



Background

Integrated Water Services Ltd (IWS), part of South Staffordshire plc, provides specialist services in all aspects of water hygiene, abstraction, distribution, analysis and treatment, distribution network repair and maintenance, rehabilitation, alteration and extension.

IWS supplies a wide range of services to the public sector, utility companies, industrial, commercial and retail customers.

Business Challenges

Steve Suffolk is the managing director of IWS. For a long time one of his main concerns was that the company was unaware of and missing out on a sizeable number of lucrative contracts and frameworks within their sector.

"We get it, we're happy with it, we use it and it gives us great benefits."

Steve Suffolk, Managing Director, IWS

At the time IWS was using a number of different procurement portals which was not only time-consuming but, they discovered, was allowing opportunities to slip through their net. They decided to look for a tool that could save time, give them confidence that they were looking at relevant contracts and weren't missing out on any potential business. Enter Tracker.

Solution

Since they joined Tracker IWS has been able to see the bigger picture when it comes to opportunities in their sector.

Tracker allowed them to simply search for more keywords than they had in the past and they were able to spread their wings into avenues of business that they had previously been unaware of. Tracker has given IWS straightforward access to multiple opportunities which in the past they would not have been able to access.

Benefits

The benefits of using Tracker were immediate for IWS. The company has been able to streamline the experience of searching for tenders, which has saved them a lot of time and effort.

In the past Steve and his team have found other procurement portals to be quite cumbersome and time-consuming to use, Tracker has proved so user friendly that IWS has been able to make commercial decisions on opportunities *"almost on the first screen."*

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Over the course of a year IWS tenders for up to twenty opportunities and Steve feels that without Tracker they wouldn't have known about "at least half of them." On top of this, using Tracker has helped IWS know which contracts are worth chasing and which are not worth the time.

Additional Tools – Bid Manager

As well as benefiting from their core service, IWS has had positive experiences using the additional tools available with their Tracker subscription.

Bid Manager has allowed different members of Steve's team to stay in the loop when multiple people have been working on bids, which has avoided wasting time updating everyone in meetings. By using Bid Manager to track each bid's status, the team work more efficiently.

Spend Analysis

Spend Analysis has allowed IWS to plan ahead with their marketing strategy, giving them invaluable information about their competitors' spending, letting them see where money is being spent and helping them to decide if they have an appetite for new business in these areas or not.

IWS has found Spend Analysis especially useful when looking into moving into different geographical locations, helping to give them an idea of what to expect and enabling the team to plan accordingly.

Market Intelligence

Market intelligence has been an invaluable tool for IWS, providing them with information that has helped in their decision making processes. Whilst Steve feels that getting the most out of Market Intel requires commitment, he states that: *"if you genuinely look in on a daily/weekly basis to see what's going on in your market and you don't get the benefit out of it, well, frankly, something's wrong with your business."*

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