

CASE STUDY: Information Technology Management

INDUSTRY: Entertainment

Fast-paced entertainment world requires seamless staff connectivity

Queensland Theatre Company (QTC) is the state's flagship professional theatre company. The company has a strong focus on encouraging theatre as an art form and runs a detailed programme of regional tours, workshops and events designed to spark an appreciation of theatre at all levels – from school and community groups right up to internationally acclaimed productions.

Challenge

QTC operates a complex business across multiple sites, which requires an agile and responsive information and communication technology (ICT) system. In addition to frequent travel requirements, their team is split geographically, with production managers spending significant time at QPAC theatre and other locations while finance, marketing, philanthropy and corporate development employees are located at the main office at West End.

In order to operate more efficiently, maximise their time and eliminate unnecessary administrative functions, QTC required an ICT solution that would facilitate staff connectivity and provide greater oversight of where key staff were located. As their longstanding IT service partner, they approached Datacom to implement an enhanced internal communication system that would enable them to deliver on their aims and operate as an efficient and flexible business.

Solution

In the time-poor, competitive entertainment industry, people constantly juggle a variety of tasks and projects and need their ICT systems to work seamlessly with their day-to-day functions. Datacom's unique understanding of the QTC's business requirements allowed us to recommend Microsoft Lync 2010 for its user practicality and focus on connectivity.

The enterprise edition allows maximum flexibility and adaptability for QTC employees and facilitates secure communication with employees offsite. In addition, a second server located in a DMZ allows secure remote and mobile access, providing further functionality for busy QTC staff.

As a result, the QTC staff have an ICT solution that has enabled them to keep pace with their busy and demanding industry. They're able to see at a glance where their staff are, arrange conferences and meetings and keep in touch with staff who are working offsite or touring regional Queensland. This means they can dedicate more time to their core business: developing relationships with stakeholders, customers and fostering theatre in Queensland – an immeasurable benefit.

Technologies delivered

Datacom implemented Microsoft Lync 2010 to allow Queensland Theatre Company to collaborate more effectively.

Partnership

Datacom's collaborative approach and in-depth understanding of QTC ensured that from initial consultation right through to completion, the implementation of Lync did not impact on their business-as-usual operations and integrated smoothly with existing software.

“Datacom understand our business issues and identified a practical solution that is tailor-made to meet our requirements. They address our specific needs and explain business solutions simply and clearly.”

Michael Cullinan – **Chief Financial Officer**