



# Case Study: Cable & Wireless Guernsey

## Institution:

Cable & Wireless Guernsey

## Sector:

Telecommunications /  
Telephone Directory  
Production

## Contact:

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## Applications

CLIM8  
CLIM8 Directories

## Key Benefits:

- Facility to hold all directory data within one system, including display advertising data
- Data can be extracted to populate other mediums
- Speed and accuracy of reporting on any feature
- Facility to extract charges and billing data

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## The Company

Cable & Wireless Guernsey (www.surecw.com) is the Channel Islands leading provider of mobile, landline, broadband and business communication services. They are a corporate responsible company who are the official sponsor of the Guernsey Football Leagues and a proud sponsor of the Guernsey Swimarathon, which raises thousands of pounds for charity every year.

*“There was much consultation development and pre-planning to convert the existing data accurately. Due to PPD’s resolve and attention to detail, the migration of data...went through without any difficulties whatsoever, and directory production continued virtually ‘business as usual’. Over the 8 or so years that our CLIM8 directory database has been operational we have never been without support from PPD, 365 days, 24/7. PPD support is second to none and their knowledge, IT skills and experience, particularly relation to CLIM8, is vast”*

Laura Jeffrey  
Editorial Manager  
Information Services



## The Challenge

Their original directory database, which was utilised since the early 1970’s to hold all directory data for publishing, was severely limited in its capabilities. It was inflexible and non-Y2K compliant. A replacement was sought to handle the growth in mobile communications, the complexity of numeric requirements and the requirement to integrate with the directory enquiry services.

## The Solution

By working closely with Cable & Wireless Guernsey we were able to fully understand their business needs. Following numerous meetings between Guernsey Telecoms, now Cable & Wireless, it was ascertained that bespoke directory module could be developed. The user-friendly system features numerous search criteria and the facility to extract data, including charges. This assisted them in producing information more efficiently.



CABLE & WIRELESS