POPX

Red Helix sets the foundations for ambitious growth, selecting POPX to standardise scalable Service Management operations

POPX onboards Red Helix to ServiceNow using their innovative model to deploy, enhance and maintain the platform as a fully managed service at a fixed price.

Red Helix is a market leader in network performance and cybersecurity, ensuring clarity, confidence and certainty for businesses on their digital journey. They act as a trusted advisor to companies across a wide range of vertical sectors, providing a calm and constant source of protection and optimisation for mission critical platforms across the UK.

Red Helix supports some of the biggest blue-chip brands in the country, as well as many UK mid-market organisations, with a service that goes beyond cybersecurity and network optimisation. Their attention to detail means a commitment to understanding the customers' pain points and helping them navigate the associated complexities and challenges. This attentive and tailored approach keeps customers constantly resilient, protected and performing optimally.

Adding value to clients' businesses is a primary focus for Red Helix but to do that effectively requires the support of robust service operations and the systems they run on. Their legacy Service Management technology had its limitations, which the business felt would need to be addressed as they start a new and exciting chapter in the company's ambitious growth plans. With a broad portfolio of services, it was essential to ensure the customer experience would always be consistent across each product line. Several solutions were considered and, following a due diligence process to identify the Service Management platform of choice, it was decided that ServiceNow would provide the desired levels of functionality, flexibility and scalability.

The next question to be addressed by the company's leadership was whether to take on the task and responsibility of implementing and building out the ServiceNow solution or to take it as a managed service. It was understood that the first option would necessitate the support of professional services consultants to do the implementation, who would then hand over to an inhouse team. However, the managed service option was attractive because not only does it remove the need to recruit ServiceNow professionals, but it also eradicates the shortcomings and cost of engaging expensive consultants, who move on after the initial work is done.

Further, because POPX takes on the responsibility of onboarding, enhancing and maintaining the platform, this helps mitigate the risks associated with investing in a large and a complex technology. Although there was experience of implementing ServiceNow with consultants at Red Helix, the fully managed offering from POPX was regarded as a serious alternative to be considered.

Customer
Red Helix

Headquarters
Aylesbury,
Buckinghamshire, UK

Industry
IT Managed Services,
Cybersecurity & Network
Performance

Employees
50

Products:
- POPX MSP Platform
- Customer Service Management
- IT Service Management
- Asset Management
- Customer & EmployeePortal
- Service Catalogue

Using POPX helped accelerate the onboarding process due to their understanding of the managed services sector.

Marion Stewart, CEO at Red Helix said: "This was the fourth time I was about to put ServiceNow into a service provider business. Looking at the two different approaches, we could see how using POPX could accelerate the process and therefore the engagement experience with our clients. I knew it would take us a lot longer to do this ourselves, even with the help of consultants. We could appreciate how having access to the pre-configured POPX MSP Platform, aligned to industry standards and their best practice ServiceNow specialists to guide us every step of the way, would save us significant time and effort. The key difference was that POPX would support us not just with the all-important technical expertise, but also with their industry knowledge of the managed services sector, and this elevated their offering to the top of the list."

Stewart continues: "Many of the partners in the ServiceNow ecosystem are engaged in deploying standalone instances of ServiceNow for internal use in a single organisation. This means they don't have the depth of knowledge of what it means to service multiple clients from a single platform and the associated complexities, such as managing Service Level Agreements (SLAs) and how to support a broad Service Catalogue. Working with POPX is different from my previous ServiceNow experiences because they understand the specific ways we work as well as the processes, configurations and workflows we need to underpin our operations. This is a major benefit that I cannot understate. We never had to go through a long process of discovery to understand ServiceNow at a granular level and how that applies to our business because POPX brings that knowledge to the partnership."

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Within three months, all the timelines of the onboarding plan were hit and the go-live went by without issues. The launch was celebrated internally as a rapid and successful delivery, as one of the company's foundation projects to improve systems and tooling, itself part of a wider all-encompassing organisational development programme at Red Helix. The project had keen interest from the board and private equity investors, as they saw adopting the POPX MSP Platform, powered by ServiceNow, as a core enabler to the company's long-term growth strategy.

Moving away from the feature-light legacy system to a feature-rich and complex technology, such as ServiceNow, presents other challenges. Red Helix continually works with POPX to ensure they are making the best use of available functionality, to the maximum benefit of their clients. This is important in helping to realise a healthy return from the investment. The standardisation of processes and SLAs help the customer support team at Red Helix increase their visibility and track what's going on in real-time so that every client engagement is the best it can be.

