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# Customer Success Story

## Midlands Air Ambulance Charity



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### Overview

Midlands Air Ambulance Charity provides critical pre-hospital care across 6 counties in the Midlands, responding to emergencies ranging from road traffic collisions to cardiac incidents. Since its establishment in 1991, Midlands Air Ambulance Charity have completed over 78,000 lifesaving missions with their 3 air ambulances and a fleet of critical care cars. Entirely funded by community and business donations, the charity operates solely on annual fundraising with a target of £16 million in order to sustain their vital services.

When Midlands Air Ambulance Charity relocated to their new state-of-the-art headquarters, they partnered with EBC Group to ensure their IT systems could support their lifesaving operations without disruption. EBC Group played a crucial role in the project, designing and implementing robust IT infrastructure while collaborating closely with Midlands Air Ambulance Charity and the construction team to meet tight deadlines. Thanks to EBC Group's expertise, the relocation was seamless, allowing staff to carry-out their critical work as normal. With ongoing support and tailored solutions, EBC Group continues to ensure that Midlands Air Ambulance Charity's IT systems remain secure, efficient, and aligned with their mission to save lives.



*"EBC Group ensured that they had staff at our new HQ when we were physically transferred over, ensuring a smooth transition"*

### About Midlands Air Ambulance Charity

Since 1991, Midlands Air Ambulance Charity have responded to more than 78,000 missions, making them one of the busiest air ambulance services in the UK.

Midlands Air Ambulance Charity operates from strategically located regional airbases at Cosford in Shropshire, Strensham on the Worcestershire/Gloucestershire border and Tatenhill in Staffordshire. Each aircraft carries a crew comprising a pilot, two paramedics or a paramedic and flight doctor, plus full life-support medical equipment. Three rapid response vehicles are deployed when the helicopters are unable to fly, due to bad weather for example.

Midlands Air Ambulance Charity's mission is to provide patients with outstanding pre-hospital care and lifesaving intervention through the operation of helicopter-led emergency medical services (HEMS) - they will continue to save more lives and improve survivors' quality of life through the provision of a comprehensive, transparent, clinical and operational helicopter led emergency service aligned to changing patient need and demand.

### Challenges at a Glance



**Centralising Operations:** Relocating to a purpose-built headquarters to bring clinical and non-clinical staff together under one roof for the first time.



**IT Infrastructure Requirements:** Ensuring the new facility had a robust IT system capable of supporting lifesaving operations without disruption.



**Critical Operational Needs:** Delivering seamless communication, security, and efficiency to meet the demands of their high-pressure work.



**Construction Integration:** Coordinating with the construction team to integrate IT systems into the new building's infrastructure effectively.



**Tight Deadlines:** Completing IT system integration within strict timeframes while maintaining operational capability.



**High-Stakes Impact:** Avoiding delays or issues that could jeopardise Midlands Air Ambulance Charity's ability to respond to emergencies.



**Trusted IT Partnership:** Finding an experienced IT provider to design and implement tailored solutions for their unique requirements.



## Solutions at a Glance



**Expert IT Consultation:** EBC Group joined the project team early, offering expertise in IT infrastructure and design to guide the development process.



**Collaborative Approach:** Worked closely with Midlands Air Ambulance Charity and the construction team to meet IT requirements at every stage of the building's development.



**Comprehensive IT Solutions:** Delivered services including connectivity solutions, hardware installation, and the implementation of robust cybersecurity measures.



**Dedicated Project Management:** Assigned a single project manager to streamline communication, align goals, and ensure all stakeholders were kept informed throughout the process.



**Proactive Problem-Solving:** Addressed potential challenges before they became issues, minimising delays and ensuring a smooth project progression.



**Seamless IT Transition:** Coordinated remote working arrangements for staff prior to the move, ensuring uninterrupted operations during the relocation.



**On-Site Support:** Oversaw the IT transition on moving day, ensuring systems were fully operational and providing immediate support for staff queries or technical issues.

