



Creative ITC helps global construction customer drive business outcomes



66%

Deal value
increase

Customer name:
Confidential

Customer Employees:
13,000

Customer Revenue:
£1.5bn

Customer Industry:
Construction and design

Summary:

With over 13,000 staff based in 92 offices across 42 countries, this acquisitive and innovative construction and design company has a large and complicated operation. In such a lean industry, cost reductions are paramount to maintain competitive advantage, leading this customer to seek ways to consolidate its network infrastructure, hardware footprint and supplier roster. Creative ITC, a Tech Data partner, offered an alternative consultancy-led approach based on the Cisco Icebreaker Program and a structured project management framework. The global technology provider first provided value through an install base audit and then deployed technology that helped consolidate the number of switches and servers while still providing management and insight. This helped drive business outcomes such as efficiency and sustainability.

Partner name:
Creative ITC

Creative ITC Employees:
Undisclosed

Creative ITC Revenue:
(projected) £20m+

Creative ITC Industry:
Technology solutions provider

The Challenge

The construction and design sector is a notoriously competitive and cost conscious industry. With rapid change happening across the sector due to urbanisation, population growth, desire for sustainability and the rise of digital technology, this global firm wanted to address these challenges head on. With a reputation for innovation and quality, the company wanted to consolidate its network of suppliers to maintain its agility while creating an opportunity for cost reduction. The organisation undertook a review of its network infrastructure with a view to simplify management, support workforce mobility and provide a flexible network to power the cloud-based applications used to manage its projects effectively. This requirement for agility and flexibility was the catalyst for driving a new approach to its network management. The global construction and services company went out to tender and Tech Data partner, Creative ITC, participated with an alternative consultancy-led approach.

The Solution

With the aim of demonstrating value from the outset, Creative ITC requested a Smart IB report through Tech Data to identify and understand the entire Cisco estate globally. This formed the basis of Tech Data's consultancy-led service to identify opportunities to add value and remove cost. Tech Data worked with Creative ITC using the report to identify uncovered product within the estate. The report also showed multiple contracts with various end dates, giving Creative ITC the opportunity to target a main contract and co-term the estate. This work enabled Creative ITC to prepare an accurate install base proposal covering multiple sites, co-termining to one contract and adding in additional, previously uncovered Cisco products.

Smart IB reports allow partners to have full intelligence of an end users Cisco estate. Tech Data will consult on where upsell opportunities are available to drive new hardware sales through product migration. The audit data also helped Creative ITC move the sales conversation from point solutions, to working with the customer to find the right investment for the long-term ambitions of the business. Creative ITC helped the customer migrate its servers from around the globe to a new datacenter with Cisco Unified Computing System (UCS).

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With better visibility across our entire network, we have the ability to make better, more proactive decisions that will see us well into the long term. And this starts with choosing the right partner.

Global construction customer

Our aim is not to supply customers with technology; it's to be strategic advisors to the organisation and help them achieve business outcomes through the use of technology. This is another example of where we've become a trusted partner to our customer.

Creative ITC

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The Impact



66% deal value increase.



58% reduced hardware footprint.



Decreased power consumption by more than 35%.



\$100k of final deal was on Software Support Services (SWSS).

By offering an alternative approach based on intelligence from the Smart IB report along with Tech Data's own expertise, Creative ITC changed the scope of the project which boosted the tender value up to \$500,000 - an increase of 66% and this included \$100k of Software Support Services (SWSS). The global service contract is now managed through Creative ITC and includes ongoing hardware opportunities. Creative ITC, led by Tech Data have driven customer loyalty by positioning itself as a strategic partner providing value-led consultancy across the customers' business, and is now the single supplier managing the customer's multisite estate.

Creative ITC has helped the customer reduce its hardware footprint by more than 58%, increase CPU utilization and decrease power consumption by more than 35%, by deploying Cisco UCS. All of which helps drive cost reductions, while maintaining high availability to applications. By helping the customer evaluate investment decisions against business outcomes, Creative ITC has increased the depth of the relationship, ensuring long-term customer retention and an expansion of the original tender to cover the customer's entire network.