



CASE STUDY

Seamless platform experience resulted in 25% growth for United Business Group

United Business Group switched to our quick, simple, and automated billing solution which meant they were able to focus on growing their business

Nick and his team automated their previously cumbersome 2-day customer billing process, freeing up valuable administrative time. This newfound efficiency empowered them to focus on strategic initiatives, resulting in a 25% business growth.

25% business growth

Overview of United Business Group

Company Size: 40. **Industry:** IT MSP. United Business Group are a one-stop shop for all things technology, offering managed IT services, hardware & software, and print & document solutions.

www.unitedbusinessgroup.co.uk

United Business Group's goals

- United Business Group's previous distributors made understanding their Microsoft licensing and billing a complex and time-consuming process. They were spending around 16 hours per month on billing. They were after a quick, simple, and automated billing solution.
- Nick and the team are passionate about helping their customers thrive. They needed the support to be able to identify and maximise every business opportunity, whilst providing value for their customers.
- Previously, they found it hard to get hold of their distributor when it mattered – they wanted to be able to **easily pick up the phone** and speak to a trusted point of contact when any issues or opportunities arose.

Our solutions

- ✓ Leveraging Halo PSA's seamless integration with our platform, Nick and his team automated their previously cumbersome 2-day customer billing process, freeing up valuable administrative time. This newfound efficiency empowered them to focus on strategic initiatives, resulting in a 25% business growth.
- ✓ Our team helped United Business Group act on opportunities and add-value to their customers. For example, we were able to transition one of their customer's from on-premises volume licensing to cloud-based CSP subscriptions. The switch also unlocked valuable additional products that weren't previously available, enhancing the customer's experience.
- ✓ Our team worked with United Business Group to secure educational licenses for one of their clients, a benefit that was previously unattainable! This shift not only resulted in a remarkable 50% cost savings, but also provided the customer with added benefits. This proactive approach meant that United Business Group established as a trusted advisor, further strengthening the relationship with their customer.
- ✓ Nick and the team can reach us at any time – we pride ourselves on fast and timely responses and are here to support with any issues or opportunities that need to be acted on quickly.

Benefits of Exertis:



People

A specialist team of real, UK-based people supports you strategically and operationally 24/7 - no unmanaged accounts or offshore support.



Platform

A #1 platform experience that will save you time, energy, and money with automated billing, native integrations and bespoke reporting.



Profitability

We offer enablement designed to help you grow including training workshops, rebate support, lead gen campaigns, free health checks, 365 optimisation, and more.



Our previous distributor just wasn't cutting it for us, we knew it was time for a change, so we decided to move our Microsoft licenses to Exertis Cloud. The migration process was surprisingly quick and easy, and they've been incredible ever since. They're always there to help us identify opportunities with our customers, tackle any issues that arise quickly, and most importantly, they're always available to talk to. It's been a refreshing change!

Nick Tsitsias
IT Services Manager, United Business Group