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## CASE STUDY

# Daisy Communications

## Executive Summary

ITS and Daisy have forged a strategic alliance built on aligned values, complementary growth journeys, and a shared commitment to market disruption, while maintaining a personable collaboration to the benefit of Daisy's growing customer base. Spanning over six years, the ITS and Daisy relationship has experienced tremendous growth, with results spanning increased ARPU, to increased end-user retention and graduation to high-bandwidth products.



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COMMUNICATIONS



## Partnership Drives 30% Value Uplift for Daisy

Daisy has attributed the success of their relationship with ITS to their mutual rapid yet parallel growth. While Daisy has established itself as one of the UK's largest ISPs, ITS has expanded its footprint as the fastest-growing B2B connectivity provider, offering both providers a natural launchpad into being two of the UK's most disruptive fibre providers.

The last three to four years have seen a remarkable surge in demand, driven by changing consumer perspectives and the strengthened relationship between ITS and Daisy. Today, Daisy benefits from the ITS UK-wide network, allowing them to offer more competitive solutions to customers, while ITS has solidified its position as Daisy's second-largest connectivity partner.

The results of the relationship are not just embodied by successful projects, but how Daisy have migrated their customers up the fibre stack to higher bandwidth products, increasing ARPU by as much as 30% since 2019.

**“The absence of corporate silos at ITS means Daisy receives clear, actionable solutions, reinforcing confidence in ITS as a strategic partner.”**



## Going Above and Beyond

The partnership is defined not just by successful sales and deployments but also by the unwavering commitment ITS show to delivering exceptional service. One particularly high-stakes project involved a FibreLight installation for a VIP stakeholder based in Daisy's headquarters.

Understanding the critical nature of the order, ITS worked closely with Daisy to ensure flawless execution, with direct involvement from Chief Technology Officer at ITS, Mike Goodwin. As a result, the order was delivered in less than two weeks. This direct approach exemplifies the ITS commitment to treating every project - regardless of size - with the highest level of care and precision.

While this project stands out, it represents a broader trend. Daisy notes that ITS consistently delivers 'VIP' treatment across all orders. ITS recognises the strategic importance of high-profile installations and works diligently to ensure “right-first time” execution.



## Learning and Improving Together

Daisy's Head of Commercial, Ashley Honeyman notes that open transparent communication ensures that any issues are addressed quickly and effectively when delivery challenges have arisen.

**“Larger providers often deflect issues across multiple departments, ITS takes a hands-on approach, ensuring a single point of accountability. This agility and responsiveness have solidified the ITS reputation as a trusted partner and reinforces our confidence at Daisy.”**



## Exponential Growth with 400% Order Surge

Daisy's order volume has surged by as much as 400% since 2019 – driven by the continued competitive product additions and attractive pricing model from ITS.

Beyond volume and revenue growth, Daisy is also seeing a shift in the type of orders being placed. Today, their customers are increasingly opting for higher thresholds, including 1Gbps/1Gbps bearers and beyond, when compared to Daisy's historic threshold of just 100Mbps orders.

Despite the shift, Daisy has been able to use the ITS XGS-PON-capable fibre network to nurture their customers up the fibre stack, supporting long-term customer retention and revenue growth.

According to Ashley Honeyman, the ongoing success of the ITS-Daisy partnership is built on three key pillars:

**Network Growth & Market Positioning:** The expansion of the ITS network has provided Daisy with greater reach and accessibility. Daisy highlights that the ITS branding has ensured that the partnership remains competitive without being overshadowed by larger incumbents.

**Strong Supplier Relationships:** Through ITS, Daisy gains indirect access to a wide range of suppliers, reaping the benefits of an extensive network without the complexities of managing multiple relationships. This has enhanced Daisy's ability to offer diverse, competitive solutions

**A Shared Vision for Innovation:** Both companies are committed to continuous product development. The launch of new speed tiers, including 2.5 & 5 Gbps on FibreLight, presents further opportunities to push customers up the fibre stack and drive continued growth.



## **The Road Ahead**

As ITS and Daisy look to the future, the partnership remains poised for even greater achievements. Daisy's integration into the ITS systems will deepen, ensuring seamless collaboration and operational efficiency. Meanwhile, the increasing demand for high-capacity connectivity solutions will continue to drive mutual growth.

With both companies sharing a vision of innovation, disruption, and exceptional service, the ITS-Daisy partnership is well-positioned to redefine the B2B fibre market. Through continued investment in network expansion, customer-centric solutions, and strategic alignment, ITS and Daisy will continue to challenge industry norms and create unparalleled value for businesses across the UK.

As the connectivity landscape continues to evolve, ITS and Daisy stand as a powerful example of how strategic partnerships can foster disruptive growth and deliver exceptional market impact.

**"Daisy and ITS are constantly evolving; the partnership we've built ensures that we have complete confidence that ITS will always be there to support our success, no matter the challenge."**

**Dave McGinn**  
**Chief Executive Officer, Daisy**

**"Our relationship with ITS is underpinned by two rapidly growing companies grappling with increased demands and growing order stacks but haven't lost their touch on what it means to have a true partnership. ITS has never lost its personable business mindset of treating every partner as individuals, and it's because of this we've been able to connect some of the biggest brands in the UK."**

**Ashley Honeyman**  
**Head of Commercial, Daisy**

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**Get in touch...**

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