



PRECURSIVE CASE STUDY.

CUSTOMER - ARQIVA

COMMUNICATIONS INFRASTRUCTURE

PRECURSIVE

PLAN. TRACK. FORECAST.



CUSTOMER: **ARQIVA.**

Arqiva is a leading UK communications infrastructure company enabling a vibrant digital economy. Every day their infrastructure and associated services enable millions of people and machines to connect wherever they are through TV, radio, mobile and the Internet of Things (IoT). Arqiva provides digital and satellite services and distribution for international clients in Europe, the U.S., the Far East and Australia.

www.arqiva.com

PRECURSIVE

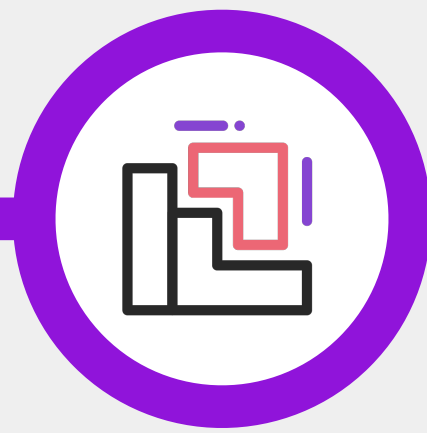
“We chose Precursive because they combine the right breadth of functionality with ease-of-use and after a quick pilot, we saw this was the case. Their delivery has been professional and on-time which creates a lot of credibility with our PMO team. With Precursive and Taskfeed, we’ve given people the right tools to do their jobs.

Ultimately we’re able to increase our throughput of work and improve our capacity planning which is great news.”

SIMON KEYES.

Presales, Programme & Process MD
ARQIVA

HOW ARQIVA **USES PRECURSIVE.**



1.

Opportunities in Salesforce

Better capture and visibility of leads with quoting managed in Salesforce CRM.

2.

Customer Collaboration

Ability to share detailed project plans with clients to keep them in the loop.

3.

Reporting

Reporting across all key metrics including project progress and time-to-value.

4.

Task Allocation

Break down a project or process and assign tasks to teams.

5.

Tracking KPIs

Utilization & capacity
Time to launch
Time spent by product

Key point: “Leadership now has the MI to manage a large portfolio of work.”

CUSTOMER CHALLENGE.

Previous systems used to plan people and projects were clunky and did not allow staff to do their jobs easily. This led to a number of issues, including:

- Staff felt their **tools did not suit** the complex and fast moving project work
- **Difficult to link** project management and resource allocation of engineering teams
- **Gap** between sales activities, project planning and resource management
- **Hard to quickly mobilise teams** with the right skills or technical knowledge



THE SOLUTION.



The World's
#1 CRM

PRECURSIVE

The Services Delivery
Cloud for Salesforce

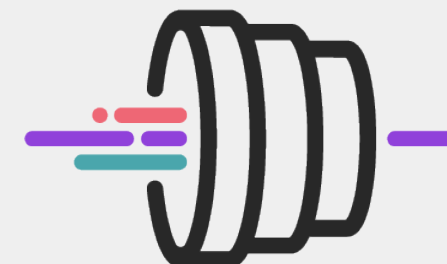


Opportunity
Management



Reporting

Track & monitor leads
Manage & forecast opportunities
Reporting & analytics



Project
Management

Plan Sales and delivery streamlined
Progress & task completion monitored
Automation allows for better visibility



Customer
Onboarding



Resource
Allocation

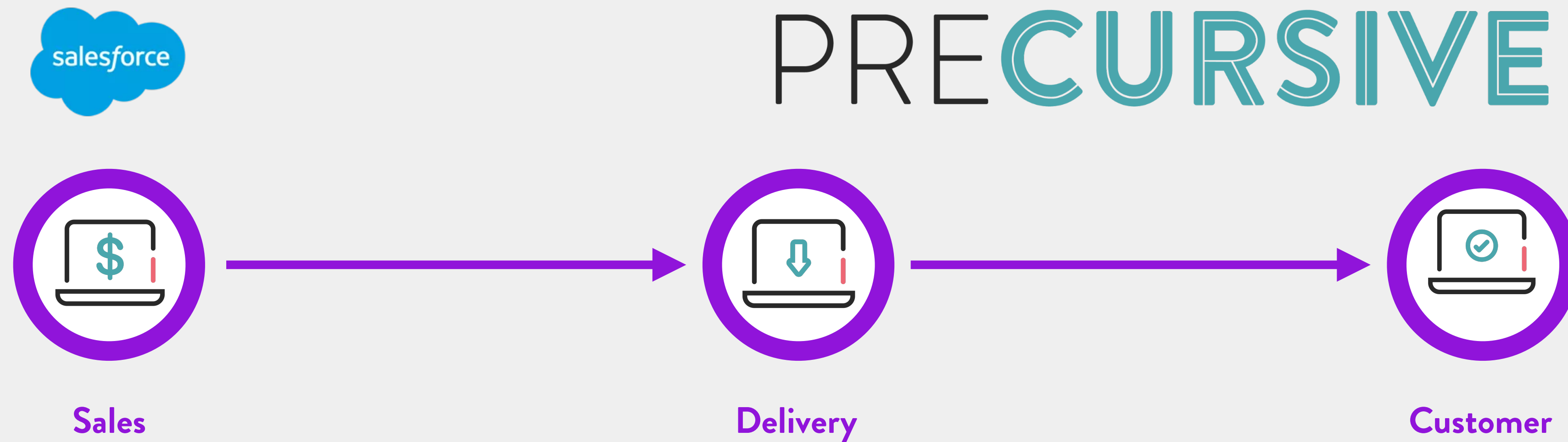
Plan & allocate resources
Project notifications and collaboration
Track project tasks, progress & margin



Project
Budget

THE SOLUTION.

Precursive provided a combined solution for Arqiva with project management and capacity optimisation to improve alignment between sales and operations. The Project Management Office and resource management teams drive increased efficiency and better margins on project work.



PRECURSIVE SOLUTION.



INTEGRATED.

Project & Resource Management

By automating processes, from sales through to project delivery and resource deployment, teams can get ahead of changes and requirements quicker.



OPTIMISED.

Utilization across teams

Leadership team has the ability to manage a large portfolio of work and drive operational efficiency and higher profitability.



INCREASED.

Throughput of projects

An extensive reporting package was created showing senior leaders project progress, milestones and task completion.

EMPOWERING SERVICES **TEAMS.**

Highest User Adoption
Mid-Market
SPRING 2023

Highest User Adoption
Mid-Market
WINTER 2023

Highest User Adoption
WINTER
2023

CUSTOMER SUCCESS.
ENABLING
OUTCOMES

LIGHTNING NATIVE.
TECHNICAL
INNOVATION

ENTERPRISE SECURITY.
TRUST &
PRIVACY

Users Love Us

Highest User Adoption
Mid-Market
FALL 2022

Highest User Adoption
FALL
2022

Precursive team with enterprise experience at ABB, Fujitsu, Roche

> \$1 Billion in project value managed in Precursive

GDPR compliant
ISO 27001:
2013 certified



PRECURSIVE

★★★★★ 5.0
Average Rating

PRECURSIVE **CUSTOMERS.**

High Tech.



Profesional Services.



PRECURSIVE

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THE SERVICES DELIVERY CLOUD FOR SALESFORCE

PLAN. TRACK. FORECAST.

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