

Mobile network choices for the forward thinking decision makers.

Comms and infrastructure contracts are renewed and negotiated somewhere between every two and five years depending on whether your long-term business plan is to implement reliable working solutions, address digital transformation and implement bimodal strategies or to simply find year on year cost savings.

Regardless of when, you know the date is looming as your Senior team start making noises about it – they've been courted by a number of heavy hitting brands in the previous 9 months, have a contact here and an old friend there, prefer to do reciprocal business and most importantly reckon they can help you find the best deal possible and assist in your infrastructure decision making. Lest we forget that with 5+ years business experience everyone is an ICT expert and has opinion on which companies deliver best practice and which don't.

As the influencers muscle in to the decision making unit the aim of the sole IT decision maker can often be lost in the mire of corporate hospitality offerings, subsidised MS365 installs, the promise of the latest mobile, FOC, for the duration of the contract or free installation business grade broadband connections for the principals that live in the middle of nowhere.

What do these extras actually do for your business;

- ▶ promote that *your* business can work with all levels of supply chain excellence,
- ▶ demonstrate *your* openness to new market entrants,
- ▶ show *your* agility,
- ▶ display *your* willingness to help other businesses grow
- ▶ illustrate a flexibility *your* competitors don't have

or, do they simply express a desire to be like everyone else and help confirm that **only** big brands can be 'best in show'?

How many times have the needs of your comms contracts slid sideways during negotiations because the brand of your preferred option simply wasn't well known enough by those that count?

How many times have you wanted to opt for an agile, smaller provider but been forced down the procurement route of having at least two big brands in the running because 'no-one ever got fired for choosing IBM'?

How many times have you regretted a tender process decision that was based on 'points' and not purpose?

And, most importantly what makes choosing an independent so difficult when the benefits are vast?

Unified experience: Unified billing for all forms of connectivity (mobile, fixed, voice, data, M2M etc.), one point of contact

Impartiality: Bamboo for example offers service provision connectivity across many of the major brands, so you can be assured that the recommended contract is based on your requirements and not simply because it's the network that the provider happens to use.



Best-of-breed solutions: By offering connectivity from more than one network, a service provider can build a package that delivers the best performance possible. They can even provide services from multiple networks on the same contract, letting you choose the most appropriate network for each user based on their location, data requirements etc. And on mobile, with dual-SIMs and eSIMs you can offer complete flexibility.

Price: Service providers negotiate wholesale prices with the networks, so you are more likely to get a better deal than if you went direct. Bamboo also uses its supply chain relationships to garner flexibility and direct connectivity enabling the build of a unique service that alleviates your risk and resource requirements.

Account management: A service provider will typically assign a dedicated account manager to your business. You will get a better service and consultancy because they will get to know your business seeking to understand your whole ICT strategy and user needs.

Service: Bamboo are flexible enough to build a service wrap that suits you – there is no ‘one size fits all’ approach.

Infrastructure: Accreditation and compliance is no less important to Bamboo than it is to the major players. The stability of our systems, IT policies and ISO programs is as important as the integrity of our data and our people.

Reaching for the top: In what network grade supply chain can you access Director level support when you need to, because you really are a key client.

Businesses need to start working with more agile Managed Service Providers if they want to be able to deliver true value back into their business.

Gartner tells us that you are becoming more sophisticated and more demanding – you are looking for providers that can convincingly demonstrate an ability to deliver tangible business improvements through either planned or pandemic evoked transformation projects.

Bamboo Technology Group has put automation and optimisation of service at the forefront of its development so that you can reap the benefits of a fully managed comms contract.

If you are looking to minimise your resource, reduce risk, pass over cost containment and truly focus on your business strategy then choose substance over brand and let us help you grow.