ubersmith

GREEN HOUSE DATA

"The most valuable aspect is the full integration of different areas: billing, tracking, order fulfillment, and support. Moreover, our clients are able to see their usage, billing, and support tickets. This allows us to deliver on our brand promise of efficiency and transparency, which is key to our company mission."

THOMAS BURNS | VICE PRESIDENT, BUSINESS DEVELOPMENT & CO-FOUNDER

HOW WE HELPED

50% DECREASE IN ORDER PROCESSING TIME

Time savings due to automation and digitization of processes

INCREASED TRANSPARENCY AND VISIBILITY

Client access to support tickets and orders

FLEXIBLE SYSTEM

Allows system to be customized

COMPREHENSIVE ACCOUNT MANAGEMENT

Engages teams across the entire country

SCALABLE SOLUTION

Grows and evolves with the company

INDUSTRY	Data Center and Colocation
LOCATION	Cheyenne, Wyoming
USE CASE	Better Customer Experience, Lower TCO

BACKGROUND

Established in 2007, Green House Data is a leader in cloud hosting, colocation, hybrid IT, and managed services. The company's mission is to deliver high performance, custom technology infrastructure solutions to customers from the most environmentally, operationally, and capitally efficient data centers in the country.

THE CHALLENGE

In 2009, Green House Data was a young company experiencing explosive growth. Due to this, the company was facing the challenge of scaling its business and at the same time meeting its customers' needs. Green House Data needed to be able to track sales orders, service usage, and billing in a seamless way. The process they were using was cumbersome, to say the least. Paperwork needed to be manually correlated with current systems such as Salesforce and QuickBooks.

The cost of such a chaotic system was felt throughout the organization. Hours could easily be spent fixing an error – not to mention the sub-optimal customer experience. The impact to overhead cost as well as people hours was enormous – especially for billing.

THE SOLUTION

Green House Data needed a business management software suite that was scalable, integrated, and open. Ubersmith was the first solution that offered them a unified system that would grow with their business. It had the full functionality that Green House Data was looking for – subscription usage billing, sales quotes, provisioning, and support ticketing. The comprehensive nature of the Ubersmith product meant that teams throughout the company were actively engaged and focused on customer success – from sales to client services to engineering.

As time has gone by, the services and products Green House offers have evolved. Ubersmith has been flexible enough to change with the company and meet their needs.

THE RESULTS

The integrated nature of the Ubersmith product allowed Green House to save significant time, money, and resources. In particular, by automating the entire process, the company saw a 50% decrease in the time it took to quote and process an order – directly impacting the bottom line.

The company prides itself on delivering its trademark *Hear from a Human*, high-touch, personal service to its customers. The Ubersmith product allows Green House's customer base access to a client portal which contains a customer's orders and help desk tickets. This added transparency is key in helping Green House deliver on its brand promise.

Moreover, there is an increased cost savings in having a consolidated system that guides Green House employees through all stages of the customer lifecycle.
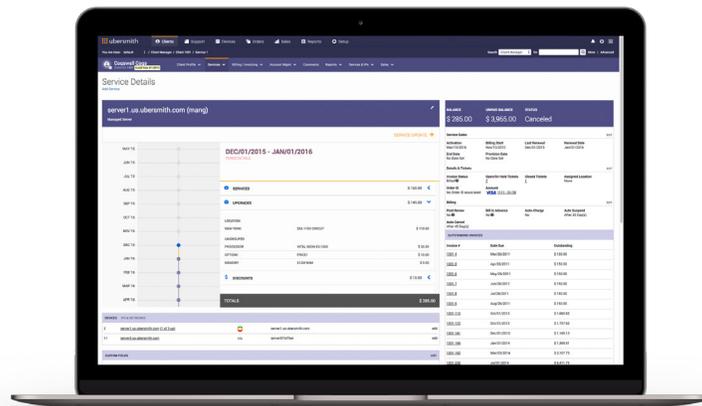
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