

Case Study

Freedom Fibre

CASE STUDY

Freedom Fibre

Flexibility, compliance, and reliability:
Freedom Fibre uses SuiteCRM to centralise
records and achieve ISO certification.

CUSTOMER NAME:

Freedom Fibre

LOCATION:

Manchester, UK

INDUSTRY:

Telecoms

EMPLOYEES:

51-200

PROJECT GOALS:

- Centralise records for improved visibility and efficiency.
- Achieve ISO certification across five standards.
- Replace disconnected spreadsheets and tools with a unified CRM solution.
- Customise CRM modules to fit business processes without compromise.
- Move to fully managed hosting for secure, reliable, and backed-up operations.
- Extend CRM functionality across additional business units to support growth.

About Freedom Fibre

Freedom Fibre is a UK-based fibre network provider, delivering high-speed internet and communications solutions to both residential and business customers. They partner with Internet Service Providers to optimise the UK's fibre network and deliver the best possible customer experience, whilst driving down costs and improving the speed of roll-out.

Challenges

As a new company, Freedom Fibre had very few systems in place to manage records effectively. They relied heavily on spreadsheets and disconnected tools, creating inefficiencies, limiting visibility across the organisation, and making it difficult to implement the processes required for ISO certification. Additionally, their initial CRM deployment was self-hosted on a cloud-based platform, which created extra management overhead and limited access to enterprise-level support and backup solutions.

Solution

Freedom Fibre chose SuiteCRM, a system they were familiar with and trusted for its flexibility and cost-effectiveness. SuiteCRM enabled them to centralise records storage and develop the modules necessary to support five ISO standards. The platform's flexibility allowed them to configure existing modules and create custom ones, ensuring SuiteCRM adapted to their processes rather than forcing the company to adapt to the software. This approach provided a single source of truth for records and enabled smoother operational management across the company.

To further improve the system's reliability and reduce operational burden, we migrated Freedom Fibre's SuiteCRM instance to our fully managed hosting with SuiteASSURED application warranty and support. This transition provided a secure, professionally managed environment with automated backups, high availability, and expert support. During the transition, our team ensured the system was fully operational on the new managed platform, enabling a seamless move with minimal disruption to their business operations.

In addition to the initial setup, we provide ongoing support and optimisation through change requests, helping Freedom Fibre continually improve their CRM and adapt it to evolving business needs. This ongoing partnership ensures the system grows with the company, maximising efficiency, usability, and long-term value.

"I think the SuiteCRM team are very responsive, and have a huge pool of knowledge that can be tapped into to help deliver the right end result."

RICK BYERS, CHIEF RISK OFFICER AT FREEDOM FIBRE

Results

- A centralised records system made ISO certification achievable in under two years.
- Streamlined processes reduced reliance on disconnected spreadsheets, improving efficiency and organisational oversight.
- The CRM's flexibility led to additional modules being developed for other business areas, extending SuiteCRM's benefits across the organisation.
- Fully managed hosting added further value, providing expert support and security.

"Having all our records in the same place has led to many favourable comments from ISO auditors, and we have been told that the system we have is one of the best many of them have seen."

RICK BYERS, CHIEF RISK OFFICER AT FREEDOM FIBRE

Why SuiteCRM

Freedom Fibre chose SuiteCRM for its open-source nature, flexibility, affordability, and previous positive experience with the platform. The responsive support and extensive expertise of the SuiteCRM team also played a crucial role in delivering a solution tailored to their needs. Migrating to fully managed hosting with SuiteASSURED added further value by providing secure, reliable hosting with automated backups and dedicated support, allowing Freedom Fibre to focus on business growth rather than IT management.

“Having dealt with the SuiteCRM team over many years now, their commitment to the open source nature of the product has always impressed me, as has their ability to understand our business needs, and to help me deliver against those.”

RICK BYERS, CHIEF RISK OFFICER AT FREEDOM FIBRE

About SuiteCRM

SuiteCRM is the world's most popular open-source CRM, with over 1.7 million downloads and an estimated 5.8 million users worldwide.

It offers a cost-effective, flexible platform that helps organisations manage relationships and automate processes across sales, marketing, service, and reporting.

As the developers behind SuiteCRM, we specialise in delivering bespoke solutions and professional, end-to-end services. For organisations seeking additional assurance, we offer SuiteASSURED - a fully supported, secure version of SuiteCRM with a comprehensive total care package.

To learn more or schedule a personalised demo, visit: **www.suitecrm.com**