

# AN ADVICE CLOUD CASE STUDY

**CLIENT:** Arrow Business Communications

**SERVICES:** 'Cloud Telephony Service', and  
'(Secure) Cloud Video Conferencing and Consultation Service'



**FRAMEWORK:** G-Cloud 8 and 9

Worksmart Technology, recently acquired by Arrow Business Communications, has been pioneering hosted voice communications platforms since 2000. In 2015, Worksmart were named as the Mitel Cloud Services Provider of the Year. The team now join Arrow's range of telecommunications and IT services and customers have gained the added benefit of being supported by in-house product experts.

## HOW IT ALL STARTED

After Advice Cloud supported the company in listing 2 services on the G-Cloud 8 framework, and refining their listings for G-Cloud 9, in August 2017 they received their first proposal for a sale via the framework. After engagement, an NHS Foundation was ready to procure the Video Conferencing and Consultation Service, but in order to do this via G-Cloud they first needed to complete a Call-Off Contract. A 30-page document, often the cause of confusion, these contracts should technically be filled out by the buyer but as the public sector have scarce resources, we advise our clients to take the reins where possible. Reece got in touch with Advice Cloud's Client Services with some queries about several sections of the contract that weren't so straightforward to complete and required de-coding some legal jargon.

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*The G-Cloud contracts are rather long and complicated, needing full breakdowns and a lot of information that I did not have to hand*

*Reece Towne*

*Senior Cloud & NHS Consultant at Arrow Business Communications*

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## HOW WE HELPED

We understood that the first look at a Call-Off Contract can be intimidating. All we needed was a brief summary of the proposal, to inform us of the scope of work. Once we had a read through this, we arranged a call with Reece where we showed the Call-Off on-screen and walked through each section together. With a quick turn-around time, the Call-Off was signed and sent back to the customer the next day.

After this initial success, it wasn't long before the company received their second proposal, with another NHS Foundation. This time around Reece was able to complete much of the contract himself, having taken on our advice from two months previous. Nonetheless, as is the case with any project, there were some differences here which raised queries about contract length and value. We organised a call to answer some questions that had been posed by the buyer, and in order to free up some of Reece's time, we took care of completing the remaining sections of the contract. Once again, this was sent back with tracked changes, highlighted sections that needed to be completed by the customer, and an explanation via email of next steps.

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*Advice Cloud were extremely helpful. They always pick up the phone and are extremely efficient at answering queries. Having not given them much time to fill in the document, they turned around quickly and enabled us to complete the deal within the timeframe.*

*Reece Towne*

*Senior Cloud & NHS Consultant at Arrow Business Communications*



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## OUTCOME

Getting these Call-Off Contracts completed quickly – but compliantly – had the benefit of reducing the amount of admin time taken between the go-ahead from the buyer and the work beginning. The sooner the work starts, the better for both Supplier and Buyer. Not only this, but our support in drawing up a completed contract helps to facilitate a good relationship between the Supplier and Buyer – we always stress how important it is to understand the problems of the public sector, and resource scarcity is an incredibly pertinent one; it helps to take that burden away from the customer.

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*The customer, at first was a little apprehensive when looking at the document. When I explained that we use a third party to help both ourselves and the customer it both gave peace of mind and sped up the process. They could not have been happier.*

*Reece Towne*

*Senior Cloud & NHS Consultant at Arrow Business Communications*

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At Advice Cloud, we aim to get our clients comfortable with completing these contracts themselves – after all, we hope that they'll be coming in thick and fast! After walking the client through what it all means and what needs to be inputted, next time we encourage clients to give it a go themselves. As our clients know, we're always on hand to help, by clarifying, editing or adding parts that are missing. In this case, our initial help in August helped to inform the next one in October, reducing time spent and meaning that the PO arrives sooner!

Arrow benefited from our Call-Off support services in this way. After making their first sale via G-Cloud, they also approached Advice Cloud to handle their MISO reporting.



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