

## An integrated approach to communications

By responding to the changing needs of its customers, Microcomms has transformed itself into a flourishing communications company with a national client base.

### Overview

When Managing Director Simon Murley took control of Microcomms in 1999, its core business was the manufacture of cables for communications companies such as Motorola and Thales. Now Microcomms is itself a major player in the communications industry. Network installations make up over 60% of the business, but they also deliver wireless communications, network-based security and audio visual solutions. Simon Murley described how “customers are increasingly looking for a ‘one stop shop’ for all their voice, data and video requirements.” This diversification has resulted in a dramatic increase in profits and Microcomms is now working with a very wide range of companies, with interests all over the world.

The company is a leading provider of IP telephony, which integrates telephone services into computer networks. Simon Murley described how the property group Midas uses the



system to communicate between six regional offices and 100 building sites, connecting over 1000 users, regardless of their geographical location. “They have made staggering savings on call charges since they signed up.” In recognition of the success of this roll out, Microcomms were awarded a coveted Comms Channel convergence solution award.

The company has also entered the audio visual market and provide integrated systems for residential properties. Simon Murley said, “Some of our clients require an entry level set up, but other more wealthy individuals want to make their home their castle and go for a 90% converged solution.” Through Microcomms Marine, they also offer monitoring and safety protection for boats. Among other indicators, a vessel’s position and bilges can be checked remotely. If a problem is identified, a proactive text is sent to mobile phones. This allows marine charters to watch their assets in real time, and reduce insurance premiums.

### Workforce

Microcomms currently has 32 employees, all of whom were recruited locally. Simon Murley said that it has never been a problem to find staff with IT skills who live in Cornwall and who have a strong commitment to the county. “A lot of people move up to London at an early stage in their career and then come back to settle in Cornwall.”

### Clients

Microcomms client list includes many prestigious national and global names, including the multinational pharmaceutical company Reckitt Benckiser, Motorola and Longleat Safari Park. Local clients include Rick Stein and the Eden Project, for whom they designed and installed network solutions.

### Technology

As a leader in the field of communications, Microcomms is very aware of the importance to business of new technology. Microcomms’s HIPT clients have access to a highly sophisticated online telephone service for a monthly license fee and no expensive outlay on equipment, something which is particu-

larly attractive to small businesses. Through its involvement with actnow, Microcomms has seen first hand the commercial advantages that broadband has brought to businesses in Cornwall. Simon Murley described how broadband has acted as a catalyst for an “explosion of talent” in the county, with pockets of highly skilled IT workers being created as people relocate.

### Support

Microcomms has received investment funding from Finance Cornwall, which has allowed it to research and develop new products, and also to make a real push on marketing and sales. Help with marketing has also come from Cornwall Pure Business. Simon Murley said, “We were included in the ‘meet the supplier’ event at the Tate Gallery in London and have had some excellent networking opportunities.” The company has also benefited from being part of the thriving business community in Cornwall. “As soon as you are doing something well, it’s not long before other people get to hear about it.”