

Fidelity's winning formula for BDR



BDR Group CEO
Bahman Rahimi

BDR Group is a nationally based, award-winning communications and IT reseller providing solutions to around 3,000 businesses across all industries

and consider great connectivity to be the heart of a truly successful and modern business.

"We are a specialist in the industry, with nearly 30 years of pedigree. With blended solutions, we can offer a comprehensive range of services, from consultation and assessment to fully integrated IT, voice and connectivity platforms. Customers are encouraged to look at the full range of business IT and telecom solutions we offer and how we can help them," explained CEO Bahman Rahimi.

BDR's plan is to position the company so that they can provide an ever-increasing range of services to its customers and the company had been searching for the right partner to add energy to their portfolio for some time.

"This piece of the jigsaw was finally put in place when we met Fidelity Energy at Comms Dealer's Margin in Voice & Data show in 2017. Once I saw a demonstration of Fidelity's portal and services, along with their enthusiasm to work with us, I was immediately impressed and felt this would be a genuine partnership," said Sales Manager Paul McCafferty.

"Fidelity provided excellent training and sponsored our initial push with staff incentives. This, coupled with the ongoing support from the dedicated internal account manager and our field-based relationship manager, created the winning formula. Our clients have been very receptive to discussing energy with us and we were soon locking deals in."

After starting the energy project in April 2018, there were some fantastic early successes. However, the real win came later, with a £3 million contract.

"With all-out support from the Fidelity team, we managed to secure a £3 million green energy contract and a longterm partnership with one of the largest apparel companies in the world. Fidelity's support has been faultless, and their turnkey Energy Management Software coupled with the green energy solution proved pivotal in securing the deal," said Malek Rahimi, Head of Account Management at BDR Group.

"This project has been a fantastic success story for all involved. BDR is now, with the help of Fidelity, tailoring similar solutions and promoting to their key and multinational accounts with very positive early signs. We are imminently expecting our next customer with a multi-million-pound energy bill to switch over."

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As well as providing clients with competitive solutions to their energy needs, BDR and Fidelity Energy are also working closely to help reduce customer's energy usage and their carbon emissions. The aim is to power all their clients UK and Irish stores by 100% Renewable Energy (REGO approved). This is being achieved with solar panel outlays across key distribution centers, conducting Energy Efficiency Audits and other green initiatives.

Fidelity Energy's Sales Director, Sean Dixon, said: "BDR's success has been down to their great relationships with their current customers, who were being poorly served by their incumbent energy providers. When we started, BDR asked what our top partners were doing and emulated this straight away with buy in and KPIs for the sales team. The partnership has been a great success to date and we continue to look forward to working with all the team at BDR."