

Case Study

Challenge

Daisy Group has a long history of acquisitions, often two or three in the same year. Incorporating new products, services and sales teams at this pace was becoming difficult, as was the challenge of managing many and disparate systems housing technical information and legal documentation. The team at Daisy Group realized they needed a platform that would help them achieve their vision of a streamlined customer experience – one that was consistent from quote to delivery. The key was to drive unification and standardization across the enterprise so that sales, sales engineering, operations and finance were all on the same page. After looking to the market for solutions, Daisy Group selected servicePath CPQ.



“With a continued focus on growth we needed to build a scalable sales architecture to allow us to quickly absorb the products and services from newly acquired companies. We needed to move away from the incumbent processes and multiple pricing tools. The servicePath CPQ platform gives us a simple user interface, configuration flexibility and workflow consistency that we need.”

– Richard Beeston,
Head of Product at Daisy Corporate Services.

Top Benefits Achieved

- **Faster** – Average sales cycle was reduced for products loaded into the system
Consistency for customers – Quotes are now consistent across the company
- **Standardization** – Pre-built rules and solution components reduces internal friction. Standard proposals now pass through the organization quickly and easily
- **Smooth Operations** – Handoff between sales and operations is now much smoother. Visibility into quotes means operations can anticipate the project staffing required
- **Easier Acquisitions** – Templates and workflows built into the system means future acquisitions will be quicker and easier to incorporate

Daisy Group Overview

Daisy is a group of independent businesses providing digital infrastructure products, services and solutions to more than 360,000 indirect and direct customers. When Daisy Group was first established in 2001, it had a simple business model, to be an alternative provider of telephone lines and calls for UK-based small and medium-sized businesses. Over the last decade Daisy has developed through a combination of organic and acquisitive growth. Today the Daisy businesses manage almost 1,000,000 business mobile connections, over 750,000 business fixed line and data connections, operate a UK network of business continuity and data centres, and delivers communications, IT and cloud services across the UK and internationally.

The Solution Journey

The team at Daisy Group started with a simple goal - to bring clarity to the sprawling list of products and services offered by the company. For Sales, this clarity would not only reduce the time it took to create proposals, it would also ensure that what they sold was delivered by the Operations team. The latter was a growing problem for Sales having to use out of data systems this often resulted in configuration rework at the start of customer projects – and concerns over the customer experience.

When the Daisy Group began their search for a CPQ solution, they focused on two key requirements: flexibility and scalability. Given the number of potential acquisitions, Daisy Group needed a solution that could easily and quickly incorporate new product lines as well as pricing schedules. Given the planned expansion of their product offerings and the constantly changing nature of IT solutions, they needed a platform that was easy to maintain and could scale up as their business grew.

In the end, servicePath was selected because:

- It could scale and adapt to meet the company's future needs
- Each quarter the platform is updated with the latest features
- The user-interface is simple and straightforward. Even the most complex quotes can be managed on the platform
- It truly saved the time of key resources, allowing them to focus on retaining and growing existing customers
- Outstanding customer support and commitment by company executives to continually improving the product as well as processes
- The servicePath team had first-hand experience and Industry knowledge removing the need to explain the challenges of a service provider wasting valuable time

By implementing servicePath CPQ, Daisy Group was able to drive standardization across their entire portfolio including: technical configurations, legal terms and accompanying services required for the quoted technology. The hand-offs between Sales and Operations are now much smoother and real-time visibility into quotes helps the Operations team anticipate staffing requirements – something that had been almost impossible to do prior to servicePath.

With servicePath in place, it will be much easier for the team at Daisy Group to incorporate new products and solutions from acquired companies. They now have standardized naming conventions, SKUs, legal terms, etc in the system which eliminates debate on how new components are added to the Daisy solution catalog. Acclimating new salespeople is also much easier now that everything is in a single platform that is easy to use. Because of this, Daisy can react faster than competitors to changing customer requirements and offers a better, more consistent experience.

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“The team at servicePath is top-notch. They helped to guide us through the process of applying their platform to solve the problems we were having. Their guidance was beneficial and accelerated our implementation. They kept us on track, didn't let us chase too many rabbits and warned us when our ideas would have made the system difficult to maintain.”

– Richard Beeston, Head of Product at Daisy Corporate Services.

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About servicePath

servicePath is on a mission to eliminate the use of spreadsheets and poorly implemented CPQ software for configuring solutions at technology companies. Companies that are serious about accelerated growth choose servicePath's cloud-based Configure Price Quote (CPQ) platform. The platform smoothly handles complex pricing models, multi-step approval processes and complex technology + service configurations. servicePath clients have shortened proposal times by as much as 90% and reduced their financial risk by \$Millions. The company serves clients in the US, Canada, Europe and the Middle East. Frictionless sales starts with servicePath.

About Daisy Group

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