

# Success story - VoIP Solutions



## Yellow Arrow Technical Services



## Snapshot

Stourbridge based Yellow Arrow Technical Services was formed as a one-stop-shop for IT solutions to the home and small business market, providing service and support and a wide range of data and voice connectivity and hosting services.

### The requirement

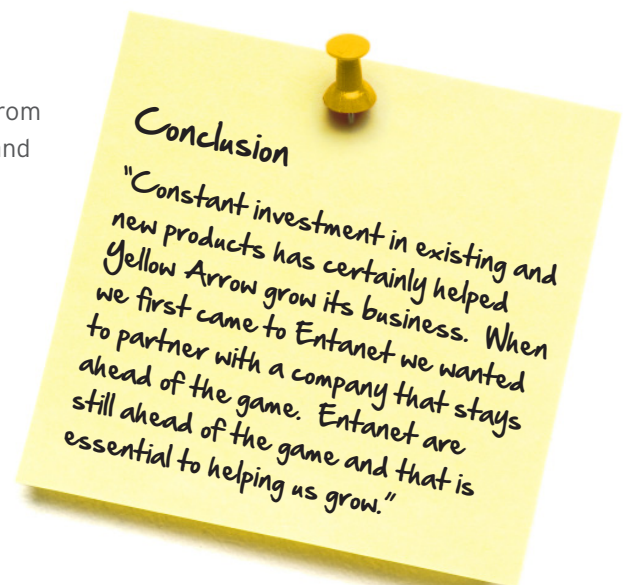
Yellow Arrow was looking to expand into the provision of services, in particular VoIP. Therefore it required a reliable wholesale provider who could supply it with high quality and reliable VoIP solutions, fully supported by experienced UK based support operatives.

### The solution

Yellow Arrow decided to partner with Entanet and now provides Entanet's high quality VoIP services under its own brand.

### The benefits

- ▶ Yellow Arrow has been able to build recurring profitable revenues through the provision of Entanet's VoIP services.
- ▶ As an Entanet partner it has access to ongoing help and assistance from its dedicated account managers, UK based technical support teams and experienced customer service teams.
- ▶ Yellow Arrow benefits from Entanet's ongoing product and service developments.
- ▶ VoIP Enrich provides Yellow Arrow's customers with a high quality, flexible and feature rich telephony solution.





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# In-depth

## Staying ahead of the game

Entanet enables Yellow Arrow Technical Services to open up a new area of business and get ahead of the competition by offering a full range of reliable and high quality VoIP services, backed by first class technical support.

Stourbridge-based Yellow Arrow was formed in 2002 as a one-stop-shop for IT solutions to the home and small business market. Most of its customers are small businesses with between one and ten employees for whom it provides service and support and a wide range of data and voice connectivity and hosting services.

When owner and proprietor of the business Paul Garner decided to move towards providing remote services rather than on-site break-fix and servicing, he knew that he would need to work with a reliable communications provider. He also saw potential in the growing market for IP-based voice services.

Yellow Arrow had established a good working relationship with products distributor Enta Technologies over the years and when he started to look for a partner that could supply reliable and good-value connectivity services he had no hesitation in talking to Entanet, which is also part of Telford-based Entagroup.

## Broadening horizons

Paul says: "I was originally dealing with Enta Technologies and the business was diversifying so it was straightforward for us to expand what we offered by using Entanet. It made sense to do everything in one place and we could do that with Entanet. I thought that the range of services the company offered looked good and their partner programme gave me easy access to a whole new portfolio of services without any financial outlay or sales targets."

He soon found he could work very easily with Entanet to meet the connectivity needs of his own business and also to meet customer requirements. "One particular aspect of the Entanet partner programme that I like is the fact that there are no contracts or minimum order requirements which we have to meet in order to qualify for account management. Another factor for us was having access to a UK-based support team and I have always found Entanet's staff to be helpful and technically aware."

"Stourbridge based Yellow Arrow Technical Services was formed as a one-stop-shop for IT solutions to the home and small business market."

**Paul Garner,**  
**Owner, Yellow Arrow**  
**Technical Services**



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### Local knowledge

With some larger connectivity service providers, support is not based here in the UK which means that there can be problems getting through to support desks during peak times. It is important, Paul says, to know that the support service is locally based. This not only makes it easier to get through to them but also gives the support staff a better chance of understanding exactly what customers need.

“As we’re more of a technical company we make use of the Partner Technical Support who have a mutual understanding of our level of expertise. This avoids the “turn it off then on again” approach to diagnosing the issue that’s common with many other providers.”

The Entanet team provides Yellow Arrow with an excellent ‘second-line’ support resource and will even talk to customers directly if necessary to sort out problems, whilst always keeping in mind that the relationship belongs to Yellow Arrow. “Feedback from customers who have experienced Entanet’s support has always been positive” says Paul.

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### New potential

Working with Entanet has enabled Yellow Arrow to offer a wider range of solutions to customers and this opens up more possibilities for business. “As a sole-trader my relationship with Entanet has helped me to provide services traditionally associated with larger companies. It has enabled me to build an on-going income.”

One area in which Yellow Arrow sees very significant potential is Voice over IP. Interest in VoIP is growing rapidly as customers look to make the most of their Internet connections and cut the cost of telephone calls. Seeing this, Paul started to offer Entanet’s full portfolio of VoIP services and soon found that customers were responding positively. He has been particularly impressed by Entanet’s flagship solution, VoIP Enrich.

“The VoIP Enrich product is very good. As a company with a technical focus we appreciate the wide range of features that it offers. It’s a very flexible solution - it feels like an enterprise solution and can work for small and large businesses.” says Paul. Yellow Arrow see real potential in Entanet’s VoIP services - so much so in fact that it has set up its own web site dedicated to promoting them - [www.voipflex.co.uk](http://www.voipflex.co.uk)

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While VoIP is a fairly new and technical market, Paul knows that he can rely on Entanet to provide the help and assistance that he and his customers need. The fact that Entanet is part of a large and well established group with tremendous financial stability is also reassuring, both for Yellow Arrow and its customers.



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### Constant innovation

He has also been impressed with the improvements and innovations that Entanet is constantly introducing to its partner services. "We like what we've seen in the Entanet Partner Site and the automated VoIP ordering. We're moving more towards on-line ordering as a business in the current climate, so this is essential for us."

This constant investment in existing and new products has certainly helped Yellow Arrow grow its business, he states. "When we first came to Entanet we wanted to partner with a company that stays ahead of the game. Entanet are still ahead of the game and that is essential to helping us grow."

In the future, Paul hopes to work more closely with Entanet on marketing and providing services to end user customers. "With the products and services that they already have, I think Entanet provides a good base on which to build up your business. Providing they can continue to balance innovation with quality, then I would hope that I will always be able to offer the full range of Entanet's products and solutions."

