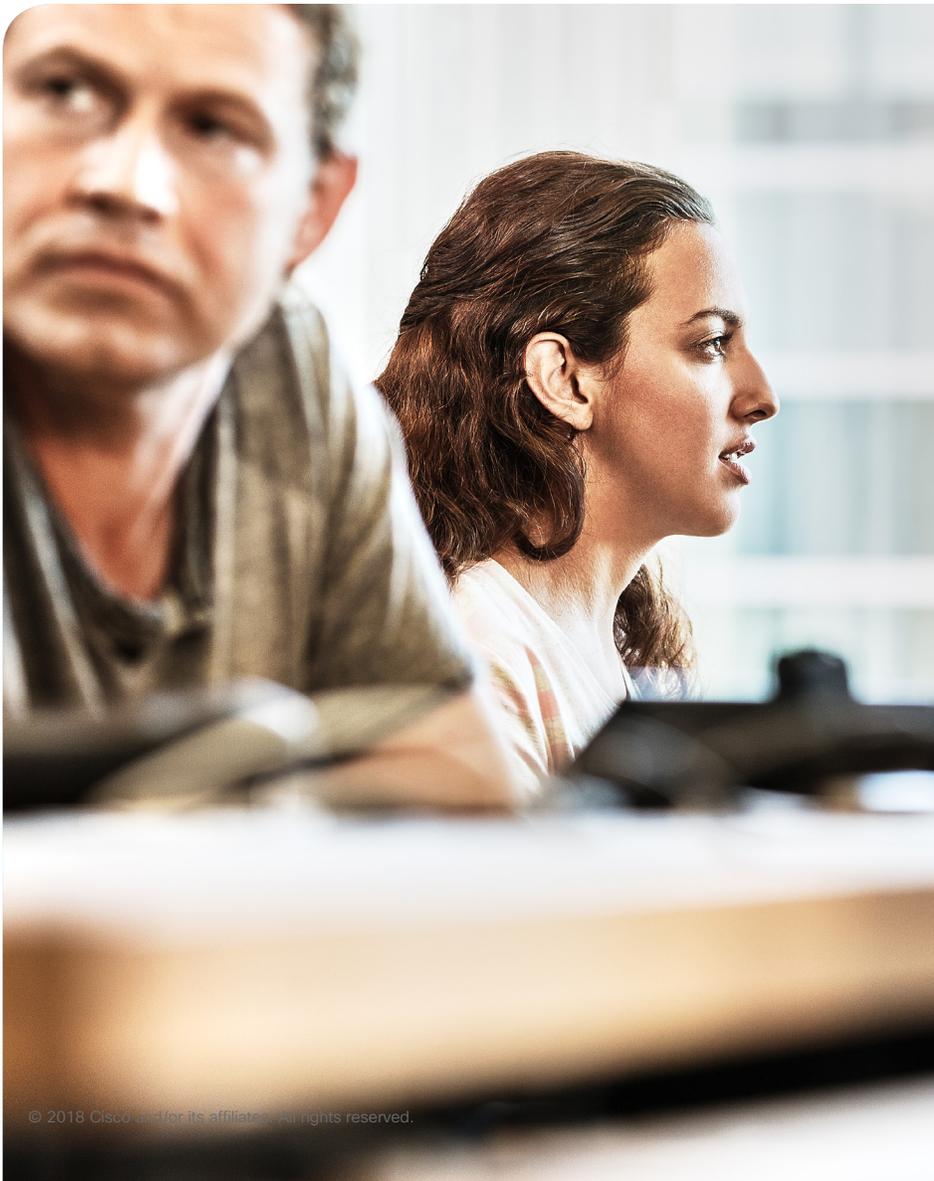


Avit

Changing the customer relationship and boosting sales

Avit uses Cisco Services Icebreaker Program to consolidate contracts and renewals into one opportunity per customer, helping boost sales by around 10 percent.



