



# Daisy looks to **SIPHON** for fresh ideas on service innovation & enablement

## About

Daisy was founded in 2001 as an alternative to the long standing incumbent. Since then, Daisy has undergone significant growth, both organic and via acquisition, and now employs 1500 people across its 16 UK offices. Whilst the majority of Daisy's business is UK based, Daisy does serve UK customers with international operations in western and central Europe.

Daisy was established with the intention of providing the best customer experience in the industry. Today, its focus is still on delivering industry-leading innovative products and services. Within the organisation, Daisy Group Technology is the powerhouse driving innovation for the whole business – building platforms that deliver cloud-based unified communications – through products and services that facilitate a better and broader collaboration experience for all of its customers.

## Background

At Daisy, the workforce is focused on the build and ongoing operation of production platforms for service delivery.

“One of the biggest challenges we face as a service provider is being able to respond rapidly to new technologies,” said Tim Meredith, Director of Unified Communications and Mobility at Daisy Communications Ltd. “We need to keep up to date with advances in technology as well as achieving its seamless integration with existing platforms. Time to Market is a business-critical factor for us as we launch new services to market,” he added.

### The top 3 reasons why Daisy chooses to work with **SIPHON**?

1. Technology expertise
2. Agility / flexibility
3. Breadth of portfolio and service offering

*Tim Meredith*



“Many of Daisy's customers are very forward-thinking and agile. Often they approach us about new technology that will enable some great new service, and our turnaround needs to be rapid. We want to make sure that early-adopter customers continue to approach us, so Daisy needs to be a first adopter.”

Meredith went on to acknowledge the difficulties of upskilling in the short timeframes required to achieve and maintain competitive advantage. “The agility that customers expect can often be achieved using the skills and workforce within Daisy. However, due to the timescales involved, sometimes a skills or resourcing gap exists that needs to be addressed quickly and flexibly. One of many benefits of working with SIPHON is access to the expertise and manpower to keep things moving forward while the hiring process or internal training gets underway.”

## Solution

The integration between VoIP platforms and the middleware market for applications such as Google, Salesforce and Microsoft, is changing rapidly. According to Meredith, "SIPHON's involvement in the design and enablement of solutions to customers' business problems, has enabled Daisy to deliver innovative services that have been really well received by our customers."

Meredith continued by commenting on the comprehensive portfolio offering from SIPHON, which ranges from CPE (customer premise equipment) at the network edge through to the infrastructure that powers the core of the cloud. "Knowing the calibre of expertise at SIPHON and the fact that SIPHON has gone through a series of rigorous appraisals to select best-of-breed products from the many vendors out there, gives us even greater confidence when we arrive at the same conclusions through our own due diligence process at Daisy."

**"Our expectations of SIPHON's authenticity, integrity and assurance are always high. And SIPHON always delivers!"**

*Tim Meredith*

By adding, "SIPHON is highly respected, so there are plenty of referrals between service providers in the industry," it's clear that Meredith regards SIPHON as a trusted provider under many circumstances, especially when a large scale rollout requires professional services.

"In addition to their expertise, the SIPHON team is easy to work with, making it a natural choice whenever we need a solution to a short term resourcing or skills challenge."

"SIPHON's relationship at senior levels with its vendor partners is particularly beneficial in helping to broker timely fixes to bugs or product issues that would otherwise impact on our business. This simply keeps things moving," he concluded.

Meredith went on to highlight that another advantage of working with SIPHON is its ability to influence vendor product roadmaps by representing an aggregated wish-list from Service Providers and keeping Daisy



informed of platform and product evolution as plans get approved. In time, Meredith expects that Daisy will be able to leverage this information to improve its advance resource planning.

Meredith also applauded the way that SIPHON has created disruptive pricing models that allow DevOps to be explored, allowing new products and services that match the aspirations of early adopter customers to be enabled without a significant outlay upfront.

"On top of all this," added Meredith, "each time we engage with SIPHON, we genuinely get a strong sense of personal attention, that SIPHON values the fact that we've chosen to do business with them."

**"SIPHON's breadth and depth of knowledge makes them a trustworthy partner"**

*Tim Meredith*

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