



daisy.

CORPORATE SERVICES

Daisy Corporate Services

#1 independent provider of
IT communications and Cloud

CLOUDMORE CASE STUDY



The Client

Daisy Corporate Services (DCS), part of Daisy Group, is the UK's largest independent provider of IT, communications, and cloud services. DCS supports the UK's public and commercial sectors, offering an extensive range of solutions to streamline legacy IT—from connectivity services to business continuity, cloud, and hosting services. DCS is also a Microsoft Direct CSP with ambitions to increase revenue for Office 365 and Azure.

The Challenge

"Office 365 and Azure were still a relatively new product set when Daisy first approached Cloudmore," explains Sales Manager, Dyfed Wallis, Daisy's first point of contact when the company reached out to Cloudmore. "And, since the line of services was still new, Daisy's staff were relying on existing business systems and manual processes to set pricing, reconcile Microsoft billing, and add and amend customer subscriptions."

Most of Daisy's customers are large organizations with 250 staff or more. So, as more support tickets to make changes to Office 365 subscriptions came in from customers—including adding new subscriptions and changing existing subscriptions—the service desk began to feel the pressure, and response times started to slow.

"The process we had in place was very manual, very clunky, and didn't deliver a good customer experience. Inevitably, members of the product team also had to step in to help the service desk,

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which put a burden on their world," shares Richard Beeston, DCS's Director of Product.

The high levels of activity around subscription changes also compounded the billing challenge. "For a company like Daisy, dealing with customers who have large numbers of employees, the volume of billing data produced, related to the mid-billing cycle changes, had the potential to grow and overwhelm both customers and finance teams," says Wallis.

Daisy required a solution that could free up the service desk and enable customers to quickly self-serve. The company also needed to simplify billing so that the finance team could promptly send out accurate invoices and offer customers a clear and comprehensive breakdown of their Office 365 and Azure fees.



Why Cloudmore?

“By implementing self-service, Daisy knew that customers could be more agile. They’d also benefit from being able to log in and see their subscription billing details,” says Wallis.

Daisy also wanted a multi-tenant solution ‘as a service’ so that their time to value could be reduced, costs could be accurately predicted and it would facilitate scale, while keeping customer/tenant data separate and secure.

“We looked at quite a few solutions,” explains Beeston. “Some weren’t multi-tenanted, quite a few of them required further development work, and one or two of them were just too expensive. We had a commercial model in mind, measured everybody using the same yardstick, and it transpired that Cloudmore was clearly better than the others.”

