

An Advice Cloud case study

CLIENT: swcomms

SERVICE: Network Services 2 listing and support



swcomms is a communication systems provider. They deliver a range of services across the UK, including internet connectivity, hosting services, cyber security, unified communications and telephone systems.

Alongside consultancy and design, swcomms manages installation, testing, training and support, and take pride in their customer-centred approach. They have won a number of awards, including the Enterprise Reseller of the Year and Best Enterprise Cloud Solution awards at the Comms National Awards.

swcomms has worked with a number of public sector bodies, including large healthcare and educational organisations, as well as councils and housing associations. They currently offer connectivity services, telephony solutions and unified communications solutions to the public sector.

HOW IT ALL STARTED

swcomms originally came to Advice Cloud in 2018 for support with applying for Network Services 2. The application was extremely competitive, with 13 capped Lots covering a vast scope. swcomms was looking to apply for 4 of them. In short, they had their work cut out. With Advice Clouds support, swcomms was successfully awarded a place on the framework.

Jumping ahead to 2020, swcomms returned to Advice Cloud for support with bidding for an NS2 tender opportunity which was published by a large NHS Trust through Lot 10, qualifying swcomms to bid for it.

"With all our staff already juggling busy schedules, we needed Advice Cloud to guide us through the NS2 process. This is a highly specialised application and one we wanted to get right, as it would take hours of our time but we knew the opportunities would be worth it. Advice Cloud made sure our efforts were correctly channelled."

Sarah Flowers, Sales Director

HOW WE HELPED

Firstly, swcomms needed support with applying for NS2 on the following Lots: Lot 2 Local Connectivity Services; Lot 3 Traditional Telephony Services; Lot 5 IP Telephony Services; and Lot 10 Unified Communications. For each Lot, suppliers were required to answer a number of technical and quality-related questions, as well as provide a service description, BCDR plan,

and three case studies, approved by the customer. In total, that's 12 case studies, four service descriptions, a BCDR and dozens of questions. Unlike CCS frameworks such as G-Cloud and DOS, each response would be scored, with only the highest scoring suppliers making it onto the framework.

To ensure that swcomms would not only submit their application in time, but would also be successful across all four Lots, Advice Cloud put together a bespoke three-draft application timeline. We also created response templates for each required document, based on instructions in the ITT documentation, providing comprehensive guidance for completion.

Only when every document was completed to our level of satisfaction, having passed our internal QA checks, would we allow it to move to the upload stage. This process was also fully managed by Advice Cloud. Ultimately, we were able to submit swcomms' application prior to the deadline, with time to spare.

Secondly, Advice Cloud provided swcomms with post-live bid support with an NS2 tender. A large NHS foundation trust—providing acute treatment and care for a population of around 500,000 people—were looking for a supplier to provide a unified communications and telephony solution, including design, installation and maintenance. With a contract length of five years, with the potential to extend for an additional two years, it wasn't an opportunity to miss.

Our CEO Chris got directly involved with this one, alongside Technical Consultant and friend of Advice Cloud, Bob Fletcher. They arranged a kick-off call, during which they established timelines and expectations. Breaking each question down into separate documents, swcomms then moved through a three-draft review process, perfecting the documents until they were ready for submission.



CONTACT: 0330 124 4224

enquiries@advice-cloud.co.uk

www.advice-cloud.co.uk

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"Advice Cloud's team gave us timely advice and encouragement by using their experience to check every document with meticulous care to set us on the right track with both the NS2 application and NHS foundation trust bid. They highlighted where detail was lacking or clarity was required to showcase our capabilities as a communications provider in the public sector."

Sarah Flowers, Sales Director

OUTCOME

As a result of our clearly established review process, and continuous attention to detail, swcomms was not only successful with listing on the framework, but received a 100% quality score across all four Lots! Since Network Services 2 went live, they have had access to a number of further competition tenders to bid for, as well as the opportunity to upload their service offerings through a catalogue.

At the time of publishing this case study, the results of the Lot 10 tender have not yet been announced. However, we have high hopes! In addition, our support was integral in freeing up swcomms' internal resources, allowing them to complete other work and secure other business. We look forward to working with them for future bids!

"Advice Cloud helped us become an approved NS2 provider, which has, in turn, enabled us to win bids for large-scale public sector communications projects. We will use the guidance given on our most recent bid for future tender responses to support our growth in the public sector marketplace."

The Advice Cloud team have been a pleasure to work with and we would recommend their services."

Sarah Flowers, Sales Director

Framework Listing and Support Services

Our framework listing support services help suppliers get on to the routes to market they want. With **our clients receiving 90%+ average quality scores on their applications**, we take pride in getting our clients not only listed, but in a good place to win business!

We always say, getting listed is easier said than done! Applications need to be handed in on time and listings should be of high quality - and compliant. This process can often be very labour and time intensive. For large organisations this might not be an issue, but for SMEs it can be a real obstacle to public sector success. The costs can quickly ramp up and we often see unprepared suppliers quitting half way through.

With our Listing Services and post-Live support, Advice Cloud can take charge of the heavy-lifting and free up suppliers' time and resources - as well as increase their chances of success on their desired framework.



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