

# AN ADVICE CLOUD CASE STUDY

**CLIENT:** Zoonou

**SERVICE:** Zoonou Managed Test Services, Quality Assurance and Advisory

**FRAMEWORK:** G-Cloud 9



Zoonou were established 10 years ago and are a Sussex based SME providing Software Testing and QA Services. Their UK-based ISTQB accredited team have delivered over 3,000 projects and they were recently named Medium Business of the Year in the 2017 Eastbourne Business Awards.

## HOW IT ALL STARTED

Zoonou came to Advice Cloud to get listed on G-Cloud 9 to further their government presence and make their services more readily available to the public sector. They also wanted help with making changes to their listing, engaging with the public sector and creating an effective public sector Sales strategy.

## HOW WE HELPED

Since successfully supporting Zoonou with their G-Cloud 9 application, Advice Cloud has provided a range of support services to the company that helped them land their first G-Cloud contract.

As SMEs move at lighting speed, before the framework even went live, Zoonou had undergone a company re-brand. It was then vital for them to update their G-Cloud listing and supplementary documents to reflect their new vibrant branding. Advice Cloud were able to quickly request and make the necessary changes on behalf of Zoonou.

Zoonou were aware that a requirement of being on the framework was to submit their spend via MISO. Unfamiliar with the process they were able to pass on this monthly responsibility to Advice Cloud. Removing the pressure and making sure their presence on the framework was correctly documented.

Rhodri Alexander and Simon Blackmore from Zoonou have been regular attendees at Advice Cloud's exclusive client events. Through our breakfast briefings and Client & Partner events they have been able to get in front of various senior civil servants to glean sought after tips and advice on how to best approach them as buyers, how to frame their services and which departments to target. These events have also given Zoonou access to the client network Advice Cloud have built over the years, which encourages and facilitates strategic partnerships. Especially relevant for a QA and Testing company as their services often bolt on others.

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The company has also benefited from Advice Cloud's expert Strategic Advisor support, taking part in a 'CIO Surgery' call with Jos Creese. Jos, drawing on his extensive local government experience, made recommendations on how to package and present Zoonou's services for the public sector, offered suggestions on new service offerings and advised how best to strengthen the profile of QA with technologists. As a result of this call, Zoonou have since created a public sector specific landing page on their website and have initiated research into the potential new offerings.

Another challenge that Advice Cloud was able to help Zoonou with, was handling the complex Call Off contracts. After receiving the go ahead from a buyer, Zoonou were able to lean on Advice Cloud's years of experience and ensure the document was compliant and correctly filled out. With Zoonou's Call Off contract in the best possible shape to send to the buyer, it saved the buyer time and eased the process.

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*Working with Advice Cloud has proved to be an essential part of our process for providing QA and test services to the public sector. Their initial help to get Zoonou accepted onto the G-Cloud-9 framework was incredibly valuable and greatly reduced the amount of research, admin and peer-review that would have been involved if we had done it without them. It gave us the assurance we needed that we would be accepted on our first submission. Since being a part of the framework their ongoing support and guidance has been extremely helpful. It's not just the events, networking meetings and webinars they arrange, but the personal, communicative and fast-turnaround assistance that is the real benefit for an SME like Zoonou. Advice Cloud's support has allowed us to gain our first large scale contract through G-Cloud, and we hope it will be the first of many.*

Rhodri Alexander, Client Services Director, Zoonou.



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As of July 2017 G-Cloud has...