## The Challenge

Relocating to a purpose-built headquarters marked a significant milestone for Midlands Air Ambulance Charity. For the first time, the organisation's clinical and non-clinical teams would operate under one roof, fostering better collaboration and operational efficiency. This move represented an exciting opportunity to enhance Midlands Air Ambulance Charity's capabilities and infrastructure, aligning their physical workspace with their mission to provide critical, lifesaving services to the community.

However, the relocation introduced a unique set of challenges that required careful planning and precise execution. A primary consideration was the need for a robust IT infrastructure that could support Midlands Air Ambulance Charity's vital operations without disruption. With an average of 12 emergencies responded to daily, their IT systems needed to ensure seamless communication, uncompromising data security, and reliable operational efficiency. These requirements highlighted the importance of a solution tailored specifically to Midlands Air Ambulance Charity's critical needs.

Another significant challenge was the integration of IT systems into the new building's infrastructure. The headquarters, constructed from the ground up, required a technology framework that could be seamlessly incorporated into its design. This necessitated close collaboration with the construction team throughout the project. Every stage of development needed to account for the complex technical requirements that would enable Midlands Air Ambulance Charity to maintain uninterrupted emergency response capabilities.

Adding to the complexity were the tight deadlines for completing the integration. Any delays or system issues could directly impact Midlands Air Ambulance Charity's ability to respond to emergencies, where every second counts. The high stakes demanded a proactive approach to anticipate and address potential challenges before they could arise. These pressures made it essential for Midlands Air Ambulance Charity to partner with a trusted IT provider capable of managing both the technical intricacies and the time-sensitive nature of the project.

EBC Group was chosen to lead this critical transition due to their expertise and proven track record in delivering managed IT solutions. By designing a tailored strategy, coordinating with all stakeholders, and ensuring seamless implementation, EBC Group enabled Midlands Air Ambulance Charity to relocate with confidence. Their reliable IT systems not only supported the charity's day-to-day operations but also enhanced their ability to focus on their core mission—saving lives.

*“James Whitehouse, Midlands Air Ambulance Charity's Account Manager is very responsive. He even responds outside of normal office hours!”*

## The Solution

EBC Group played a pivotal role in Midlands Air Ambulance Charity's relocation by becoming an integral part of the construction project team from the very beginning. Their expertise in IT infrastructure and design ensured that the charity's technology needs were fully considered during the building's development. From implementing advanced connectivity solutions to installing essential hardware and robust cybersecurity measures, EBC Group's proactive approach laid the foundation for a seamless transition to the new headquarters.

To streamline the process and maintain clear communication, EBC Group assigned a dedicated project manager to oversee the relocation. Acting as the single point of contact, the project manager facilitated collaboration between Midlands Air Ambulance Charity, the construction team, and EBC Group's specialists. This coordination ensured that all parties were aligned on objectives and timelines, enabling the project to move forward efficiently while minimising potential disruptions.

EBC Group's hands-on involvement extended to the critical day of the move. Their team was on-site to supervise the IT transition, carefully managing the logistics of shifting operations to the new headquarters. To ensure continuity, remote working arrangements were set up for staff in advance, allowing Midlands Air Ambulance Charity to maintain their essential operations without interruption during the transition.

By the time Midlands Air Ambulance Charity's employees returned to the new facility, all IT systems were fully operational and ready to support their lifesaving work. EBC Group's team remained on-site to provide immediate assistance, addressing any technical queries or issues as they arose. This on-the-ground support ensured a smooth start for the charity in their new headquarters and reinforced the reliability of their IT infrastructure.

The success of this relocation was a testament to EBC Group's meticulous planning and execution. By anticipating challenges and maintaining a strong collaborative focus, they delivered a seamless experience for Midlands Air Ambulance Charity. The partnership not only facilitated a smooth transition but also provided the charity with a robust and reliable IT foundation that will continue to support their vital mission for years to come.



## Why EBC Group?



**Award Winning IT Provider:** EBC Group's team and projects have been recognised by a number of IT industry awards, including Managed Service Provider of the Year.



**Reliable and Responsive:** EBC Group's ability to provide quick turnaround times for quotes and support requests ensures needs are met without delay.



