GGR COMMUNICATIONS

THSH

## CASE STUDY

TOWN HALL
SYMPHONY HALL

Town Hall Symphony Hall is an organisation comprising of two venues - Birmingham Town Hall and Birmingham Symphony Hall. Birmingham's prestigious Town Hall is a Grade 1 listed events venue situated in Victoria Square. For more than 180 years, The Town Hall has been a hub of civic and cultural life in Birmingham. The Town Hall presents an extensive entertainment calendar, including classical music gigs, dance nights, jazz, comedy, spoken word events and movies.

Since it's official opening in 1991, Symphony Hall has welcomed around 10 million audience members to over 7500 events.

The Symphony Hall (a 2262-seat concert venue) was opened in 1991 and is one of the most highly regarded and technologically advanced concert venues in the World. The Symphony Hall is the home of the Birmingham Symphony Orchestra and hosts a wide range of events - around 270 every year.

THE
CHALLENGE

In 2018 THSH was configured as a third party managed network. This presented a number of challenges as it restricted their ability to control any element of their communications platform. Amongst other constraints this limited their capacity to control and secure their Box Office customer transactions. It also hampered their capability to update digital signage. The THSH marketing team were unable to leverage the network to create push marketing campaigns, which was highly desirable in order to drive additional revenues. Furthermore, the previous solution lacked resilience and redundancy, which undermined THSH's confidence in its ability to support their high standards of customer service and business critical applications.
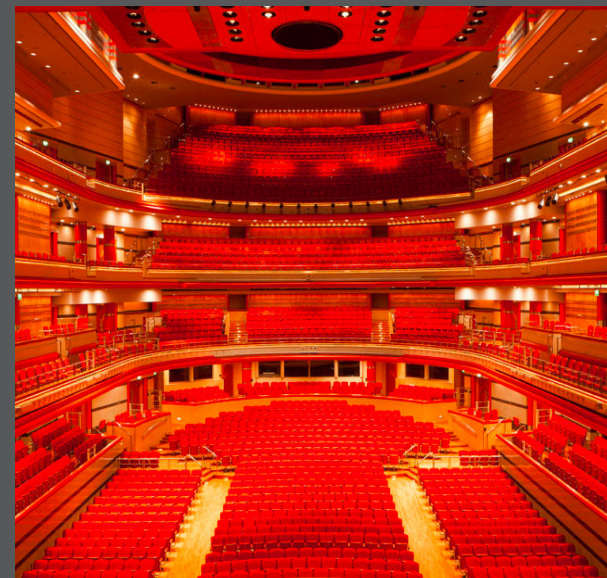
As a result, a decision was made for THSH to install their own network which would comprised of high-performance LAN, WAN, Wireless, Security and Telecommunications Services. GGR were appointed as a network partner to manage the implementation of the network refresh, in a speedy manner, whilst maintaining business operations.

THE SOLUTION

The new solution put in place by GGR aimed to provide THSH with a resilient, scalable and high-performing network. To ensure that a suitable foundation was available, structured cabling for both buildings were refreshed. Replacement high-speed WAN links (MPLS circuits) were set up for each building. And in the interests of resilience, a Point-to-Point circuit was established between both locations to serve as an automated failover.

Dual Core Catalyst 9300 Switches were implemented at each venue, with 10Gbps fibre connectivity back to the edge comms cabinets. This created a reliable and fast network core to support all of the venue's mission-critical services.

Incorporated into this network, GGR deployed Cisco ASA firewalls with Firepower Services. These devices secure the perimeter network from ex-filtration attempts, through IPS/IDS; Malware, via Cisco's AMP; Controlling of the guest WiFi access, utilising URL filtering; Secure remote access using Cisco AnyConnect, in conjunction with Cisco Duo Multi-Factor Authentication.

Through GGR's extensive knowledge of high density customer-facing WiFi, GGR proposed a Meraki AP deployment across the venues in order to offer a consistent fast, reliable and robust wifi network. Meraki's Cloud management dashboard enables simple day-to-day administration of the wireless network and delivers comprehensive visibility and reporting. Alongside the connectivity element of the WiFi solution, THSH have also furthered their on-site marketing activities through the deployment of Purple WiFi's targeted push marketing functionality.

