

## NEWS

### Channel equipped to shrink integration risks to sweet FA with DNA

*New Support to Win product ensures significantly faster and problem-free integration projects regardless of technology*

**11<sup>th</sup> July 2022**

Support to Win today launches its DNA product designed to ensure faster execution, higher ROI and lower risk for cloud/hosted telephony, UCaaS and CCaaS projects. Specifically those implementations, migrations and consolidations that currently attract massive engineering resources and extended timelines, and dictate the success of M&A investment cases.

DNA (Discover, Normalise, Automate) is a flexible, on-demand solution that rapidly accelerates the completion of these mission-critical integration projects. It has already been used successfully in mid-to-large scale projects in the public sector and is suitable for any project above 100 seats.

Specifically it assists with:

- Estate management and sell-side M&A due diligence: using automation to create an accurate, documented record of current deployments, including legacy implementation, in a fraction of the time and without human error
- New customer acquisition: drastically reducing presales effort required to compose executable implementation plans
- Faster order to cash: short-circuiting the prolonged discovery processes associated with complex projects.

“Integration challenges with consolidations and migrations have always created commercial obstacles which is why the market needs to complete its shift to SaaS-based automated toolsets that can speed up projects by an order of magnitude,” said Matt Townend, Director at Cavell Group. “There’s a clear investment-related dimension here too, which resonates with the content and discussions at our recent Cavell Invest Summit event. Products like DNA are valuable because M&A activity in the comms industry is effectively reliant upon large-scale consolidation projects going to plan, as acquired companies and their customer bases are brought together.”

“We see huge pent-up demand for game-changing speed and accuracy for integration projects, regardless of technology – and that’s what DNA delivers,” said Julie Mills, CEO at Support to Win. “Comms providers and partners need this in their business, both to underpin organic growth and particularly if they’re looking to scale up through M&A.”

DNA is available on a project-by-project basis with no tie-ins, and can either be deployed on a stand-alone basis or taken alongside complementary Support to Win professional services.