

On cloud Dyno-Rod:

Leading property service business gets its own private cloud

Introduction

Established in 1963 [Dyno-Rod](#) drain, plumbing and locksmith services has grown to become the market-leading fleet of 24-hour property care services under the Dyno Group brand. Dyno-Rod operates as a franchise business, offering national coverage from highly trained local engineers, all proud to sign up to the company's values and high standards. Fair prices, fast performance and professionalism are the core principles driving the organisation's continued success.

The Dyno Group is part of British Gas and is the industry leader. It has over one hundred franchisee businesses, employing more than a thousand engineers and support personnel across the UK.

The challenge

As the Dyno-Rod business grew, it became clear that to maintain its high reputation, a CRM system would be required to replace a system that had developed in line with business growth. A need to take a more strategic approach was identified.

With over a thousand engineers working from locations across the country, spending much of their time on the road between customer visits, the need to manage the organisation's data more efficiently became quickly apparent.

This would provide a centralised location for customer details and for tracking jobs, improving the speed of processing client orders and invoices, the ease with which sales calls are managed, and customer information is transmitted to engineers on the ground.

The CRM system would become a business critical application and it was therefore essential that it was tailored to the unique needs of the Dyno-Rod franchise model. Five requirements were identified:

1. *100% availability and leading performance* – in the service sector, speed of response is essential in evaluating suppliers.
2. *High security* – the data of hundreds of thousands of clients on the system needs to be stored in a secure and compliant manner.
3. *Scalability* – Dyno-Rod has doubled in size in the past 18 months and needed a system that could be quickly and easily set up for new employees or franchisees.
4. *Ability to integrate* with the British Gas in-house system.
5. Responsive and highly available *support*.

The Solution

After evaluating the available options, Dyno-Rod selected the [Microsoft Dynamics CRM](#) solution for its high performance and configurability. A contract for hosting the system was put out to tender with a range of organisations pitching for the business. Amongst the major household

names involved was a small Software-as-a-Service provider, [secureVirtual](#), which beat off the competition to win the account in 2008.

secureVirtual is founded on principles of excellent customer service and the highest technical standards applied to a true understanding of the client's business. Its core offering is [SVi](#) – a state-of-the-art cloud hosting platform developed by company founder and technologist Léon Crisp. It is based on VMWare technology and continues to evolve to ensure that the upmost levels of resilience, performance and security are maintained.

Working with secureVirtual, Dyno-Rod developed a bespoke configuration of the Dynamics CRM System. This is hosted on a private virtual hosting environment (or private cloud) developed specifically for the Dyno-Rod business to enable the IT department to easily manage the system internally.

Richard Barnwell, CEO at secureVirtual, commented: “While it is crucial that the SVi platform has the highest technical specifications, we really had to understand Dyno-Rod's unique business for a successful outcome. That required taking a view of the organisation as a whole and creating a business solution rather than a purely technical one.”

secureVirtual is able to guarantee reliability and uptime because it uses a number of data centres - one hosted at the European hub for Level 3 (the largest internet company in the world) so that the SVi platform benefits from enormous power and resilience.

To enable parallel working alongside the in-house system used by British Gas, SecureVirtual customised the platform so that it could link in with that of its parent company. This is achieved by an automated process that runs for five hours every night to link data in the two systems. Also overnight, all files are backed up so that data continuity can be ensured in the event of an incident.

Availability of support was key to Dyno-Rod's decision, and the company chose to use secureVirtual's *Consultancy on Demand service*. Rather than signing a retainer, Dyno-Rod buys credits in advance and can use them as required, which means they only need to pay for the support they need.

It was essential that Dyno chose the right partner for this major project. With secureVirtual, the company deals with a team of people who have come to understand its business, and who share their own knowledge and expertise with IT staff to enable them to manage the CRM system with ease.

The first implementation was a department of 100 people in the core support side of the business. These employees were trained in using the system by an in-house team set up to make the migration run smoothly.

Outcomes

To date, around 240 employees have started using the Dynamics system, which they are able to access via a web interface. Smart phone integrations mean that they can use it while travelling between clients as well.

In April this year, Dyno-Rod appointed secureVirtual to roll the system out to the rest of the company. This will be done one business unit at a time, based on geographical areas over the next twelve months.

According to the IT department, Microsoft Dynamics gives staff a CRM system that can be designed to suit their own preferences or needs and is able to accommodate the wide variety of jobs that are placed with our franchisees. This means less time on admin and more time dedicated to customer service and growing the business.

-Ends-

For further information:

TopLine Communications

securevirtual@toplinecomms.com

+44(0)207 886 0856

About SecureVirtual

secureVirtual spun off from the Software Connection (a software development house) in 2005 when it became apparent that some clients needed more than just software. Since then the company has focused on building the best possible cloud offering for UK businesses (SVi) backed by outsourced IT support that is second to none. Industry expert Léon Crisp has led a team of some of the best virtualisation specialists in the business to develop the platform and refine it into a high performance, resilient and completely secure application hosting platform.

But that is only part of what sets secureVirtual apart. Clients receive a personalised service that is unusual for organisations in the sector. They deal directly with a small group of specialists throughout their contracts. These mini-teams are staffed by people who are passionate about technology, but keen to understand clients' unique business objectives as a first port of call.