



CASE STUDY

Serco: helping the public sector to transform to provide better services with lower costs

The customer: a leading provider of public services

Serco is a FTSE 250 company that provides public services to governments and other organisations operating in the public sector, and it manages more than 500 contracts worldwide.

Employing over 50,000 people, it operates internationally across four geographies (UK & Europe, North America, Asia Pacific and the Middle East) and across five sectors (Defence, Justice & Immigration, Transport, Health and Citizen Services).

The challenge: transforming to face a challenging era

The public sector continues to face huge hurdles in an environment which sees a combination of a challenging economy, government spend outstripping income from taxes, greater demand for public services, and pressure from citizens for higher-quality public services that provide greater value for money. To address this, digital transformation is high on the public sector agenda.

“The public sector is looking for ‘more and better for less’, so our focus is on how to help governments reduce costs while providing a greater quality of service,” says John Lockett, Group CIO, Serco.

“Citizens want to see improvements in the services that are available, such as making it easier for them to interact with public sector systems through self-service.

“Take the health sector as an example. Serco manages a number of UK hospitals, which includes everything from catering and cleaning to security. As the population ages and there’s more demand on NHS services, we need to look at a raft of questions such as how can we make sure transfers and discharges happen faster and more smoothly, how can we provide better patient support and how do we make sure hospital services are running more efficiently and with lower costs?”

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John Lockett
Group CIO, Serco

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The challenge: transforming to face a challenging era (contd.)

Connectivity is absolutely fundamental to addressing this, because the amount of data that needs to be transferred securely to achieve these goals is enormous, and it's often hosted in geographically dispersed systems and data centres

The solution: network and managed services

CenturyLink enables Serco's core network through a combination of data centre, security, managed network and professional services. CenturyLink also provides a variety of services as part of Serco's customer solutions, such as managed IP VPNs to connect remote customer sites or data centres.

Some services, such as Voice Complete (a comprehensive SIP-based communications solution) and Adaptive Network security (robust network-based security which makes it easier to connect users securely), can be used both in-house and as part of customer solutions.

CenturyLink also continues to work closely with Serco to rationalise and consolidate its services for greater cost-efficiency and to reduce complexity.

The benefits: underpinning digital transformation

CenturyLink's fast, reliable and secure network services provide the foundation for the transfer of large quantities of data, which is fundamental for Serco to help its public sector customers improve efficiency, effectiveness and user experience.

In a hospital environment, for example, many NHS health trusts are focusing on putting the patient at the centre of everything they do. Introducing an app that allows patients to self-serve by ordering their own meals frees up staff to focus on other tasks that help

improve the quality of care for the patient – in other words, less resource is needed and the process costs less money, while the user gets a better experience.

"These kind of apps are hosted centrally and rely on fast data transfer," says Lockett, "so the user experience is enabled by the services that CenturyLink provides which we can rely on to get public sector data where it needs to be, quickly and securely."

Solutions such as Adaptive Network Security and Voice Complete provide users with a flexible, straightforward experience while improving cost-efficiency and relieving Serco of the burden of equipment management. Together with the rationalisation of services, this has helped Serco make substantial savings for our customers.

Why does Serco work with CenturyLink?

CenturyLink takes a consultative approach with Serco, dedicating significant quantities of resource to the organisation to carefully understand its challenges and objectives, and providing fact-based solutions designed to address these. CenturyLink's employees embed themselves fully in the business so that Serco's goals are tied into ongoing service reviews.

"For me, it's about the service wrap and the partnership relationship," says Lockett. "There's a good cultural fit from the ground up, and CenturyLink understands why the customer experience is key to our business and works accordingly."

"As our customers come under pressure to transform and Serco invests in new technology to deliver better services, CenturyLink also offers us access to a wider capability to enable that. So there's a lot of potential in the future for CenturyLink to help us accelerate our customers' journey towards the cloud and towards transformation, and to achieve that more securely."

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