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technology

CASE STUDY

Avaya

*Unlocking Service Revenue Opportunity Through
Business Process Automation.*

Automating Business Processes and Eliminating Data Silos to Drive Revenue Growth

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 solutions 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 service quotations annually.

Situation

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

Lack of integration and siloed processes

"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 gap 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 ever changing range of services we had" explained Kenneth Fox, Director of IT at Avaya.

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.

A complex range of offerings

"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" continued Fox.

"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,
Director of IT,
Avaya

The 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:

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.

Speaking on the solution, Fox stated; "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 our sales team to what services they need before they close the deal".

Integrated and compatible

The solution integrates and works in unison with the other core systems used within Avaya's end-to-end selling process. As a fundamental starting point it integrates with the product ordering system - 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 system 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.

Elegant and easy

Speaking on the final solution, Fox stated "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"

Forward looking

"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

"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,
Director of IT
Avaya

our bottom line" continued Fox.

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:

Increased services revenue

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

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.

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

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" concluded Fox.

Looking to transform business practices within your organisation? [Click here](#) to request a meeting with one of our Business Consultants.

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