A Cisco Call Manager solution was implemented to replace the legacy telephone system. THSH's previous telephony solution provided only a limited number of customer queue slots in its IVR. It was also restrictive in its ability to obtain meaningful reporting data and to modify crucial IVR marketing messages. Cisco Contact Centre Express (CCX) was set up for the Box Office in order to allow for call management and efficient routing of inbound customer call enquiries. This new solution includes embedded reporting that offers a comprehensive view of the Contact Centre statistics. CCX enables THSH to segment callers with state-of-the-art interactive voice response capabilities, and proactive customer service for a superior client experience with screen popping, web chat and social media integration.
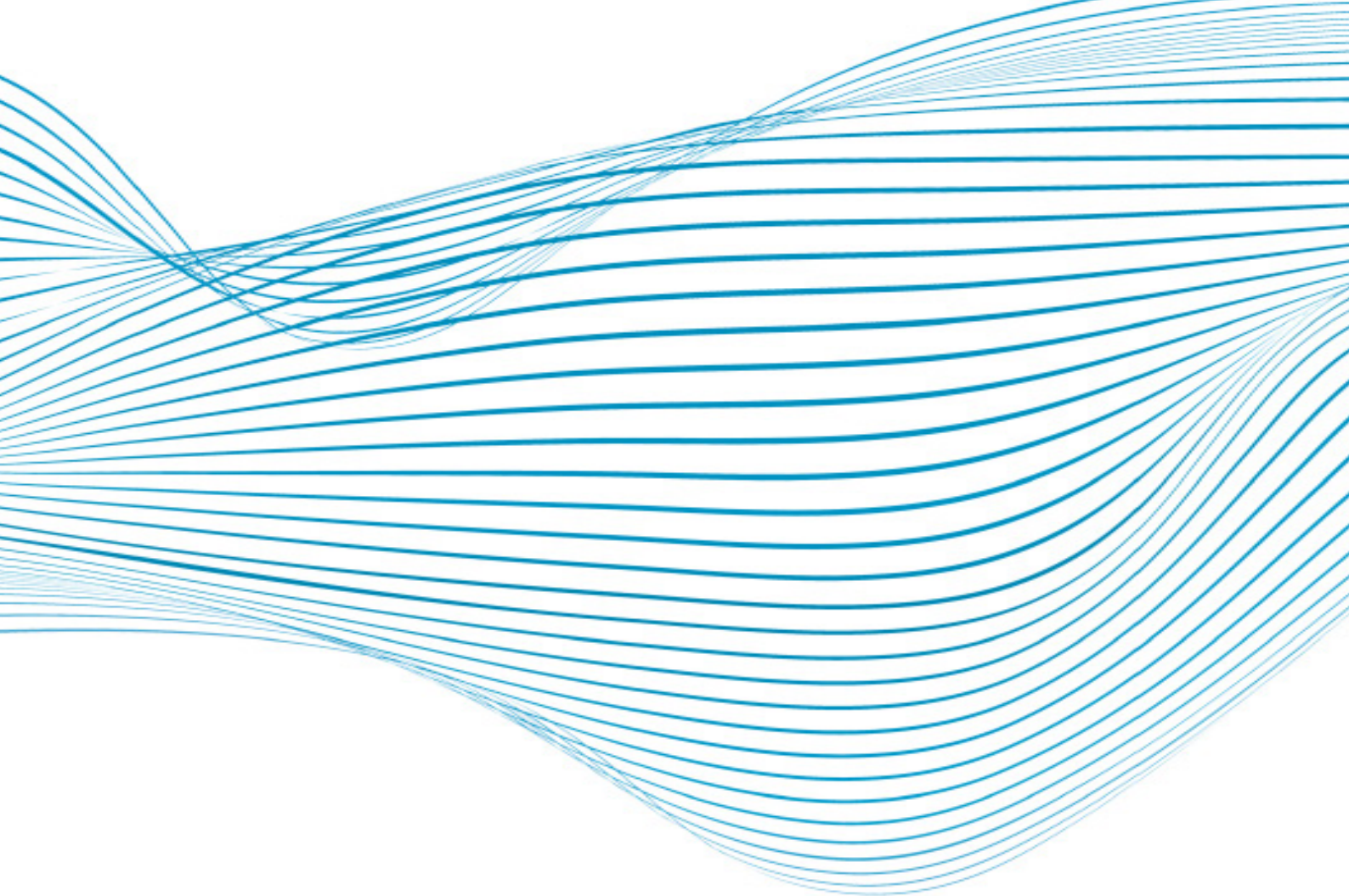
THE OUTCOME

The implementation of the new network has allowed the team at THSH to experience many benefits. The new network architecture has created a far more reliable and scalable network infrastructure for THSH. Downtime has been eliminated and the team at THSH are now able to easily manage their own network with GGR on-hand as a 3rd line support partner.

The replacement telephony system, powered by Cisco Unified Communications Manager, has allowed THSH to create a more fluid work environment. Staff have now been able to adopt a flexible approach to their working practices as they are able to hot desk at either venue. In addition to this, the introduction of collaborative tools has enabled the workforce to operate far more effectively as a team. The management team are now able to monitor activity of the Box Office call centre and assign resource as required using new reporting functionality.

Ultimately, the communications platform refresh project has delivered increased levels of network reliability, control/management, performance, security, customer experience and digital marketing opportunities for THSH.

"GGR Communications Group have proved themselves to be consistently supportive and responsive to our requirements by proactively generating solutions as required. GGR's staff that we've worked with are all knowledgeable, friendly, professional and have worked efficiently alongside other organisations we work with."

Garry Albrow - IT Manager THSH