



Halfords – Saving money, improving performance and implementing strategic communications solutions.



“Our relationship with Amillan has allowed us to make a gradual migration to new telephony solutions while protecting our investment in existing systems. We work in true partnership and Amillan take a proactive approach in our business, suggesting ways in which we can enhance our performance with better communications.”

Mark Nisbet,
Contracts Manager,
Halfords.



Halfords is the UK’s leading retailer in car maintenance, car enhancement and leisure, including cycles, accessories and outdoor leisure equipment. It differentiates itself through it’s national store portfolio, broad range of products, competitive pricing, a fitting service for products sold, customer service and a strong brand.

There are over 460 stores across the UK with a number of sites also extending across Europe. Halfords are undertaking a store refurbishment program to keep stores looking fresh and modern and to help attract new customers from the growing number of car and cycle enthusiasts.

The Challenge

Over time as Halfords expanded, so did the portfolio of telephone systems in the stores. With many vendors and different models, the maintenance costs for telephony were spiralling and the administration involved with multiple contracts was tedious and time consuming.

In line with the store refurbishment, Halfords wanted to replace telephone systems with a single vendor solution for all stores. But until the refurbishment program reached every store, older stores would still need to be maintained.

An energy management system was also needed to help reduce the running costs of stores and to make the energy intensive stores more economical in their power usage. This needed a broadband connection into the stores.

With stores all around the UK and in Europe, Halfords needed a technology partner to help the business to move forward into the IP centric world.

The Solution

Amillan provides a range of solutions and services to Halfords to address the communications and infrastructure challenges in the business.



Halfords has the peace of mind that Amillan can address their communications challenges and provide strategic solutions to take the business into the future.

System replacement

As stores are refurbished or as telephone systems go end-of-life Amillan replaces them with Alcatel-Lucent OmniPCX Office systems. Over 40 stores have already been upgraded with 14 of these being completed in a two week period. This is the strategy for the UK and Europe where Amillan has already replaced systems in Ireland and the Czech Republic.

Maintenance on demand

Amillan provides maintenance for all the telephone systems without putting each one under contract. This provides Halfords with the peace of mind that while the refurbishment program makes it's way around the stores, the telephone systems will continue to work smoothly. Amillan has the skills and the equipment to fix or replace systems as required.

Broadband connectivity

Amillan installed broadband at 80 sites to support a power monitoring system to help reduce the running costs of the most power intensive stores.

Being able to provide the full range of communications and infrastructure solutions, means that Amillan can work in true partnership with Halfords to help them to make the most of technology.

The Benefits

There are many tangible benefits associated with the solutions that Amillan provides to Halfords. As well as these, the working relationship between the two companies gives Halfords the peace of mind that their communications challenges can be addressed and strategic solutions can be provided to take their business into the future.

Reduced cost

A 25% saving on maintenance has been achieved by using maintenance on demand.

Strategic communications

Halfords has a European strategy to replace old telephone systems with Alcatel-Lucent systems. This will provide standardised systems across all stores once the refurbishment program is complete.

Simplified management

Stores with new systems are now easier to manage and administrate centrally. Once all stores have new telephone systems the communications infrastructure will be greatly simplified.

The Future

As the refurbishment program continues and more stores use the Alcatel-Lucent systems, the benefits will continue to increase and open more opportunities to incorporate new technologies to further improve the business performance.

