

# Dalycom



Amanda Daly, Managing Director

Dalycom's aim in life is to sell, install and help businesses of all sizes make most of the cloud and converged technology, which facilitates the use of multiple technologies on a single device. Founded in Leicester 30 years ago, the family-run company has transformed its operations over the past five years by moving away from traditional telecommunications and data to concentrate on cloud-based technology and collaboration.

## FACTS ABOUT DALYCOM

- » Established over 30 years ago
- » Over 100 years' worth of collective industry knowledge and expertise
- » Forward thinking
- » Our core values prioritise respect for clients and staff
- » Partner with market leaders
- » Diverse portfolio means we can tailor solutions for each client

## Meeting the needs of a changing market

Communications play a big part in modern-day operation. Thanks to the sophistication of the latest cloud technology, whatever device you're using, whether it's a laptop, a smart phone, desktop or a tablet, we are always connected.

The internet space is constantly changing with high-speed and dedicated broadband products. One single broadband can now prioritise voice whilst still offering high-speed data availability, saving businesses from having two separate broadband supplies. 4G and imminent 5G with speeds up to 10Gb mean mobiles can now be used as an alternative to dedicated broadband, too.

The roll out of the 21st century broadband, supported by the government means access to high-speed data is not exclusive to the large corporates or big cities. It is now readily available to the SME market which is helping to change the landscape of business communications and provided access to a full range of cloud solutions, from voice, data storage, Wifi and collaboration software.



Matthew Daly,  
Chairman

*What is cloud based-technology?* Replacing on-premise telephony, server and data equipment with a monthly user subscription that is provided over the internet.

*What is convergence?* All forms of voice, data and video together.

*What is the Internet of Things?* The connection of devices to the internet.

*What is ethernet?* Dedicated high-speed internet service to business premises.

At Dalycom we want our customers fully to understand the value of the cloud and convergence. Not only regard to the immense capital savings the technology brings, but also with the efficiencies in terms of usage. Why waste time trying to contact someone if you already know they are away from their desk?

Property and space is now becoming a luxury. Why invest in more office space when technology can help bring a workforce together virtually? Easy, scalable, homeworker-friendly applications lend themselves to better employer and customer experiences. Dalycom offers businesses a way to make staff more productive and connected, whilst driving down costs.

Time can be saved by screen sharing and chat from one device. In the past we would have required several applications to perform this task, making collaboration clumsy and

difficult. Now all we need, in some instances, is an end-user web browser. There is nothing to download and it is available on any chosen device. This reduces overheads on landline charges and rentals, which is good news following recent increases in prices. We can now simply log in and join in on conversations and messages with minimum end-user charge.

### Is the cloud secure?

Our UK data centres provide high levels of security (ISO27001). Conversations remain private between those that are part of the group and all transmitted data is encrypted.

Part of the reluctance to using the cloud and collaboration software is the fear of security. Keeping data as safe as possible is an absolute pre-requisite for all businesses, whatever their size and operation, and our systems are reassuringly secure.

“Technology can help bring a workforce together virtually”



## » KEY ADVANTAGES TO USING CLOUD-BASED SERVICES

- » Cost savings: working in the cloud is more current, more affordable and removes the need for expensive on-premise hardware.
- » Flexible working: being able to access files on the go or while working from home allows staff to work more flexibly.
- » Improved customer satisfaction: increased flexibility enhances business relationships by making companies more contactable and better able to assist customers.
- » Cost effective collaboration with customers and suppliers: virtual meetings are a great way of bringing together people in multiple locations to discuss projects or even edit documents as a group.
- » Secure: data is backed up to highly-secure data centres in the UK



By encouraging more employers to switch to the cloud, we've helped a lot of businesses re-think their approach and attitude to risk management. It's heartening to know that, thanks to our systems, businesses will be able to access their data from anywhere and carry on as normal even if disaster should strike.

Dalycom increasingly sees cloud-based technology as core to its business and is determined to remain in the vanguard as the cloud evolves.

Under the leadership of Matthew and Amanda Daly, Dalycom has 'turned the business on its head', so that 40% of its operations are now in the cloud, rather than traditional on-premise equipment; a trend that is set to continue and grow. By 2020 we expect to see around 85% of our business coming from the cloud, especially as the Internet of Things (IoT) is set to grow at an alarming rate, with virtually every device somehow being linked to the internet.

We help many smaller companies and owner-managed businesses to save money, while enhancing their

efficiency. With costs as low as £30 a month, even start-ups operating on a shoestring can afford to use the cloud. We want to get businesses cloud-friendly and ready for the change in our industry.

### The future

When it refocused its business five years ago, Dalycom was aware it was taking a big financial risk.

Hosting cloud services does not generate the upfront revenues associated with installing hardware and running a premises-based IT function, so the move could have gone horribly wrong.

However, Dalycom's belief in the cloud, and its commitment to helping other businesses prosper through taking advantage of the latest technologies, has served it well.

This will allow Dalycom to continue to broaden its horizons, while, at the same time, ensuring other businesses are enjoying the full benefit of this exciting, cost-effective technology.

“We want to get businesses cloud-friendly and ready for the change in industry”