



# Case Study

P3 – People, Potential, Possibilities

A photograph of three young women laughing joyfully outdoors. They are standing in front of a brick wall. The woman on the left has curly hair and is wearing a white top. The woman in the middle has long dark hair and is wearing a grey top and blue overalls. The woman on the right has long blonde hair and is wearing a black top with white stripes on the sleeves. The background shows a bright, sunny day with some greenery.

## Who are P3?

P3 are a charity and social enterprise made up of passionate people who care about people. They run a variety of services all across the UK that aim to give everyone the chance to be part of the community they live in and feel connected to society. P3 think that everyone is unique and with support and confidence can unlock their inner potential opening up a world of possibilities.

// Where P3's ethos is concerned, it really 'does what it says on the tin', right from Mark Simms (CEO) down to frontline workers //

Support Worker, P3 Warwickshire

# P3's Challenge

P3 like so many businesses had a BT OnePhone solution and a direct BT relationship, both of which had become stale. Whilst the original concept worked for the business, the ultimate deployment had multiple challenges, some of which were never fully resolved and BT had to force a GSM Deskphone backup plan to cover. BT's post solution support was poor and a far cry from the original pitch. Almost all interactions with BT for support, adds, moves, changes and even ordering new lines / equipment were frustrating. It seemed BT were only interested in sending complex, high bills that didn't match the original offer.

A difficult relationship that was expensive and for a solution that didn't work correctly and was no longer fit for purpose. P3 had to re-think and go to market.

P3 Objectives 2021: Find a solution from either the incumbent supplier or a new one that will overcome all P3's current challenges. They should demonstrate capability to ensure P3 has a market leading and commercially aggressive solution that is right both now and as P3 evolves over the next 24 months. Where possible align contracts with suppliers or reduce supply chain.



# Supplier criteria

Proactive account management with a partner relationship based on delivered expectations, coupled with a simple and clearly defined process for adds, moves, changes.

High quality billing and reports that are easy to interrogate and a clear escalation path for any issues or questions. Regular reviews not focused on selling more products, but on discussing the effectiveness of what's in place, the cost vs waste and what other technologies are coming in the future that may be relevant to P3.

# Solution criteria

A mobile and cloud telephony solution that would enable a dynamic working environment across multiple, changing locations to include homeworkers. It should be robust, scalable (both ways), feature rich yet easy to administer and simple for users to get the most out of.

It must be secure and fully integrated into the existing IT infrastructure. It should have multiple soft applications to work across various tech platforms.

The mobile solution must offer multiple networks, have sufficient data to cover the needs of the business both now and as user require more data, operate on a mainly iOS tech platform with some android, fully managed and commercially designed to flex and evolve without penalising P3. P3 also require a simple but effective MDM (mobile device management) solution, that is fully managed and will integrate with the organisation's IT strategy.

# The journey to a solution

Digital Origin were invited to a discovery meeting in mid summer 2020. Whilst the initial discussion had centred exclusively on a telephone system it quickly became apparent a much broader solution should be considered and discussed if P3 were to achieve their own communications and technical aspirations.

Ultimately after a few more exploratory meetings, coupled with additional stakeholder introductions and commercial planning sessions (and a few Teams calls over Lockdown) Digital Origin were able to present an initial solution bid. This was discussed and fine-tuned to form a final offer.

Of six initial entrants Digital Origin had made it to the final two being presented to the board.

Following an anxious 48 hours we were notified that whilst the team we have been working with favoured our solution, design,

approach etc, the other bidders offering albeit far less dynamic was too cheap to ignore. In fact the gulf was so significant they felt compelled to progress it.

As a result of the vast experience in Digital Origin, it was clear something didn't quite add up. This was then communicated back to P3's senior team within 24 hours and an open dialogue was quickly established. Once the contract came through from the winning bidder, an executive from Digital Origin and the team at P3 went through the agreement and offer. As suspected it was riddled with hidden clauses that would have meant not only was the solution not right but that it would have been more expensive than Digital Origin's.

Digital Origin managed to snatch victory from the jaws of defeat. This was due to the foresight of the team at P3 and the proven experience demonstrated by both teams through the discovery sessions.



# The result

Digital Origin designed with P3 a bespoke CaaS (Connectivity as a Service) solution to suit their objectives delivering: One bill, One agreement, One number to dial, with multiple best of breed vendor products in a totally flexible and scalable package and fully managed.

It met all the technical requirements. Service expectations were exceeded and significant savings both above and below the line were achieved across an estate of close to 800 users.

- Hosted / cloud telephony – P3 have a large geographical footprint across the UK with over 35+ locations, including home and remote workers.
- Digital Origin's (8x8) solution featured a fully managed deployment schedule to include new hardware across multiple locations and a fully managed service from setup through to live.
- The P3 IT team had administrator training and gained access to the market leading 8x8 portal for self-service, day to day changes as requested, anywhere, any time. They are fully supported by Digital Origin and can utilise the solution across all tech platforms as required and on multiple devices.
- Mobile – Because of the geographic spread multiple network were required. Cost out and waste reduction were also big motivators but not at the detriment of service. A multi network solution with the majority on O2 hit the mark. Fully flexible and commercially aggressive, having the flexibility of live connected SIMs on 30-day terms would enable P3 to flex and take on project work as it flowed.