The customer summary

Partner name

Avit Group

Location

Netherlands

Number of employees

120 Employees



Business challenge summary

- Lack of insight into customers' technology estates
- Customers requesting more services
- Desire for software unit to be core to the business



Solution

- Cisco Services Icebreaker Program



Business results summary

- Revenues and sales uplift by between 15-20%
- Contract consolidation increased by 25%
- Software development central to the business
- Enhanced reputation with customers and prospects
- Changed the conversation with customers from replacement to lifecycle discussions

Challenge

With double-digit, year-on-year growth and revenue of over €30m, Avit Group is an opportunistic technology and services company that uses a combination of innovation and quality to drive business. To maintain its revenue trajectory and stay competitive, the Netherlands-based firm has been transforming its organisation from focusing on collaboration to include enterprise networking, security and data centre technology and services. More and more customers had been approaching the firm after struggling to get the right IT skills in-house to manage their networks. This presented Avit Group with an opportunity to offer infrastructure-as-a-service to customers and boost its existing 40% recurring revenues.

However, the firm was struggling to maintain its internal databases of client inventory and sales. The process relied heavily on manual input and updates and didn't give the sales teams a clear view of customer upgrade and renewals dates or services opportunities.

Alongside this, Avit Group also had a software development unit that helped customers with their integration and collaboration technology. However, Jasper van't Wout, director of consulting at Avit Group, said the firm wanted to boost the capabilities of the software team. "We knew we could do more with this unit and we were keen to develop the software part of our business to become a bigger, core part of the organisation."

"With Icebreaker we've won a couple of multimillion Euro deals because it helps us to understand the strategic objectives."

Jasper van't Wout
Director of Consulting
Avit Group

Solution

The Cisco Icebreaker Program helped Avit Group overcome these challenges in multiple ways. The Program provides eligible Cisco partners with important customer data on the status of their technology. The data from the Program now gives Avit Group a clear overview and complete database of the Cisco technology installed within its customer base, including contract data, renewal dates and service plans.

Seeing a further opportunity for growth, Avit Group took the Icebreaker Program data and enhanced it with its own technology.

“We used our software unit to develop our own portal,” said van’t Wout. “We wanted to automate a lot of the process, so we used APIs and Smart Collector to get a more in-depth view of our customers’ technology estates.” Avit Group uses the portal to provide added value to customers and develop recurring revenues. Customers can access the portal themselves to see their own technology lifecycles, security status and contract data, and the sales teams at Avit Group use the portal to check renewals, upgrade dates and start customer conversations.

“We wanted to automate a lot of the process.”

Jasper van’t Wout
Director of Consulting
Avit Group

For more information

To join the Cisco Services Icebreaker Program, speak to your Virtual Partner Account Manager or visit: <http://www.ciscoservicesicebreaker.com>

Product list

Cisco Services Icebreaker Program

Results

By developing their own portal based on the Icebreaker Program, Avit Group has been able to attribute it to around a 20% increase in services revenue. In addition, the firm uses the tool as a competitive differentiator because it’s changed the conversations it has with customers.

“Instead of having a discussion about replacement and break-fix at the last minute, we now have foresight and can have a conversation about what technology the customer needs to help it achieve its business goals,” van’t Wout said. “It’s a lifecycle discussion, not a replacement one. This means we can help manage the customer’s budget and technology roadmap and have a different kind of relationship with them.”

Avit Group recently ran the Icebreaker Program with a customer who had around 500 Cisco devices on the network. The data came back and discovered the real number was closer to 700 devices. This then enabled Avit Group to discuss expanding the customer’s contracts, leading to a services and sales uplift.

With the contract data from Icebreaker, Avit Group’s sales team can consolidate contracts and renewals into one opportunity per customer, rather than 50 or 100 opportunities per customer all due at different times. The firm has achieved a 25% increase in the number of contracts it’s been able to consolidate, helping to create more efficiency within the sales teams. Given that much of Avit’s rebates are based on contracts and renewals this has had a direct impact on revenues, helping boost sales by around 10 percent.

The Icebreaker Program has also added another aspect to the company’s security offerings. With its portal based on the Icebreaker data, Avit Group can check on the status of customers’ technology, check for breaches and help customers manage their security notifications. This not only helps to enhance Avit Group’s reputation with customers, but it’s also contributed to the company tripling the growth of its security division.

“If an architect finds a serious issue with a firewall, we can now immediately see which customers have those assets installed and can warn them or help them prevent a breach,” van’t Wout said. “With Icebreaker we’ve won a couple of multimillion Euro deals because it helps us to understand the strategic objectives of our customers as well as the more immediate opportunities.”