

BSkyB plugs into UTLnet

BSkyB recently moved its warehousing and in-night distribution to UTLnet – the integrated field service platform from UTL and ByBox. Euan Smith, Head of Manufacturing and Logistics at BSkyB, explains why BSkyB chose UTLnet.



Euan Smith, BSkyB

What was important to BSkyB?

“If I had to distil it down to the really critical components, it would be:

- ▶ *Combination of manned and unmanned collection points (branch and box)*
- ▶ *Up to 15km drive distance for our engineers to their collection points*
- ▶ *Delivery by 7:30am the day after the order was placed*
- ▶ *Complete traceability of stock through a single systems interface*
- ▶ *Ability to cope with large volumes of stock and engineers*
- ▶ *Totally integrated platform, from billing to relationship management*
- ▶ *Six day operation*
- ▶ *Value for money”*

Why was UTLnet the right choice for BSkyB?

“The simple answer is that UTLnet was the only solution that could deliver what we needed, when we needed it, all on one integrated platform. We may have been able to buy each piece separately from several different suppliers, but this has disadvantages and typically high-risk.

The UTL culture was also reassuring. There is a real sense that the UTL people are genuinely committed to delivering on the promise that we had been sold.”

Which components of UTLnet are being used by BSkyB

“Pretty much all of it! Specifically:

- ▶ *Warehousing and stock management*
- ▶ *Pre-7:30am delivery into UTL branches and ByBox drop boxes*
- ▶ *Strategic storage via UTL Forward Stock Locations*
- ▶ *48-hour return of stock back from the engineers*
- ▶ *Integrated environment – single billing, central reporting, central support and single point of system integration.”*

What was the reality behind the sales pitch?

“The fairest way to answer that is to look at the facts:

- ▶ *The transition to UTLnet was managed in four stages, each with an aggressive deadline; UTL and ByBox met every deadline with no disruption to BSkyB’s business*
- ▶ *The six-day pre-7:30am delivery performance has beaten the SLA’s that we set UTL*
- ▶ *UTL’s warehouse and order management processes have achieved the target of a next-day service, right from day one, even as we ramped up rapidly to full volumes.*

It is also important to factor in the views of the engineers on the ground. Again, the feedback from day one has been very positive.”

