



Case study – Leeds Rugby

Leeds rugby aces score a pitch perfect performance with Excell

Excell Business Systems was recently commissioned to provide a new communications platform at Headingley, home of rugby Super League Grand Final winners 2004/5, Leeds Rhinos and Rugby Union's Leeds Tykes.



To assist in keeping this success moving forward, the decision was made to update the existing telecommunications policy – and this is where Excell Business Systems (Midlands Manchester Office) stepped in.

The Excell solution incorporated both the Headingley Site and the clubs' training ground at Kirkstall and allowed all users to utilise a brand new Avaya IP Office system, many enjoying full screen based telephony from the exceptional Phone Manager Pro software. The Avaya solution replaces a dated BT switch and provides a strong platform for

expected growth and exceptional auto attendant features to support the clubs ticket office, which has to meet demand for up to 20,000 Rhinos fans for home games.

Gary Hetherington, Chief Executive at Leeds Rhinos commented: "We chose Excell to provide our telecom system as we knew they could meet the requirements we had. We are very pleased with the system and service they provided - they exceeded our expectations."

Excell has also provided Leeds Rugby with non-geographic numbering ranges, BT ISDN services,

billing services and manages the voice and data link between the two sites. It was this all-round solution that set Excell aside from the competition - not only did we provide new services to support this new solution, but also we were able to reduce ongoing costs by consolidating many existing services.

The Excell Group is extremely proud to be associated with Leeds Rugby and Headingley and we are extremely confident that the relationship will continue to grow over the years to come, in similar fashion to the Rhinos' & Tykes' performances on the pitch.

