



# Getronics helps Portakabin Drive Digital Transformation with Integrated Customer Experience Initiative

## Company Profile

Portakabin is the leader in modular building solutions.

## Locations

100+ Hire and Visitor Centres across seven European countries including the UK.

## Activities

The company provides buildings for hire and sale as well as refurbished modular and site accommodation solutions for any sized organisation in any sector.

## Challenge

To better utilise customer insights to drive growth in a rapidly expanding global market.

## Company Profile

Portakabin required a solution that would help it boost employee productivity and digitize the sales process from enquiry through to invoice, delivering a more unified customer experience.



**Sector:** Construction

**Solution:** Managed Cloud Services, Applications, Service Desk

Prior to working with Getronics, each Portakabin country operation was using different databases, platforms and individual offline spreadsheets and documents, making it difficult for the business to utilise customer insights to drive growth.

The company required a solution that would give customers, staff and supply chain partners the benefit of a single integrated information system across the company.

## The Getronics Solution

Getronics implemented a unified Customer Relationship Management (CRM) system across several business units, boosting operational efficiencies to benefit Portakabin customers spanning seven European countries.

The integrated solution enables Portakabin to gain more intelligence from its customer insights, helping to provide customers with a better experience.

The flexible cloud platform scales quickly to meet demand, offering Portakabin more agility in responding to customer needs in a rapidly expanding global market.

The ambitious project has succeeded in providing a personalised and seamless experience for Portakabin business users – from the very first contact through to building design, manufacture, completion and post-handover support. Getronics trained 450 business users, in seven countries, within a four week window for each country.

Getronics worked with IT specialists from Portakabin and partners Dell Boomi and Microsoft on the development and implementation of the transformation, with more than two million customer records being loaded for the UK and Ireland alone.

## Objectives

Getronics is helping Portakabin transform its IT into a key enabler for change to support the business strategy for growth, to deliver:

- Improved customer insight and experience
- Improved employee experience
- Improved collaboration between teams and regions

*"We are proud that our history of industry-leading innovation is continuing and that information technology has become central to the company's business strategy."*

Dominic Ruscillo, IT Director, Portakabin



## The Future

Portakabin has agreed a five-year IT outsourcing contract with Getronics, which will see the company streamline its IT Infrastructure and services.

In addition, the agreement will see Portakabin transform its end user estate to deliver Workspace-as-a-Service, delivering benefits back to its employees.

## Why Getronics?

Getronics has a long history of working with customers to manage complex change projects. The team demonstrated deep industry expertise and a sound understanding of the business challenges, delivering strong results quickly to its internal and external stakeholders.

Portakabin was impressed with Getronics' responsiveness, flexibility, 'can do' attitude and the quality of the service offerings provided. Getronics' local expertise and collaborative culture helped Portakabin to deliver IT change and realise value quickly across multiple European regions.

*"These advanced system capabilities will generate even greater insight for the design, manufacture and delivery of fantastic buildings and meet the precise needs of our customers and building users."*

Dominic Ruscillo, IT Director, Portakabin

ABOUT THE GETRONICS FAMILY: The Getronics family, comprising the Connectis and Getronics brands, has a complete portfolio of integrated ICT services for the large enterprise and public sector markets. This includes Workspace, Applications, Unified Communications, Data Centre, Cloud, Consulting, Partner Technology, Managed Services and Security. [www.getronics.com](http://www.getronics.com). Getronics is a lead in the Global Workspace Alliance, a unique model that provides customers with a consistent IT service throughout the world, with one single point of contact and billing entity. [www.workspacealliance.com](http://www.workspacealliance.com)