

Dear Sir/ Madam

October 23rd, 2019

Recommendation of Itransition for the 2020 Global Outsourcing 100

We are Bruntwood, a leading regional property company with over 100 office and retail spaces across the UK. We aim to provide growing, ambitious businesses with the space and facilities they need to continue to scale. Our properties are tailored to meet the requirements of all our customers with a strong focus on building a community and an environment that our customers love being a part of.

We have ambitious growth plans and we wanted to streamline and automate our business processes while to deliver an exceptional customer experience; but the systems we were using were outdated and didn't integrate with each other, requiring a lot of manual intervention. This was time consuming and prone to human error. These systems weren't fit for purpose and wouldn't allow us to scale. With this in mind, we decided to implement a single Salesforce-based solution that would automate our business processes, contribute to better decision-making, and ensure a 360-degree view of our customers. We chose Itransition for solution implementation being impressed by their Agile approach and Salesforce expertise. We started working together in 2017 and our partnership remains in place.

The Itransition team managed to seamlessly integrate into a project that had been running for 4 months already. We asked them to get up to speed quickly, which they did, quickly getting to a place where they were fully integrated with our team. They implemented and configured the Salesforce CRM solution and its connected packages including CPQ, DocuSign, SMS Magic, FinancialForce and more. This system allowed us to automate our multiple business processes, such as lead qualification and management, asset management, opportunity tracking, automatic price calculation, invoice processing, etc. Their team also implemented bespoke logic for the solution's multiple modules. For example, they created customisable templates for quote generation and contract management, allowing us to quickly edit quotes and automatically calculate prices, discounts, etc. Due to their efforts, we managed to reduce the sales cycle from 20 weeks to 18 weeks, representing a 10% improvement.

The system built by Itransition helped us improve decision-making and get a 360-degree view of our customers. They also enabled our team to automatically generate reports on property availability, fixed assets disposal, upcoming lease terminations, etc., and sort them by specific parameters, such as contract status, date, and more. As a result, time spent on producing board papers reduced by 60%. With Itransition's help, we were able to establish Agile practices in the development environment. They set up Git, Jira, and Jenkins, and configured CI/CD pipelines. So far, they have developed and deployed more than 5000 use cases. Being satisfied with Itransition's job, we also decided to work with their independent QA team that performed well delivering resilience and user acceptance testing, as well as implementing automated testing.

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We are highly thankful to Itransition for their excellent work - they were instrumental delivering a solution that covered all our needs and beyond. They helped us eliminate fragmented systems, reduce manual data entry, and manage all our processes from a single point. They also performed a number of integrations, including FinancialForce for invoice processing, SpringCM for contract lifecycle management, etc., which significantly contributed to better performance. Overall, due to solution implementation performed by Itransition and business processes automation, our sales conversion rates increased by 15%.

Itransition is a great technology partner to work with. The quality of their services and their outstanding professionalism make them an ideal delivery partner. Therefore, we highly recommend Itransition for inclusion into the 2020 Global Outsourcing list.

Sincerely,

Sam Wilson,

Solutions Architecture Director
Bruntwood

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