CASE STUDY

Supporting Giacom in accessing higher bandwidth options at more competitive rates

Introduction

Taking partnership to the next level with Giacom, marking a key milestone in our relationship.

Giacom has grown exponentially since its founding, now serving over 5,000 partners in the UK Channel. A 100% partner-focused business, they support partners to sell into the SME market by delivering a comprehensive portfolio of services, including connectivity, IP voice, mobile and hardware.

Giacom works with the best suppliers in the industry, giving their partners a wide range of products and solutions to choose from. They began working with Neos Networks in 2016, combining their industry knowledge and expertise to deliver high capacity connectivity services to the UK ICT Market.

"Neos Networks demonstrate an ability to listen to our needs and provides us with a favourable solution. Through this partnership, we're able to offer high capacity business connectivity to our customers at price points that are achievable to them. And all this is backed by Neos Networks ongoing, outstanding support services. Our collaboration goes back several years, and we're excited to further strengthen this relationship to bring the benefits of fibre connectivity to more customers in the future"

James Baker, Chief Product Officer at Giacom

The challenge

There has been a sizeable shift in demand for higher capacity connectivity over the past few years, with the pandemic seeing this hit an all-time high. Businesses are finding that 100Mbps connectivity services are no longer enough to support the high levels of digital output required.

This market shift led Giacom to the realisation that, in order to effectively support partners and their customers, they needed to offer higher bandwidth options at competitive prices. Having worked with Neos Networks for a number of years and being aware of their recent network and high capacity investment, Giacom knew that the UK network provider were ideally placed to support this transition, enabling Giacom to broaden their offering to include Ethernet services with bandwidths up to 10Gbps.

The outcome

Giacom worked closely with Neos Networks to not only expand their portfolio, but also to incentivise their customers through a commercial arrangement that achieves volume economics. This model allowed Giacom partners to upgrade their customers' low bandwidth services to a higher capacity alternative. It also enables them to reach a new customer base of larger enterprises, helping to aid business growth.

The partnership promotes the expansion of Neos Networks' reach, while simultaneously providing Giacom with a loyalty programme and dedicated service.

This includes dedicated account teams, sales support, delivery and provisioning teams and an enhanced post-sales experience. Neos Networks and Giacom were then able to offer 500Mbps and 1Gbps services at a more competitive rate, all without impacting the customer experience or compromising on service quality.

To date, it has yielded significant results in terms of a 150 percent increase in sales, including many cases of capacity upgrades.

About Neos Networks

Neos Networks provides class-leading connectivity and data centre services that deliver very high performance, cost efficiency and a competitive edge.

The company owns and operates a UK-wide network with access to 90 commercial data centres and over 600 Points of Presence. It offers commercial security with unrivalled in-house engineering resource.

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