

# Mobile-first culture at NatWest Group

## Reducing telephony costs and enhancing business agility

### Modernising business communications

NatWest had a vision to create a truly mobile and connected workforce. The banking giant needed to support hybrid workstyles while ensuring the very best experiences for clients in its home markets and across Europe, Asia and North America. In its Edinburgh HQ, traditional desk-based business telephony was proving a high cost barrier to this ambition. The site's 6000 users needed to go mobile.

### Operational continuity with mobile connectivity

As with many large campus-based sites, building design impeded the signal from mobile network operators. Dropped calls, low data speeds and coverage 'not spots' were common. A major indoor coverage and capacity boost was needed before the migration from desk phones could begin.

Following initial unsuccessful attempts to install the planned Distributed Antenna System (DAS), Cellnex UK was engaged to take ownership of the works. Cellnex UK reconfigured and enhanced the solution, managed the relationships with the operators and ensured the swift deployment of a Zinwave active DAS with multiple operator (EE & O2) connectivity. With the project a success, Cellnex UK has been retained as the preferred partner for operations and maintenance ever since.

With site-wide mobile voice and data connectivity in place, NatWest was able to confidently replace its legacy phone system and reduce its telephony costs. Perhaps more significantly, the bank has been able to embed a new and more flexible mobile-first culture – an evolution that showed its true value during the COVID-19 lockdowns and when its people returned to work.

For more on how Cellnex In-Building Solutions enhance the experience in offices and campus-based sites, visit <https://www.cellnex.com/gb-en/solutions/hospitality-realestate/>



### Benefits and outcomes

- ✓ **Delivers reliable** 2G, 3G & 4G coverage and capacity from UK mobile network operators.
- ✓ **Assures fast, reliable** voice and data connectivity throughout NatWest's Edinburgh HQ.
- ✓ **Provides the foundations** for a business-wide move to new ways of (hybrid) working.
- ✓ **Seamless 'business as usual' migration** from legacy desk-based telephony.
- ✓ **Creates a futureproof** mobile infrastructure able to flex as requirements change.