

Case study | Speedy

How Speedy went from end-of-life systems to cutting-edge orchestration





Across 46,000 businesses, Speedy Hire offers a comprehensive equipment range

Speedy Hire Plc, the UK's largest hire provider, offers a vast range of tools and equipment. Serving over 46,000 businesses, it ensures the safe and reliable provision of hire equipment for successful project delivery.

With 3,500+ product lines, including everyday tools and specialist assets, and a team of 3,700 colleagues across 200 locations, Speedy Hire is known for excellent customer service, featuring an unmatched nationwide four-hour delivery service.

Chief Operating Officer Dan Evans affirms, "That quality support is what our customers expect – and rely on."

Amid modernization needs, **Speedy** selected **Microsoft Dynamics 365** for enhanced efficiency

Speedy, operating on an aging system approaching end-of-life, sought to uphold and enhance its customer commitment and achieve growth objectives through the adoption of a contemporary system. The imperative was to attain enhanced visibility into its rental fleet for optimizing asset on-hire time, thereby maximizing hire revenue. Real-time replenishment data was crucial to meet order fulfilment requirements, and the desire was to offer recommendations for linked products to boost secondary revenue.

Mark Sunderland, Chief Information and Digital Officer at Speedy Services emphasized the need for modernization and digital transformation, aligning with the broader business landscape.

In evaluating options for upgrading its ERP system, Speedy found A365, complimented by Microsoft Dynamics 365 to be an ideal choice. The A365 and Microsoft Dynamics 365 combination offered a modern, evergreen, and cloud-based solution that extended beyond finance and supply chain functionalities.

The appeal of the integrated solution lies in its flexibility, enabling Speedy to seamlessly incorporate omnichannel, customer service, and marketing components, all operating in the cloud and synergizing effectively. Sunderland noted, “Like all businesses, there was a need to modernize and digitally transform.”



Case study | Speedy | **Challenge**

“We were looking for a solution that would provide us with enhanced security and a single system for operations and reporting,” explains Mark Sunderland.

“We were also looking for faster, real-time data to optimize equipment and people resources and a reduction in overall ERP support. For us, that system was Microsoft Dynamics 365 Finance and Supply Chain Management.”

The team initiated a program to transition to A365 and Microsoft Dynamics 365 in 2020. Speedy implemented a Microsoft Dynamics 365 core finance and supply chain, along with A365, a Dynamics 365 add-on for rental services, for its 2,000 employees across all 200 branches, including B&Q outlets.

Today, A365 serves as the core of a significant digital transformation program for Speedy. The new system, operational since 2022, simplifies key business processes and significantly enhances the user experience. Future phases will concentrate on reviewing and digitizing key processes to maximize the full potential of the new system.



Addressing implementation risks and fears through **effective change management is essential**

The project represented a significant undertaking, encompassing the entire Speedy operation, supply chain, and customer experience across all locations simultaneously going live. Past implementations had not always gone smoothly, leading to residual fear and resistance within the organization. This time, Speedy sought the right solution for a successful landing.

To achieve this, Speedy engaged in extensive planning, collaborating with Microsoft and Annata. They adopted an unconventional approach by limiting changes during migration to minimize the impact on users and, ultimately, the business.

Additionally, Speedy worked closely with Microsoft to develop a comprehensive change management and adoption program, incorporating PROSCI, a center of excellence, and the implementation of WalkMe to drive the adoption of Microsoft Dynamics, Teams, and Office 365.

Lynn Jeary, Change Manager at Speedy, emphasizes, "From a people perspective, the delivery of effective change management was a key part of the project's success." Frontline staff, including Nicola Plummer, Office Team Leader at Speedy Services, expressed their satisfaction with the smooth transition to the new system. They are excited about the opportunity to enhance their work efficiency.



Achieving asset excellence with **Dynamics and A365-driven transformation**

With Dynamics and A365, Speedy is achieving 360-degree visibility of assets. Mark Sunderland notes, "We track all of our assets on 15-minute updates. When a customer returns an asset, it undergoes cleaning, inspection, and damage assessment. If needed, it proceeds to repair. These statuses and locations are tracked in Dynamics... it could be in six different statuses within one day, and the system has control of all of that. So, when somebody else comes in to hire an asset, we know whether we've got one available at that location."

The ability to monitor the asset's location and status is crucial for maintaining high asset utilization, resulting in increased asset hire time and revenue. This enhanced visibility and utilization has led to a higher return on capital expenditure for Speedy.

Moreover, this has boosted workforce productivity for front-office workers and engineers. Simultaneously, it has improved customer service, asset availability, and lifespan by integrating with third-party systems. This includes systems for predicting stock holding requirements and improving utilization. The Speedy Services leadership team anticipates reaping benefits across various operational areas, from increased secondary revenue to better control of productivity.

Dan Evans expresses, "Our foundation for the future is now set, with Microsoft technology being a big part of our effort to be more sustainable, more efficient, and to offer a true omnichannel and excellent customer experience for all our customers."



Case study | Speedy | **Result**

“

Our foundation for the future is now set, with Microsoft technology being a big part of our effort to be more sustainable, more efficient and to offer a true omni-channel and excellent customer experience for all our customers.

Dan Evans

Chief Operating Officer, Speedy Services.



annata
Powering possibilities