



Avaya

Case Study

 **Microsoft** Partner
Gold Portals and Collaboration
Gold Content Management
Silver Web development
Silver Application Lifecycle Management


storm
technology



Overview

It was intuitively clear to us that there was great opportunity to increase the revenue we were getting from the services division of our business. What Storm Technology did was help us design and implement a pioneering quotation and ordering solution that made it happen.

Kenneth Fox, Avaya.

Avaya, one of the largest global providers of business communication solutions - employing over 19,000 people and servicing 4,200 channel partners - faced a challenge familiar to many growing solution providers: how to maximise revenue from selling services to partners and customers who bought their products.

What they needed was a smart, streamlined and fully automated services quotation and ordering system. One rich enough in functionality to incorporate the hundreds and thousands of product combinations available for purchase and instinctively marry those to the appropriate services the company offered. And, one intuitive enough to handle the complexity of different price points, promotions and product combinations for the different regions and channels in which the company did business.

Today Avaya has the solution it needs – a ground breaking online quotation and ordering system – designed and implemented in partnership with Storm Technology.

Used by many thousands of clients, partners and sales personnel across the globe the solution is the interface by which Avaya manages billion dollars worth of services quotations annually.

We are pleased to say that in the last five years our services revenues have increased significantly. There is no doubt that the online automated quotation and ordering solution - developed in partnership with Storm - has played a very real part in helping us get there.

Kenneth Fox, Avaya.

Situation

As one of the world's largest and most respected providers of business communication solutions Avaya boasts a workforce of over 19,000 people, a sales channel of over 4,200 partners and an impressive and comprehensive range of market leading product and services.

Committed to the ongoing pursuit of profitable growth the organisation had identified a very clear market opportunity to increase the revenue from its global services division by more effectively aligning the services they provided with the product combinations being sold to channel partners and corporate clients.

However, as is the case for many rapidly growing organisations, the systems in place to drive the quotation and ordering processes were inadequate and often blocked the pursuit of incremental services revenue. There were two key challenges which needed to be addressed:-

1. Lack of integration and silo'd processes

Poor processes and lack of system integration were negatively affecting Avaya's ability to maximize services revenue. When a client or partner purchased a product combination there was no automated flow of information from the product ordering system to the services division to alert them to the very real revenue opportunities that existed. The hand over process was manual, ad-hoc and heavily reliant on human intervention.

The lack of alignment of how we sold our products and services was causing us to leave revenue on the table time and time again. We needed much tighter integration of both our processes and our systems if we were to successfully close the gaps on missed opportunities.

As it was we were reliant on hundreds of help desk staff trying to advise thousands of partners and clients about the vast and ever changing range of services we had.

Kenneth Fox, Avaya.

2. A complex range of offerings

As a large global player the sheer number of products and services that Avaya had to offer to market made it humanly impossible for individual help desk or sales support staff to keep abreast of everything they needed to know. In addition the complexity was further magnified by the different pricing and product configurations that existed in different regions and channels.

The sheer size of our business and the range of products and services we offer make it impossible to systematically marry the right products, the right services, the right prices and the right channels together without some form of automation.

Kenneth Fox, Avaya.

Solution

Working in partnership with Storm Technology, Avaya transformed much of its quotation and ordering approach. Today, the organisation boasts a web-enabled solution that proactively matches products ordered with services available. A solution that gives clients and partners, a clear and comprehensive understanding of all the optional and mandatory services available to complement the products they have purchased.

There are four things which make the solution exceptional:

1. Comprehensive and rigorous

At the very heart of the online quotation and ordering solution designed in partnership with Storm lies a deeply complex and comprehensive database of services and configurations of services. Dynamic in nature this database is mapped to an equally complex range of product offerings. The mappings are multi tiered and multi dimensional allowing for multiple relationships to be configured based on criteria such as different regions, different channels, different partner types, different price points and different promotions. Infinitely detailed these databases and mappings are the lifeblood that fuel the solution – connecting products selected with services offered and proactively prompting partners and clients to purchase.

The sheer enormity of our range of product combinations and services has always made it hard to know what goes with what and has often caused us to miss revenue opportunities. One of the beauties of the solution designed in partnership with Storm is that it has eradicated the guess work. Because it is driven by a comprehensive database - that maps the relationships between our products and services - it does the thinking for us.

As soon as a client orders a product combination the solution alerts them to what services they need before they close the deal.

Kenneth Fox, Avaya.

2. Integrated and compatible

The solution integrates and works in unison with the other core systems used in Avaya's end-to-end selling process. As a fundamental starting point it integrates with the product ordering systems – taking information from it to understand what is being ordered so as it can identify the appropriate services to offer. It works alongside the pricing and promotional systems to ensure the correct discounts and offers are applied and it integrates with the ordering and distribution system – pushing information out once a sale is successfully agreed.

In the past we lost revenue because our processes were not integrated – there was no streamlined process that took us from quote to order. The solution developed in conjunction with Storm has fixed this for us. It is the glue that brings it all together and enables us to marry product and services sales so as we can drive more revenue.

Kenneth Fox, Avaya.

3. Elegant and easy

Elegantly simple to use the solution is fully web enabled. While impressively robust and complex in the back-end the user interfaces have been designed with simplicity and ease of use in mind. The solution enables channel partners, clients and Avaya's own sales staff to get all of the information they need to make decisions and place orders. From comprehensive listings of optional and mandatory services connected to the product combinations selected to accurate pricing reflecting promotions, discounts and currencies. It's a smart, savvy one-stop-shop for services quotations and ordering.

When you see the solution it is easy to forget about how sophisticated it is in the 'back-end'. It is fully web enabled - simple and easy to use. The screens are smart and intuitive – they make it easy for partners and clients to do what we want them to do – place orders – which is very pleasing for us.

Kenneth Fox, Avaya.



4. Forward looking

Like any business things are always changing at Avaya. The solution, designed by Storm and Avaya, embraces and keeps pace with that change. Authorised users in the organisation can configure the solution themselves – they can add new service offerings, change existing ones, delete those that are obsolete or repurpose existing ones into new bundles and packages.

Our business is always changing and speed to market is a key to success for us. With the Storm solution we get fast turnaround on bringing new services or new bundles of services to market. This simple fact makes a big difference to our bottom line.

Kenneth Fox, Avaya.

The Benefits

The online quotation and ordering solution, designed and implemented in partnership with Storm Technology, has brought very real benefits to Avaya. Benefits that included:

1. Significantly increased services revenue

The solution has significantly contributed to driving services revenue growth for Avaya over the five year period since deployment.

2. Impressive cost reductions

The automation and web enablement of the ordering and quoting process for services has enabled Avaya to significantly reduce its headcount in the areas of sales support and help desk.

3. Increased speed to market

The ease of configuration for new services or new bundles of services enables Avaya to get new offers to market faster which in turn impacts revenue.

4. Faster turnaround times

The solution automates much of the manual process associated with quotations and ordering making the process turnaround times quicker. Quicker processes result in more quotes which lead to increased revenues.

When we engaged Storm we knew what we wanted to achieve – increased revenue from our services division. We have successfully achieved this and our online quotation and ordering solution - designed and implemented in partnership with Storm - has been a major contributor to our growth.

Kenneth Fox, Avaya.

About Storm Technology

Storm Technology is a leading business technology consultancy - and Microsoft Certified Gold Partner - that specialises in building solutions to help clients gain better value faster from the investments they have made in Microsoft technologies.

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