



Simplicity Group talk to us about their impressive growth

Northern Ireland's Simplicity Group has gone from start-up to an annual turnover of £6m in just 11 years. An impressive achievement that has seen managing director and co-founder Harry *Girvan* go from the building trade through mobile phones to vehicle telematics, and more recently into business telephony and technology solutions. Today it ranks as one of the preeminent UK and Ireland solutions specialists.

Girvan is quick to acknowledge the part played by the telecoms operator and vendor Gamma in this success: "Northern Ireland had the best broadband of anywhere in the UK," he says. "We could see with ISDN fading away that VoIP would soon become a mainstream business tool."

Looking at potential supplier/operator partners, Girvan and his brother found in Gamma a like-minded organisation that shared many of their values and would be a good cultural fit. Gamma also offered a partnership programme that met the unique needs of new and growing VoIP companies.

Says Girvan: "We decided to go with Gamma in 2013 and began concentrating on VoIP and our established telematics services. We started with Gamma as a Dealer and it proved to be a game-changer for us.

"Once people saw what Gamma's Horizon hosted telephony solution would allow them to do, and understood how much money it would save them, deals followed," says Girvan. From that point on, Simplicity Group recorded an annual doubling of its VoIP revenues.



Zero to £6M in 11 years - Simplicity Group Finds Success With Gamma



Dealer Programme

Gamma's Dealer Programme is part of a multi-tiered partner strategy. It allows

Dealers to focus on where they excel: selling to and building relationships with prospects and customers, while Gamma handles all the back-end processes. For those electing to work with Gamma in this way, it is a low-risk, soft-start way of generating revenue from the burgeoning market for voice, data and mobile solutions.

The Dealer Programme can also be a stepping stone to bigger things. As dealers build their core business around Gamma's infrastructure, marketing and support layers, they have the freedom and time to learn and gain confidence in the market. Thus emboldened they may feel ready to take on more responsibility and add further to their offer with for example provisioning or support.

Simplicity Group is a perfect example of a company that embarked on exactly that partner journey. It started with Simplicity Group selling Horizon solutions to small and medium enterprises in Northern Ireland. Girvan is quick to point out that as a young company back then, taking on marketing, provisioning, support, billing and credit risk would have been a huge ask.

He believes Gamma's Dealer Programme has the formula just right, providing a safe launchpad from which a company can build a sustainable, profitable future.

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Harry Girvan
Managing Director and Co-Founder
Simplicity Group

From Dealer to Wholesale Partner

As a Dealer partner of Gamma, Simplicity Group steadily built up its business and the right infrastructure to take ownership of customer contracts with end users. Accordingly it felt ready to manage the additional risk and responsibility of becoming a Gamma Wholesale Partner, doing its own provisioning and support while outsourcing billing to the independent specialist Union Street.

Today Simplicity Group has grown to some 700 customers and 7,000 connections across Ireland. Some customers are large entities, such as the Northern Ireland Tourist Board, while others are SMEs with as few as five or six connections.

During the first wave of Covid many enterprises embraced remote working. With schools and medical practices among its customers, Simplicity Group took the opportunity to demonstrate that, despite its growth, it continues to behave ethically in the marketplace.

"We sold some 600 remote working connection solutions but actually gave most of them away for free. We didn't want people to feel that we were taking advantage of the situation," says Girvan. This generated further goodwill for the company, in turn helping build a customer retention rate of 99.3%.

Platinum Status

Now in 2022, and one of a select group of Gamma Platinum Partners, what is it that Simplicity Group gets from this relationship and why has it proved to be so enduring?

Girvan is in no doubt. "Mutual trust. Everyone we met at Gamma before we made the decision, we liked; all the people in the company were open and honest, the managing director, the channel manager, the technical people. We liked them all, and felt that they were being straight with us.

Right from the start we decided to work exclusively with Gamma. This trust led to Gamma backing us to the hilt, and it continues to do so. We are now one of what, some 50 or more Platinum partners? But I can still pick up the phone and talk to Gamma's managing director if I need to."

Indeed Simplicity Group is so integrated with Gamma at key touch points that the two companies almost operate as one entity. "We have an inside track on what Gamma is working on and we share with them what we are planning on doing," says Girvan.

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**Harry Girvan
Managing Director and Co-Founder
Simplicity Group**



Collaboration

Now in 2022 And that collaboration is very real, points out Girvan. He cites the example of how Simplicity Group worked its three-year plan through with Gamma, whose people then found ways to add value to what Simplicity Group intends to achieve. Gamma helped train Simplicity Group engineers to get accredited, and the coaching and active help also extends to sales and customer service. There's active cross-collaboration on marketing too.

"All of this is helping us move Simplicity Group upwards to where we want to be, aiming for larger customers with 500-600 seats," says Girvan. "It's important for us that Gamma continues to bring new products to the market so that we can stay ahead of the curve. Now that Gamma Contact Centre has joined Collaborate, we've a product set that is more appealing to bigger enterprises.

"We're looking to expand our VoIP offering across the whole of Ireland and the UK. Our partnership with Gamma is the enabler. It gives us confidence to face the future and make the necessary continuing investments in building our brand."



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Contact us to speak to a member of the Gamma team about becoming a Dealer Partner and expanding your portfolio.