



TECHNOLOGY CASE STUDIES

CASE STUDY ONE

The technology department advised a major high street retailer in connection with an extensive voice and data communications outsourcing project to a national telecoms provider. The project involved the outsourcing of all voice and data communications between approximately one thousand retail stores and the distribution depots and HQ of the client company.

The project required advising upon and the negotiation and drafting of all aspects of the outsourcing including relevant service levels, technology resilience and back up KPIs, liquidated damages/service credits, upgrades and change control procedures. The outsource process also required the novation of existing service supply agreements to the telecoms provider and all ancillary arrangements. Of particular importance was the inclusion of a benchmarking arrangement under which the value for money of the service could be tested at a future point. This benchmarking arrangement was instrumental in the client subsequently saving many £millions in costs.

CASE STUDY TWO

The technology department advised a major television platform provider in the acquisition of the systems architecture upon which all enhanced and interactive applications were to run on that platform. The technology team advised the platform provider and assisted in the negotiations and, ultimately, drafted all the agreements for the acquisition of that technology. In tandem with this process the technology team also advised a major broadcaster on the acquisition of technology which would allow the broadcaster to integrate its interactive services with the platform architecture. The broadcast elements of the technology was very new and appropriate provisions needed to be negotiated to provide adequate protection for the broadcaster in the event of a failure of the technology.

As a result of the completion of this contract the broadcaster became the first in the country to broadcast synchronised interactive games (i.e. one in which the player is able to play in real time at home with a linked game show broadcast on the linear broadcast stream).