As Red Helix continues to grow organically, there is a watchful eye on the market for potential acquisition targets. However, the emphasis was always to ensure the company had the right Service Management platform in place that could scale efficiently to support growth and quickly integrate acquisitions, should they come in the future. Expanding the business also means widening the portfolio of services on offer and taking advantage of the integration capability of ServiceNow to work seamlessly with other technologies. For example, POPX provides an integration between ServiceNow and MS Dynamics that supports bi-directional updates and will continually develop new integrations when they are needed.

By adding more value to the customer experience, Red Helix looks to provide industry-leading levels of service to clients, so they never have a reason to look elsewhere. They intend to do this by being easy to work with, combining the highest levels of technical competence with transparency and visibility into the service, providing access to the right people at the right time, making everything available at the customer's fingertips and always being held to account on the promises they make.

Stewart states: "Working with POPX helps us make life easier for our clients so we can focus on adding more layers of value in every customer engagement. We now have wider visibility of client issues and insight through clearer analytics and reporting. This allows us to be more proactive, identifying patterns and behaviours that we can communicate to customers and make suggestions for appropriate action. This raises our client relationships to a higher level by giving them access to more detailed information that ultimately helps make them more secure and efficient."

Red Helix can now respond to customer requests and remediate issues more quickly, as well as receive alerts when tickets fall outside the set response time or are not updated. By giving the engineering team easy access to information they are empowered to carry out tasks quickly and accurately, so the client experience becomes more seamless and transparent. Faster time to issue resolution means more efficient use of resources and happier customers. Consequently, this helps keep the engineering team motivated and performing at a consistently high level.

Stewart continues: "The speed of delivery we experienced using POPX to implement ServiceNow, has proven to be more cost effective than if we had taken the task on ourselves with a team of consultants. POPX understood what we wanted to do very quickly, which enabled them to build a rapid delivery plan. They were ready to start before we were, and everything went smoothly. We wanted a partner that shared the same values we prioritise with our clients. This means, truly caring about the customer, taking responsibility for the outcome, always being responsive and helpful and educating us when there is a better way of delivering what we are asking for."

Martin Ford, CEO at POPX said: "We first began working with Marion and her team when the company was still called Phoenix Datacom, and we felt privileged to partner with a forward-thinking business with a rich heritage servicing some of the biggest enterprises in the country. Since then, we have seen them transform their brand to Red Helix while undertaking the impressive transformation of their organisation from the inside, putting scalable foundations in place that are necessary to support growth. They are entrepreneurial, like a start-up, but with decades of experience and preparing to supercharge the next phase of their scaleup."

Red Helix is creating the blueprint and setting the standard for how tech service providers of the future will develop their operations to prepare for growth.

As the majority of clients served by Red Helix are large enterprises, many of them also use ServiceNow and the company is exploring the potential of integrating the POPX MSP Platform directly with them. This has the potential to unlock new opportunities and enhance the existing services with even more transparency, responsiveness and value. It underscores the importance of the decision in selecting ServiceNow in building ever more robust client relationships that would be difficult to replicate by other providers.

Implementing ServiceNow has significant benefits when hiring new engineers, who want to use the latest technologies and see that the company is investing in the systems that will help improve the employee experience and progress their careers. As the company grows there will undoubtedly be new additions to the team, but with better information, Red Helix can improve its future resource and capacity planning. This helps create a more accurate understanding of the precise skills that will be needed and when. Improved visibility also helps analyse the time it takes to fulfil tasks and service clients for specific requests. This data will then feed into a better analysis of the cost to serve each customer and help improve the pricing of services, so they are always commercially viable while protecting margins.

Stewart concludes: "We're happy we picked the right people to work with to implement and run ServiceNow for us. Having previous experience of ServiceNow implementations, and knowing how challenging they can be, the team at POPX has shown us it is possible to do it smoothly and on time. We've been very impressed and feel they have demonstrated that putting our faith in their managed service was the right decision. We're on a journey to transform, develop and improve operations across our business and will continually work with POPX to streamline, automate and optimise everywhere we can."

Red Helix now has the information it needs to better understand its future resource and capacity planning needs and the cost to serve its clients, allowing for better pricing that protects margins

POPX

Transformation Managed Service Providers