct product portfolio to enable offering of enhanced solutions

SOLUTION

- Choosing NetServices provided both DataStream and IPStream networks

RESULTS

- NetServices provide an upgrade path from per tail provisioning to capacity based services
- Technical skills used to complement those in-house
- Client Control Panel provided bandwidth accounting functionality allowing more effective customer management

Evolving the Partnership

As Excell's customer business broadband base grew, provisioning end user circuits on an individual basis ceased to be the most effective manner for the Excell Group to operate. On discussion with NetServices they decided a Supported L2TP handover service was a more effective manner for them to provide services to their customers.

The L2TP Handover Service is effectively a capacity based rather than tail-based broadband service and is ideal for resellers with larger volume requirements. L2TP Handover connects end users to a resellers own network using the NetServices core network.

This allows greater control over the network and allows Excell to more effectively build services based on the DSL infrastructure whilst still providing them with access to all the support tools provided by NetServices via the CCP. L2TP can be complex to set up so NetServices acted as consultants to Excell until the migration of end user customers to the L2TP service was completed.

Future Opportunities

The Excell Groups strategy is firmly focused on delivering converged solutions to their customers and it has recently been awarded a 5 year £15m contract with Workspace Group to provide hosted telephony.

NetServices DataStream infrastructure is key to delivering this solution and providing quality of service (QoS) – vital to the delivery of business class voice over IP services.

With NetServices range of services and expertise across both voice and data networking services, we will aim to work closely with Excell as a partner to ensure mutual success in this goal.



"Excell are a rapidly growing business, focussed on delivering converged solutions to our customers.

NetServices understanding of this area and the range of products they offer to the channel is ideal for our requirements."

Mark Murphy, Excell Group