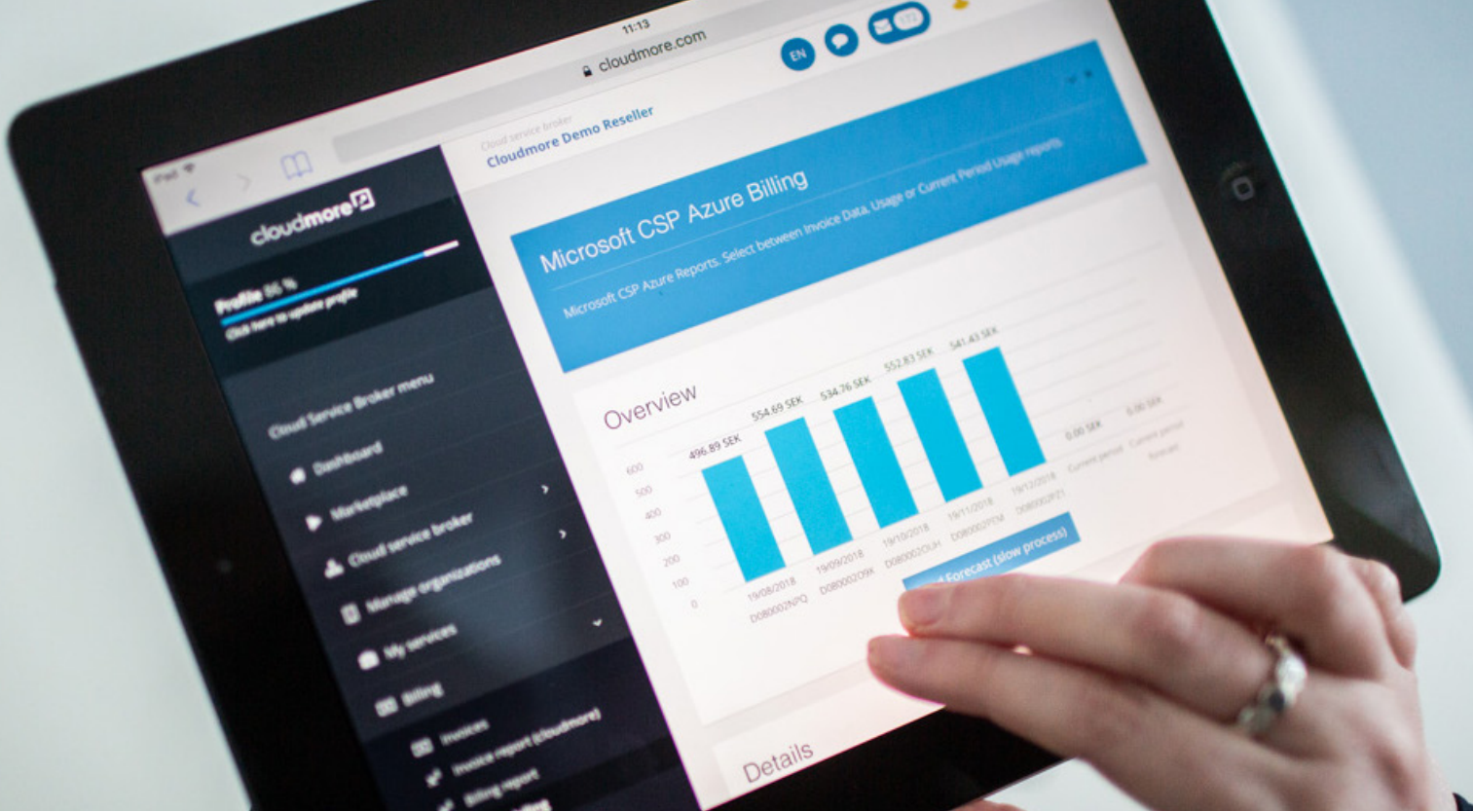
Daisy’s Teams Approve of Cloudmore

Now that Cloudmore has been rolled out, Daisy’s teams have a single solution to sell, manage, and bill Microsoft services, Daisy’s own line of services, as well as a range of third-party offers.

“Instead of hours reconciling billing, Daisy finance staff can quickly find the data they need for one or multiple customers, reducing billing time down to minutes,” shares Wallis.

Beeston reports that Cloudmore has indeed saved Daisy hours of billing time and has completely transformed the provisioning process. “The provisioning teams like it and customer services like it. It has allowed us to set up customers faster and meet their needs more easily.”

“In terms of ROI for our position within the market, Cloudmore certainly has given us parity with some of our competition. In the provisioning and service management world, the ROI comes back to the intuitiveness and ease of use of the system,” adds Beeston.



Cloud Billing Transparency a Key Attraction for Daisy Customers

Daisy’s customers can now self-serve, manage, and flex their subscriptions without intervention. Daisy’s staff can also act on behalf of the customer in Cloudmore and provision and manage services for clients who prefer more hands-on support.

“For now, many of our customers use the self-service function to view their billing information. IT procurement is still a constant educational piece for our non-managed or co-managed customers. We would like more customers to self-serve where possible,” says Beeston.

“Delivering billing transparency is a top priority and important differentiator for leading CSPs. This is because managing and keeping a reign on cloud costs is notoriously hard to do,” explains Wallis. “Solutions like Cloudmore allow customers to agree on spending limits and carefully track their cloud costs and usage in their customer portals.”

Beeston agrees. “Self-service has significantly reduced the number of calls to our contact center,” he says. “Giving customers those financial insights and control over their cost management builds buyer confidence, and enabling customers to access their subscriptions as and when they need them enhances their overall experience.”

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Richard Beeston,
DCS’s Director of Product.



What's Next?

With Cloudmore's strong emphases on customer success Daisy Plans to use Cloudmore to grow the company portfolio over the coming months and years, beginning with services that complement the company's existing product line.

"We want to use the platform for as many consumption services as we can. Some of those will be our own, and some of them will be brought in from third parties, just as we do with Microsoft. This includes voice services like Gamma Horizon or connectivity services like broadband, or maybe even mobile information as well," says Beeston.

"Ultimately, Daisy is still very much focused on enabling customers to self-serve and utilize their portals to view their billing and consumption detail. Once customers are comfortable using the platform, Daisy expects that there will be plenty of opportunity to introduce customers to new products and solutions," explains Customer Success Manager Louise Kearney.

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