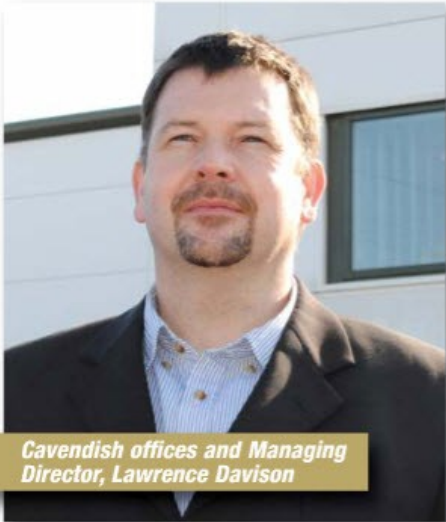


# Long-term *player*



**Cavendish offices and Managing Director, Lawrence Davison**

Founded by Andrew and Nicky Walker in 1990, Cavendish Communications has built a reputation for integrity, reliability and customer service second to none, with over 3000 customers and more than 50 staff.

Managing Director, Lawrence Davison, "With 20 years' experience Cavendish can provide everything a business needs in terms of effective communications solutions, from lines and calls to complex telephone solutions with everything in between including Broadband, data networks, IT services and all mobile and internet-based communications.

"The in-house engineering team boasts over 60 years' combined experience with Cavendish Communications and provides customers the very best technical support and guidance.

"Dedicated account managers ensure customers always enjoy the most cost-effective call tariffs and line rentals and can be kept fully up to date with the latest technological innovations and business productivity benefits."

The Company operates from their privately owned offices in Newhaven, enabling them to provide service to their customers throughout Sussex, Kent and the South East.

A fully equipped demonstration suite means that existing and new customers can see first-hand a range of business productivity solutions in action from key vendors such as Mitel, Panasonic and Splicecom and spacious meeting room provides the perfect venue for customer events.

## Business Challenges

Despite 20 years as a successful business, Cavendish has been labeled in the past as one of the industry's best kept secrets; perhaps a comms business

reflection of the modest and highly ethical referral-based business model.

Under the guidance of more recently appointed managing director Lawrence Davison, Cavendish Communications has made investments in marketing with a new website, email marketing capability and a series of planned events for customers and prospects.

Davison, stated "We believe that email marketing and educational events will greatly help us raise awareness with our significant customer base of some of the new products and services we can now support them with. We are also keeping a keen eye on social media and the role it has to play in business-to-business marketing."

## Vendors

Cavendish partner with Mitel, Panasonic and Splicecom for fixed line and IP communications solutions and provide lines and calls from a number of industry leading network providers including BT Openreach.

Cavendish offer mobile solutions from all five major networks, high-speed Broadband for home and the office plus hosted IP communications from BT.

The in-house cabling, data and IT services team ensure that customers can enjoy a truly one-stop solution to all of their business communications needs.


## Convergence

Davison, "With the in-house capability to provide end-to-end converged solutions to customers Cavendish are finding more customers interested in IP-based communications, particularly with the recent interest in business continuity solutions and remote working as a result of the snow in January.

"March marks the 20 year anniversary for Cavendish Communications and we have begun a series of educational events for both existing customers and prospects. February saw Cavendish host a successful 'Business Continuity' event.

"A mixture of both private and public sector organisations were keen to discover how flexible communications could form the cornerstone of their business continuity and disaster recovery plans.

Celebrating 20 years is a tremendous milestone but everyone at Cavendish is equally excited about continuing to drive the business forward to greater heights. The UK communications market is changing rapidly with a wave of new technology which has given Cavendish a fantastic opportunity to expand as we strive to continue to offer customers the most modern business communications solutions. Over



Cavendish Communications is one of the largest independent, privately-owned communications providers in the South East and has been successfully delivering communications solutions to small, medium and large businesses for 20 years



**Cavendish offices**

the last 20 years we have built a reputation for customer service and support, providing all the necessary advice, training and maintenance to ensure our customers have confidence and complete peace of mind about their business communications. This is a great platform from which to build."

## Market Observations

"We are expecting a growth in demand for hosted telephony solutions and fixed mobile convergence as businesses look to maximise sales coverage with fewer staff as a result of the recession," remarked Sales and Operations Director, David Moorat. "We are looking to see who will be the winners as both mobile and fixed line solution providers compete for some of the same market spaces," concluded Moorat.

Whatever the outcome, it is clear that Cavendish Communications intend to have a greater presence in the channel and own a greater share of their customers' communications business.