

Utilities for Business

IT and mobile security specialist Cybermo is the latest ICT channel business to add energy services to its portfolio alongside Fidelity Energy.

The Winchester based company has set up a new division – Utilities for Business – and is now successfully offering energy solutions to its existing telecoms and IT customers, plus new businesses within the manufacturing sector, care homes and serviced offices.

The new division had already made over £15k in profit and has secured a pipeline of energy business of around £100k.

“We were formerly Opus Telecom, a Unify partner and sold the telecoms base to NIX communications in the summer”, said Director Matt Boyce.

“We’ve been trading for over 15 years as a fully independent mobile provider, specialist SME security provider for IT security, Microsoft partner and partner of Fortinet security products distributor Exclusive Networks. Our aim is to secure businesses against constantly evolving threats easily and affordably.”

So why has the company decided to move into energy supply?

“I can see why some telecoms or IT companies would be cautious to diversify, but if you do not diversify as a business then you’re not moving forward and it’s down to how it is pitched. Fidelity provide all the tools to make it easy. We first heard about them in a magazine feature and we knew their MD John Haw from his Gamma days. When John came and presented the proposition to us the attraction was clear. Energy provided us with another revenue stream, it was easy to administer and set-up and ultimately made the customers more ‘sticky’.

“Also, it was very easy to get going. We have a dedicated Fidelity Energy account manager who is superb, the Fidelity portal is very easy to use and we are now self-sufficient with processing quotes.”

Boyce says Utilities for Business is aiming to be ahead of the curve in giving customers the best possible energy deals.

“We are slightly different and aim to be a solution type provider for energy so we monitor the raw material prices and produce reports each week. Ultimately, we are more informed than the major suppliers which is a key differentiator for us. In the main, customers have been receptive because of how we pitch it and Fidelity allow us to be fully independent with the suppliers which is a great benefit.

“Selling energy is a great opportunity; it’s a very transactional model and the customers ultimately sign a with the supplier such as British Gas, so they still have the security of big supplier but the customer care of a dedicated company with a face. Anyone with a customer base should speak to Fidelity, added Boyce.

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Fidelity Energy can help your business sell energy to your clients, call us on 08000 48 48 00 or email us at partners@fidelity-energy.co.uk. We would be delighted to hear from you.