

NTT Europe gives Coactiva greater financial control with SaaS initiatives



“NTT Europe provided the experience, the scalability and the pricing we needed. In short, the decision to work with NTT Europe took a load off of our shoulders.”

Ray Fielding, CEO, Coactiva Group



Background

Coactiva Group provides creative software and consultancy solutions for businesses in many different sectors. The solutions it delivers help its clients focus on outcomes, target resources efficiently and reduce the reporting burden. They support organisations in delivering significant cost savings while improving results and outcomes, through the application of collaboration, information-sharing and performance improvement.

Objectives

Since 2001, Coactiva made a strategic decision to provide its performance management Software as a Service, delivered to user desktops securely over the internet or via closed wide area networks, in direct competition with the then standard perpetual licensing model.

Challenges

To achieve this model, Coactiva began by hosting the solution themselves. Ray Fielding, CEO of Coactiva Group says, “The growth we were experiencing meant that our hosting operation, which was very clearly a secondary area of competence, was simply not scaling with demand. We wanted to focus on our core competence delivering multi-million pound savings through performance management implementations and entrust our hosting to a partner for whom it was absolutely core.”

Financing this migration and ongoing operation was important to Coactiva. Furthermore, the pricing presented by NTT Europe for the solution needed to reflect the business model Coactiva was presenting to the market.

Solution

“With such growth, we realised quickly that we needed to hand over the operation to experts and buy what we needed as a service, rather than as occasional bursts of capital expenditure,” explains Fielding. The technical solution itself sits on a scalable platform built using Microsoft Windows

“ It would be inconceivable to achieve the schedules of a large scale project such as The Ffynnon Programme if one was employing traditional software licensing and hardware installation arrangements. Moreover, delivering the service through the browser has the added benefit that more people actually use the service because the interface is familiar to them. Having NTT Europe’s infrastructure services has given us peace of mind during this demanding project and helped us deploy a stream of other SaaS applications in record timescales.”

Ray Fielding, CEO, Coactiva Group

Servers and IBM hardware with a Microsoft SQL database running in the background. Coactiva’s software sits on top of this scalable platform and NTT Europe’s management services ensure that the platform remains available, reliable and secure.

Software as a Service, like all other types of online businesses, are fundamentally concerned with generating revenue by providing useful tools and services online. It is absolutely critical that businesses like Coactiva has a serious, stable and reliable hosting partner. Without it, their primary route to market, fulfilment mechanism and primary marketing channel, are all under threat.

As a result of this initiative, Coactiva has seen strong take up of its solutions, achieving great success. And in 2012, boasts over 300 client organisation subscriptions, totalling thousands of users.

Benefit

Delivering Software as a Service was instrumental in Coactiva securing its contract with the Welsh Government to provide a National Performance Improvement Programme, Ffynnon.

The Ffynnon Programme incorporates over 100 public sector organisations and has more than 23,000 users. It is a national collaborative performance management and improvement programme, supported by their Aspireview system, which joins up the public sector throughout Wales. The Programme has helped to improve performance, share leading practice, deliver efficiency savings, improve service levels and report electronically to Central Government.

Coactiva also has innovative data analytics solutions which provide intelligence into front-line processes, giving organisations the ability to target resources efficiently where they can make the most impact.

Their widely-used risk based verification hosted software has transformed the handling of housing benefit claims by accurately highlighting cases with a high risk of fraud or error, saving millions of pounds annually.

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