

# O3b Networks (now SES Networks) employs multi-cloud solution for rapid growth

## The challenge

Having identified the need to invest in a CRM system capable of scaling up as the business grew, O3B chose Salesforce. Bespoke requirements included:

- **Engineering** – inadequate processes / no visibility / unable to provide a good customer service. Complex technical solutions required a robust communication channel direct to end users / no centralised knowledge base / difficult to plan engineers schedules and workloads /
- **Finance** – needed to streamline all financial systems centrally with remote access to multiple users. Finance did not have an accurate view of contract information in their billing systems and processes / MS Dynamics AX replaced by SAP which required an integration process with minimum disruption
- **Sales** - unable to sell efficiently – too much time being spent on admin, paperwork, excel spreadsheets and creating contracts. Significant rise in complexity of products, product ranges and customer needs resulting in unreliable quotation and contracting processes resulting in diminished trust in the purchase process
- **Marketing** – required automated flow of reliable data between sales and marketing with a toolkit to enable the marketing team to extract optimum value from the system for marketing purposes
- **Customers** – not receiving perceived value for money due to the lack of confidence in the level of service previously offered.

Due to the pioneering nature of the company and the complexity of their business model, O3B required a flexible approach that allowed ongoing amendments without the risk of future conflicts. New revenue streams were being added all the time and adjustments to the billing system and other administrative tasks were in constant need of alignment with the needs of the growing business, the global expansion of the company and the emerging opportunities.

## The solution

- **Technical Solution: (see table)**

**Strategic** – scalable, robust agile solution that enabled rapid growth with a capacity to adapt to changing requirements and ever-increasing complexities

**User** – automated processes and reliable data usage made simpler across sales, engineering, finance and marketing

**Customer** – direct access to trusted billing and contract information as well as value added services through Communities and Analytics

Business Unit	ISV (Precursive)	Sales Cloud	CPQ / Contracts	Wave	Community	Pardot
Engineering	✓			✓	✓	
Sales		✓	✓	✓	✓	
Finance			✓			
Marketing		✓				✓
Customer	✓	✓	✓	✓	✓	

- **Project delivery approach:** project governance team to manage agile requirements and technical complexities across multiple clouds and work streams. Scalable squads with specialist knowledge across CPQ, Analytics and Pardot available throughout the process.

## The results

### Quantitative results:

- Completed CPQ (Steelbrick) and CLM (Contract Lifecycle Management custom billing functionality built, on time and within budget. Currently awaiting completion of large contract data migration work in order to Go Live internationally.
- Substantial improvements to the SES Networks NOC (Network Operations Centre, Manassas) Service Cloud capability, through Event Management upgrades and ongoing Salesforce support
- makepositive improved SES Network capability to manage Salesforce internally drastically, in order to allow self sufficiency within their own org.

*"It's been an amazing journey. At a risk of sounding like a cliché, we have achieved in 10 months what some companies don't get to do in three or four years. It is not makepositive and us ... your guys are our guys. It's been incredible, it really has", Mary Hooft, Director Salesforce Lifecycle, O3B Networks (now SES). "makepositive were constantly helping us to find better ways to modify our business." O3B chose makepositive because of our demonstrable commitment to understanding the complex needs of their evolving organisation and because we provided them with a cross-cloud vision for future expansion."*