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British Airways Rolls Out Unified Comms

News Publication Date: **31 October 2007**

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By Rhonda Ascierio

British Airways has deployed a unified communications platform from CommuniGate Systems to connect its 30,000 frontline employees via email and web-based messaging.

Financial terms of the deal were not disclosed. British Airways said the CommuniGate Pro platform enabled its workers to access email from any web browser. The airline said this was important because much of its staff was mobile, with employees working in the cabin, on the tarmac, and in baggage and maintenance areas, rather than behind a desk. In the past, these "frontline" workers did not have access to company e-mail.

British Airways said it had a series of field trials with its customer service, in-flight service, flight operations, and engineering units before deployment. The airline said the improvements to its communication channel were particularly valuable during last year's security changes at London's Heathrow airport. The messaging system enabled it to send emails every two hours to its entire staff, including those who previously had been difficult to reach.

"It works because it contains vital services, is easily accessible and above all, is easy to use. So, guess what, people use it," said British Airways CIO Paul Coby.

CommuniGate Pro is standards based and is scalable from 5 to 50 million users.

Anne-Catherine Torlet-Lucie
Press Index Ltd

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