**Experienced Team:** With a deep understanding of Midlands Air Ambulance Charity's unique operational requirements, EBC Group delivered tailored solutions that perfectly fit their needs.



**Seamless Integration:** Meticulous planning and execution minimised disruption during the relocation project, ensuring staff could transition effortlessly.

## The Experience



### Project Management:

EBC Group's project manager demonstrated exceptional organisational and communication skills, providing regular updates and ensuring transparency throughout the relocation. This level of engagement gave Midlands Air Ambulance Charity confidence that their critical IT needs were being handled with care and precision.



### Planning and Execution:

EBC Group's meticulous planning and foresight were instrumental in the project's success. They anticipated potential challenges, such as system downtime or connectivity issues, and implemented pre-emptive measures to mitigate them. This proactive approach ensured the relocation was completed smoothly and efficiently.



### End-User Satisfaction:

The transition was so seamless that Midlands Air Ambulance Charity staff were able to carry-out their work, with minimal awareness of the extensive efforts involved. This outcome highlighted EBC Group's expertise and commitment to delivering a flawless experience for their clients.



## Post-Implementation and Support

Following the seamless and successful relocation of their operations, Midlands Air Ambulance Charity quickly transitioned to normal business activities, with no lingering IT issues to disrupt their workflow. Thanks to EBC Group's meticulous planning and execution, the migration process was smooth, and the systems were fully operational from day one.

EBC Group's ongoing support has played a pivotal role in ensuring that Midlands Air Ambulance Charity's IT infrastructure remains robust, reliable, and adaptable to any evolving business needs. The consistent availability of expert assistance has allowed Midlands Air Ambulance Charity to focus on their core objectives, with the peace of mind that their technology is in expert hands.

James Whitehouse, Midlands Air Ambulance Charity's dedicated account manager, has been particularly instrumental in maintaining this high level of support. His proactive approach, coupled with his deep understanding of Midlands Air Ambulance Charity's unique requirements, has made him a valued partner within the organisation. Known for his exceptional responsiveness, James consistently goes above and beyond to address any queries or concerns that arise, often outside of standard business hours. Whether it's providing immediate solutions to technical issues or offering strategic advice for long-term IT growth, his dedication has been unwavering.

This consistent and personalised support has helped solidify Midlands Air Ambulance Charity's confidence in EBC Group as their trusted IT partner, ensuring that their technology continues to work seamlessly, now and into the future. James' ongoing commitment has fostered a deep sense of trust, positioning EBC Group as not just a service provider, but as a crucial partner alongside Midlands Air Ambulance Charity.

***We are very pleased with the support EBC Group provides to our business. The seamless relocation and the ongoing support have exceeded our expectations, allowing us to focus on what matters most—saving lives.***

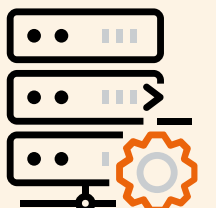
## Future Goals

Looking ahead, Midlands Air Ambulance Charity remains steadfast in its commitment to innovation and security within its IT infrastructure. By leveraging the expertise of EBC Group, they are proactively addressing the evolving needs of their organisation and the wider challenges of the modern technological landscape.



Current initiatives include significant advancements in cybersecurity, such as bolstering the security of their VPN connections to ensure secure and seamless remote access for their teams. Additionally, the organisation is rolling out the AuthPoint authenticator across all laptops, enhancing protection against unauthorised access and reinforcing their multi-factor authentication protocols.

These strategic improvements are designed not only to safeguard Midlands Air Ambulance Charity's critical data but also to optimise operational efficiency, ensuring that their IT systems are resilient, agile, and scalable. By prioritising these advancements, Midlands Air Ambulance Charity aims to remain at the forefront of technological innovation, enabling their team to focus entirely on their core mission of saving lives and delivering exceptional care to those in need.



**Sales Enquiries**  
**0121 368 0119**



**221 Hagley Rd,  
Halesowen, B63 1ED**



0121 368 0154



hello@ebcgroup.co.uk



www.ebcgroup.co.uk