



CASE STUDY

Competing in a Saturated Market

Gigafy

About Gigafy



Headquarters: Brisbane, Australia

Company Size: 25

Services: Internet and telecommunications provider

Gigafy is an Australian and US-based Internet Service Provider that delivers managed internet services for Multi-Family Complexes and Residential Apartment Towers. Their uniquely designed software and provisioning system enables residents with an account to immediately connect via a pre-installed wireless router. This is convenient for customers as it allows them to access wifi as soon as they relocate to their new apartment, instead of having to manually set up a physical router on moving day.

The Gigafy system is designed to address common problems encountered by management and tenants alike, where wireless access comes standard and plans are flexible to suit all internet needs.

Gigafy joined Cloudscene in April 2019 to connect with global service providers to expand operations and provide reliable connections for their customers globally. In this case study we will investigate the three biggest challenges that Gigafy faced prior to joining Cloudscene, and discover how the platform has helped them overcome these issues.

Challenge #1: Limited access to suppliers

The traditional procurement method often means that network buyers have to choose from a small pool of local service providers to fulfill their requirements. Before joining Cloudscene, Gigafy found that a lack of supplier diversity made it difficult to build relationships with other providers in the industry. As Chris Hawke, General Manager of Gigafy says, “even though the teleco industry is quite small, it still amazes me how many other businesses are out there that you don’t have a relationship with”.

Gigafy decided to move away from the traditional procurement cycle to broaden its scope of providers across several different services and countries. By joining Cloudscene, Gigafy was able to connect with a diverse range of vendors and source data centers, ISPs, carriers and cloud on-ramps, all on Cloudscene’s digital platform.

By expanding its network of providers by using the Cloudscene platform, Gigafy has been able to penetrate new markets and access customers from all over the world. Hawke says, “Gigafy’s expansion into the UK was fuelled by the leading connectivity service providers we sourced on Cloudscene. The platform has empowered us with the comprehensive data and streamlined process we’ve needed to successfully move into this new market.”

Challenge #2: High fiber and operational costs

Before joining Cloudscene, one of the most significant challenges Gigafy faced was high operational costs due to a lack of supplier diversity. A lack of service provider choice often results in buyers having to pay much higher prices for their network requirements. According to Hawke, “we were limited in our supplier base, so as a result, our fiber build costs were often high”.

By joining Cloudscene’s Marketplace, Gigafy had access to over 9,500 service providers, ensuring that they could connect with vendors that both met their network requirements and budget. Hawke explains that “at the end of the day, with the broader market, it (Marketplace) enables you to get the best price and best product for your needs”.

Essentially, Cloudscene enabled Gigafy to reduce its fiber and operational costs by expanding its access to a diverse pool of network providers that meet their specific needs.

Challenge #3: Managing business opportunities

It can be challenging for multinational corporations to manage and monitor an expansive portfolio of network opportunities. Without a centralized platform to track activities, it becomes extremely difficult to project manage and identify roles and responsibilities.



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– Chris Hawke
Chief Operating Officer, Gigafy



Further to its role as a procurement platform, Cloudscene is also used as a project management tool for businesses looking to streamline operations and oversee progress.

Gigafy has found this function to be very useful, “it’s an incredible platform that you can project manage all of your applications. So here at Gigafy, we might have 10, 20 applications or requirements per month, and Cloudscene Marketplace has been a great way to manage all of those orders,” Hawke says.

Gigafy has streamlined its procurement cycle by onboarding its operations to Cloudscene Marketplace. By using a single source of truth platform, Hawke has found that “it saves my team time, and brings together all of our orders into one place”.

Taking the digital procurement journey with expert support

It can be difficult to source network services in today’s highly competitive digital ecosystem. However, this terrain becomes much easier to navigate if a firm can equip itself with current industry data, comprehensive vendor information and a vast library of educational resources.

Gigafy’s procurement team were able to use Cloudscene not only as a means of connecting with vendors but also as an educational tool to help them make informed, data-based decisions. Having unlimited access to Cloudscene’s team of network experts has enabled Gigafy to successfully maneuver through the complex world of procurement.

“It’s a fantastic place, not only for putting in bids and requirements for our services across our business, but also they’ve got such a great team at Cloudscene. If we have any issues, we can pick up the phone and talk to someone, or even if you’ve got a problem with your existing services they’re happy to help you out and try and find the right solution for your business as well,” Hawke says.

Gigafy continues to use Cloudscene to fulfill its local and international network requirements. The platform has helped the team expand their global reach and tap into exciting new markets and customer bases.



Next time we intend to add new locations to our footprint, we’ll be jumping on to Cloudscene’s Marketplace to find the services to get the job done.

– **Chris Hawke**
Chief Operating Officer, Gigafy



We're here to help

If you're looking to [discover, compare, and buy colocation or network services](#) to solve your organization's operational or go-to-market challenges, check out [Cloudscene](#) or [get in touch with our team of experts](#) to discuss your requirements. We'd love to help.



Cloudscene is a leading marketplace platform for colocation data centers, cloud service providers, network fabrics, and cloud on-ramps. Built on a foundation of invaluable market data sourced by the industry, for the industry, Cloudscene is backed by the world's most comprehensive market intelligence database and has become the go-to resource for global, independent knowledge across 7,600+ service providers, 8,000+ data centers, and 110 countries. Cloudscene Marketplace brings together the sourcing and selling of network services empowering teams to make data-driven decisions in an entirely digital and automated way.

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