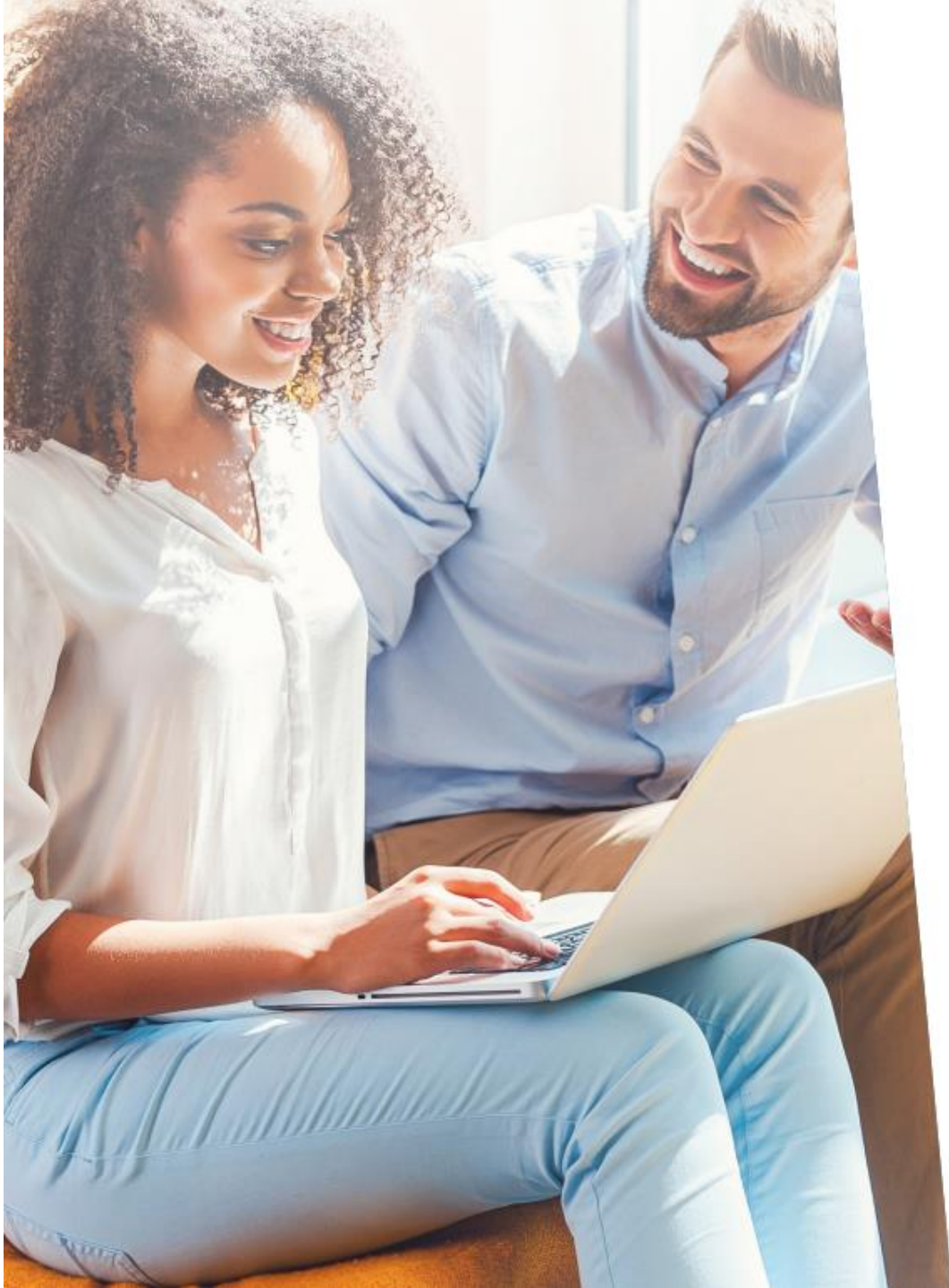
1. No minimum holding
2. No minimum spend
3. No hidden caveats

Digital Origin works with a select few tier one vendors. On this occasion for the purpose of MDM, MaaS360 narrowly beat InTune and worked well for the P3 IT team.

All the above was achieved during Lockdown and the Covid-19 pandemic. It was fully deployed to over 35 national sites for cloud telephony and over 600 separate addresses for the mobile SIM migration and hardware. A great example of team collaboration and all done without a hiccup.

Digital Origin and P3 are well on their CaaS journey together now and P3 have already seen significant benefits.





From the first meeting we had with Digital Origin we felt they really understood the brief we had given. They asked questions that other companies hadn't and at every stage made us feel assured and we trusted their advice. They put a proposal together that was competitive and compelling. From the point of order Digital Origin did all the work in getting the migration of the mobiles and landlines ready for porting, and so far post sale their account management is everything they promised and more, I highly recommend Digital Origin for any company that has experienced poor service and demands better.

**Matt Hill, Head of IT**

From the initial meetings and discovery sessions, through to the final negotiations, Digital Origin's team demonstrated their experience and expertise taking time to not only understand our requirements but also our culture and business. We are delighted with the partnership we now have and look forward to fully embracing the wider CaaS proposition as we evolve

**Gemma Bukel, Director**

