

Case study

Driving growth through expert support

How our Professional Services helped ITS Technology Group to increase sales while embracing logistical and warehousing challenges



Our Professional Services are built to help our partners deliver better results for their customers, increase their revenue and reach their potential. By using our specialists and our resources, businesses can expand faster and take the load off themselves.

In the case of ITS Technology, this extra level of support was instrumental in its growth.

Building for tomorrow

ITS Technology is an altnet service provider that specialises in building Ethernet networks for businesses of all sizes – particularly those moving from classic networking solutions to cloud-aware networking, and those requiring large amounts of bandwidth between key sites.

With the public switched telephone network (PSTN) switch-off coming in 2025, it was looking to grow its industry footprint and capitalise on the switchover to all-IP. However, to develop its own network and have an advantage over its competitors, ITS Technology needed to increase its capacity quickly.

What's more, demand for bigger bandwidths of 10Gbps and more continues to grow. As a smaller communications provider with somewhat limited resources, this presented a challenge. The company needed to meet demand for routers and accessories, but it didn't have the capacity for more equipment or the in-house ability to process more orders.

Without warehousing and logistics support, it could potentially miss out on large opportunities.

“From managed installs to warehousing and logistics support, we aim to make business easier. Our solutions and expertise helped this partner to grow its business while saving time, resources and money. We're proud to not only be an extension of their team, but have their back, and we're looking forward to continuing our partnership.”

Thea Tanner

Commercial Director, BT Wholesale



Growing through partnership

As well as a managed install solution, we delivered leased line circuits. We also sourced, tested and installed the customer premises equipment (CPE), and worked together with ITS Technology to pick up the overflow of orders, as demand showed no sign of slowing.

By renting warehouse pallet space for routers and accessories, and using efficient shipping services directly to end customers, we helped ITS Technology streamline the order-to-delivery process. It was also able to scale up its operations and successfully ship more kits.

This let ITS Technology grow its business without the cost of increased storage space or new personnel. It was able to expand quickly with minimal risk and no limit to the size of orders. At the start of the contract, there was a run rate of 80 orders. Today, we're helping ITS Technology to ship 120 routers a month, and this is set to increase. In fact, we're working with the business to enable it to stop its own shipping altogether.

Following the success of this service, we've continued to offer both commercial and operational support, proactively giving ITS Technology the solutions it needs and making it easier to prepare for the future.

This company is now testing our Remote Hands Fault Fix solution. This offers an on-site engineer-as-a-service, and because it avoids the need for in-house support, it reduces cost to serve.

There's also the potential to use our white-labelled helpdesk to develop an on-net order approach in future. This solution will let ITS Technology send orders to a managed inbox, which triggers a response to provide an engineer the next day, streamlining the supply chain even more.

To summarise, taking our Professional Services has had three key benefits:

- Streamlining order-to-delivery.
- Business growth without the cost of increased storage or personnel.
- Making it easier to prepare for the future.

Services that pay off

In just 18 months, ITS Technology has become an industry leader in high bandwidth connectivity, growing its presence across the UK, with more than 2,000 customers. It's doubled output without having to employ more people or find more warehouse space – saving time and money, while maximising revenue.

Our services have helped ITS Technology navigate the transition to all-IP, giving it the flexibility to increase bandwidth when it wants, as well as the ability to offer high-quality customer service.

With 2025 approaching fast, we're looking forward to building on this partnership and helping with the challenges ahead.

“With two funding rounds under our belt, the company started to grow at a rapid rate. We wouldn't have been able to keep up with orders without BT Wholesale's flexible and reliable solutions.

“We're grateful for the ongoing support we've received. BT Wholesale's ability to provide solutions quickly and look ahead is unmatched in the industry. Our business depends on the innovative solutions and expert team there. We're excited to see what the future holds.”

Mike Goodwin
Chief Technology Officer, ITS Technology Group



Learn more

If you'd like to know how our Professional Services can support your business and help you grow, visit btwholesale.com/professional-services, or speak to your account manager.



Offices Worldwide

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