



**PRS For Music**

CASE STUDY

## Helping transform how the business works with a flexible voice and collaboration solution

### The customer:

#### Representing the rights of music writers and publishers

PRS for Music represents the rights of songwriters, composers and music publishers in the UK and around the world. As a membership organisation it **works** to ensure that creators are paid whenever their musical compositions and songs are streamed, downloaded, broadcast, performed and played in public. With over 100 representation agreements in place globally, PRS for Music's network represents over two million music creators worldwide. In 2017, 6.6 trillion performances of music were reported to PRS for Music with £717m collected on behalf of its members, making it one of the world's leading music collective management organisations.

### The challenge:

#### Finding a new way of working

The organisation was facing an office move and recognised an opportunity to change the way it worked, as Rob Bruce, Head of Technology and IT Support at PRS for Music, explains:

"We had a traditional PBX system, so everyone had a phone on their desk that they were virtually chained to. As we were moving offices, we were looking for a completely new voice capability so that we could work flexibly and collaborate anywhere, but still be fully part of the team.

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**"People often think of flexible working as being able to work from home, but for us, flexible working is everywhere..."**

**- Rob Bruce, Head of Technology and IT Support**

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"it gives our staff the tools to work effectively outside their usual location, whether that's our other offices, or at home, or anywhere they need to be. We wanted to get to a stage where your office is in your bag and you're fully connected with your PC and email and so on, but also your voice services too."

PRS for Music decided to roll out Skype for Business as part of the office move and a wider refresh programme, but needed to find a way of implementing and managing it that would be straightforward and cost-effective.

## The solution:

### A hosted model with on premises-level functionality

After an extensive RFP process, **PRS for Music** chose CenturyLink to provide telephony and collaboration to around 900 users with Skype for Business. The organisation selected CenturyLink because of its ability to offer the functionality of an on-premises solution (such as adding on call recording), along with the benefits, the price point and the predictable costs of a hosted solution.

“We didn’t have the expertise in-house to roll this kind of solution out,” recalls Bruce. “We selected CenturyLink (then Level 3) because we could essentially hand over the whole telephony and collaboration piece to them. Through its expertise and its links across the telecoms industry, CenturyLink could give us a turnkey solution that migrated our staff from the classic PBX model over to a hosted client model.”

## The benefits:

### More flexibility and less IT management

#### Freeing up IT resource

The new Voice Complete solution freed up **PRS for Music’s** IT team to work on other priorities instead of maintaining the new voice and collaboration tools, and it no longer has the burden of retaining the relevant skills in-house.

“We moved away from a classic on-premises exchange with the IT team managing it and looking after all the servers, patching them and upgrading them and all the tasks that keep IT teams fully employed in most organisations,” says Bruce. “That allowed us to move IT away to focus on different things, and we don’t need to maintain the skills to carry out detailed technical activities.”

The hosted solution helps to avoid the potential complexity of running voice and collaboration services across more than one site, and the organisation does not have the burden of managing multiple vendors. The solution is transparently supported by CenturyLink’s open and honest relationship with **PRS for Music**.

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**“In reality, tasks like making configurations wouldn’t happen as often and would take longer if we were doing them in-house – that’s a big saving in terms of time.”**

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“Another benefit of the hosted model is that we’re not having to justify upgrades or changes in terms of cost,” adds Bruce. “The service continues to adapt and develop as more capabilities come along, and we get that as part of the solution. The IT team are also free to focus on helping people use the tools as they evolve, so that the staff and the business gain the maximum value from them.”



### Business flexibility

With Skype for Business from CenturyLink, it's much easier for the organisation to make changes and relocate as the business grows and evolves and the needs of staff and customers develop.

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**“Historically, office moves were a huge effort, and moving all the phones and IT was a big headache, but now, from a user perspective you just move your laptop to the new location and plug it in, and you’re ready to go again. IT are much less involved, so property decisions can be made without having to factor in such a lot of IT cost.”**

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### Effective working from any location

“With Skype for Business, place becomes much less relevant,” comments Bruce. “We’ve reached a stage where employees have almost forgotten to think about what location their colleagues are in, since everyone can collaborate and share data easily wherever they are.

“This means that even if someone’s train is delayed, or they have elected to work flexibly, they can still join a call. So working together is very, very simple: collaboration is effectively one click away every time.”

The success of the solution has contributed to **PRS for Music** winning two Real IT Awards for their wider transformation project.



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