



CASE STUDY

# How Copado helped Zen Internet unlock the value of its Salesforce investment



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# Introduction

Zen Internet is in business to make life better for customers, employees and suppliers. Over the past 25 years, Zen has grown from a pioneering ISP into a full-fledged service provider, delivering broadband, enterprise networking, cloud, and/or phone services to half a million UK postcodes.



Zen customers enjoy unparalleled, multi-award winning customer service, but Zen realised that its own digital transformation was imperative if it wanted to maintain its momentum.

Salesforce was a cornerstone of Zen's digital transformation strategy. The company had been a satisfied Salesforce Sales Cloud and Service Cloud customer since 2011, and in 2018 Zen started using Salesforce Industries (formerly Vlocity). Sales Cloud manages all sales pipelines and integrates with Pardot for marketing automation. Service Cloud provisions tech support agents, account managers, and outlying teams that build custom internet packages. Salesforce Industries provides telecommunications-specific tools to help Zen use data predictively and proactively in order to simplify, personalise and enrich the customer experience, allowing them to scale as they push to become a challenger brand.

With all these new capabilities on board, change was constant at Zen and teams grew quickly. Some new administrators made changes directly into the production environment, without much documentation. The team was not taking full advantage of all that Salesforce offers.

Copado helped Zen streamline deployments and releases so that Zen now can get the most out of Salesforce. By using the top Salesforce-native DevOps tool, Zen's teams have been able to quickly come up to speed on Salesforce Industries, and team members now are finding creative new ways to use it to support Zen's business.



## The Zen Internet story

Zen Internet offers three broadband internet speeds: fast, superfast and ultrafast. But when it came to launching new applications in Salesforce, the award-winning, customer-focused ISP was not as fast as it wanted to be.

Zen is known for great customer service, and the company saw that with Salesforce it could scale the “white glove” experience its customers know and love. Zen’s Salesforce analysts wanted to work

in a DevOps framework, in a ticket desk, and were keen to develop a roadmap and vision for the platform.

Before the team added Copado, change and testing often happened by going straight into Live or across a variety of unsynchronized orgs. Larger projects occasionally needed to be deployed outside of core hours, and the enhancements often had to be rolled back by hand and rebuilt in the live environment during high volume periods if

reconfiguration was required. One developer’s enhancement often overwrote another’s, and conflicts and lack of traceability slowed the process considerably.

“We knew we had challenges that we needed to overcome”, remembers Simon Whight, Platform Technical Architect at Zen Internet. Whight knew he needed a DevOps tool.



## Finding the right DevOps tool

Whight realized Copado might be the DevOps solution he needed because it was designed and built by Salesforce developers and admins for Salesforce developers and admins.

“Copado runs entirely in and on the Salesforce enterprise platform, so there are no extra security risks or hardware or hosting requirements”, Whight said.

Copado is an end-to-end native DevOps solution that unites admins, architects and developers on one platform. It is fully integrated with Salesforce DX and Salesforce Clouds and is compatible with Azure DevOps.

Admins working with Salesforce Industries can use Copado to come up to speed quickly on the technical tools they can use to deploy metadata and complex data.

“With Copado, we’re doing all our changes with clicks”, Whight said. He now has four people doing the work that once was done by eight, and no one is grinding it out at after hours anymore. When Whight hires a new Salesforce admin, the lower technical barrier means he doesn’t have to limit his search to people with developer skills. And because the workflow is so much smoother now, he has time to upskill his employees between releases.

Whight said he appreciates the source control and the button-click rollbacks Copado provides, but that his team so far hasn’t needed them because “things are going right the first time”.

“We’ve gone from Dev teams taking nine months to code product variations to shipping these in simple sprints”, Whight said.

Zen saves time by consolidating workflows and documentation in Copado, instead of tracking changes and work progress in multiple spreadsheets. Communication is more efficient, and people are no longer accidentally working at cross purposes.

Now the Zen team is moving towards a Continuous Integration/Continuous Development (CI/CD) model with automated testing and steady releases.

Zen’s Salesforce team has become a much more integral part of Zen’s business. The reputation of the Salesforce dev team inside Zen has pivoted from an email-based ticket desk into a key enabler of Zen’s challenger brand strategy. Copado has helped Zen turn Salesforce into a critical component of Zen’s digital transformation strategy.



## Accelerating digital transformation

Even companies that don't use Salesforce Industries are

benefitting from accelerated Salesforce releases with Copado. Copado is critical for anyone doing complex configuration and managing multiple instances and deployments on Salesforce.

Zen said Salesforce Industries' Omni Studio has allowed it to take product configuration from a months-long process to a couple of sprints, giving the sales team a streamlined front-end. But it would not have been possible without Copado.

Steve Harris, regional director for Copado in the UK and Northern Europe, said Zen's story is similar to that of many other companies.

"So many digital transformation programs are delayed", said Harris. "Companies want to move faster, they have this vision, they want to achieve business value as soon as possible, but their staffs are hindered. Copado fills that gap so businesses can release the value of the Salesforce platform much more quickly".

# Conclusion

Zen ultimately used Salesforce Industries to successfully build out its residential broadband sales and customer service capabilities, with £3m in revenue going through the platform and building a foundation for digital transformation. Copado was the enabler for this, and now Zen has the freedom to use Salesforce Industries in new ways.

“Salesforce Industries is a great tool – it’s incredibly creative, and you can do a lot more with it than just straightforward CPQ, it is a software platform in its own right”, said Whight. “To get the most out of it, you need to really get a hold of these tools and use your creativity. You need a partner like Copado”.



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**More information can be found at:**  
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