



Case Study

Inspired Gaming (UK) Limited

Fully managed end to end solution. Project comprising of:

- Microsoft SaaS deployment with managed rollout
- Mobile airtime, MDM and endpoint security options
- Multi-site connectivity
- IT & Mobile hardware.



Who are Inspired Gaming UK?

Inspired offers an expanding portfolio of content, technology, hardware and services for regulated gaming, betting, lottery, and leisure operators across retail and mobile channels around the world. The Company operates in approximately 35 jurisdictions worldwide, supplying gaming systems with associated terminals and content for more than 50,000 gaming machines located in betting shops, pubs, gaming halls and other route operations; virtual sports products through more than 44,000 retail channels; digital games for 100+ websites; and a variety of amusement entertainment solutions with a total installed base of more than 19,000 devices.

Inspired's challenge:

Main reason for tendering?

Go to market and get the most competitive, flexible solution without sacrificing service, that would meet requirement now and in the future.

Most important attribute of a future partner?

Flexibility, Reliability, Service & Cost.

Breakdown of estate?

1,400 mobile connections on Vodafone & O2 across all businesses & 3,350 Microsoft licences (11 different types ranging from Intune to Azure AD PI)



Service requirements:

- Full joined up solution with centralised help desk and triage system
- One agreement, one bill, fully bespoke
- Flexibility, to be able to move users from O2 to Vodafone & vice versa as well as tariffs. Flexibility within the number of live/connected sims on the base
- Full bill reporting
- Proactive Client services team with a visible account management team
- Smooth transition from incumbent to new provider
- International discounting, usage optimisation and control
- Enhanced Roaming rates
- MDM and Security options

Matt Selby - Group Purchasing and Procurement Manager

“ We approached Digital Origin with a challenging set of requirements in a very competitive market. Throughout they were able to demonstrate a very flexible approach and what proved to be a very cost-effective solution. We were impressed with the team at Digital Origin from the initial sales calls to the ongoing account management. We got a real sense that they understood our needs and would prove to be valued partnersolutions with a total installed base of more than 19,000 devices. ”

The Solution:

- An end to end solution which will evolve and flex with the growth of Inspired, matching their detailed and aspirational requirements, now and in the future.
- All SIMs are on 30 day terms, a set line rental for 24 months on either Vodafone or O2, a group shared data pool for all users. Not contracted to any network, can move some / part or all of the estate to O2 or Vodafone, on 30 day's notice.
- Fully flexible contract suited to Inspired's requirements
- Can flex up and down on number of live/connected SIMs.
No minimum holding
- Coterminal contract — additional SIMs would be on a rolling 30 day period at the same cost as contracted
- Fully re-designed world traveller bolt ons to all Vodafone & O2 SIMs, along with a bespoke set of ppm rates for calls from UK mobiles to ROW, meeting their travel and international requirements.
- Full VIP solution for all execs.
- Tailored monthly billing reports, detailing anomalies coupled with observations and commentary on action required vs support for policy vs behavioural change.



We feel Digital Origin are the perfect partner for Inspired and although they're a fairly new business they bring with them many years' experience in the industry from previous roles. Myself and the team at Inspired were extremely impressed with Mike and James from the outset and they understood our needs well and put a proposal forward that addressed those needs in a way which works for both parties. I would not hesitate to recommend the team at Digital Origin to other businesses looking at changing their IT & Telecoms provider

Andrew Stone – Director of Finance



Implementation/ Post Sale Support:

Managed Onboarding:

- Digital Origin has a clearly defined onboarding and managed deployment process. We worked with the team at Inspired to fully plan and schedule the migration and then implementation of the solution. We worked closely with Polly & her team to ensure zero impact to users, with onsite an aided support package for installs and training where required.
- Once delivered by our operational team, together with Polly a sweep up and post implementation sign off was agreed and signed off.

Proactive client services and billing optimisation:

- Proactive bars, alerts, real-time changes and auto bolt-ons all form part of the Digital Origin unique experience. This ensures we help clients like Inspired mitigate overspend charge and avoid bill spike where possible.
- Inspired have access to a fully committed and passionate team at Digital Origin. They also have a dedicated desk based account manager and field based account director. We utilise a world class ticketing system integrated to Outlook and Inspired. This allows us to deal with any questions or day to day issues (of course they are welcome to call also) quickly, all tracked and stored. This enables us to provide great stats and info on response times for monthly / quarterly review / enhancement sessions.



Polly Ingley – IT Procurement Services Administrator



Mike and the team at Digital Origin have given us the flexibility that no other supplier could offer – being able to entirely customise our estate on 30 days' notice. Helping us control and keep costs down wherever possible and provide support with fast turnaround. The transition from our incumbent to Digital Origin was so easy, with only a handful of user questions through to me for support. I would entirely recommend any business looking to move away from the traditional mobile network models to consider Digital Origin for tender.

