

# Telstra crystallises communication for The Diamond Trading Company



‘The service has been very good – both proactive and highly effective. As far as I’m concerned, Telstra is the telecoms industry’s best kept secret’

Lee Shaw, Telecommunications Manager, The Diamond Trading Company

The name De Beers has become synonymous with the word diamond ever since De Beers Consolidated Mines was established in 1888 and the ‘Big Hole’ in Kimberley, South Africa was first mined.

Since those pioneering days, De Beers has set the standard for the diamond industry worldwide, dominating mining, distribution and, through its famous ‘a diamond is forever’ advertising slogan, marketing as well.

The Diamond Trading Company, based in London, is De Beers’ subsidiary valuation, sales and marketing arm, selling 60% of the world’s rough diamond production. Through its Diamond Information Centre and Forevermark website, the Company also promotes education about the industry and gives help and advice to consumers who are looking to buy that ultimate token of love – a diamond ring.

Telstra. We let you talk business. 0800 856 2120 [www.telstra.co.uk](http://www.telstra.co.uk)

## CASE STUDY

### Why Telstra?

Prompted by a plummeting level of service and a reactive approach from its existing supplier, in 2002 The Diamond Trading Company made the decision to move its voice and data systems to a new supplier. Lee Shaw is clear in his analysis of what was needed. 'The company we were using was simply not up to scratch. I wanted to work with an organisation who offered a balance between quality and price-performance.'

Lee felt that very few companies could meet his requirements but had heard glowing reports of Telstra's capability - notably its high service levels. Telstra also offered good network coverage and an ability and appetite to deliver an integrated package of services that would meet the needs of the business.

### The Success

The solution provided to The Diamond Trading Company by Telstra combined outbound voice and international data services. By running everything across a single port in the UK, inventory management is now easier and the Diamond Trading Company has, as result, much greater control over its communications.

### The Services

#### Voice

**Outbound** – The Diamond Trading Company chose Telstra's outbound calling system to help reduce their national and international call costs and ensure a fast and dependable service

#### Data

**Global Frame Relay** – a private network increasing global reach and cost-effectively connecting The Diamond Trading Company's offices in London, Antwerp, Lucerne, Hong Kong and Viseu in Portugal

**Internet** – fast and reliable internet access enabling staff to browse and customers to keep up to date with market movements via the Telstra extranet

**Dial-up IP** – this independent link into the network means that Diamond Trading Company staff can send and access e-mail and use the company's pricing, sales and CRM applications wherever they are in the world

#### Billing

**Billing meets The Diamond Trading Company's business needs** - Dial-up IP is on a usage / geographic basis and Global Frame Relay on a fixed price