

COMPANY CASE STUDY

nFold's team immediately impressed us with their knowledge, allowing them to streamline our tender processes and responses, reducing cost and time to market. They developed and implemented our proposal content library, providing a consistent and reliable way to deliver the right information at the right time.

Problem

Netstar, a leading vehicle tracking and recovery company in South Africa, was experiencing rapid growth across multiple sectors.

With double-digit growth expectations year-on-year, Netstar needed a reliable business partner to help manage their bid office and respond to tenders effectively.

Solution

Netstar partnered with nFold, a company specialising in bid office managed services and go-to-market collateral development.

nFold worked closely with Netstar to understand their unique requirements and delivered high-quality, tailored solutions that made their offerings "sexy and beautiful."

nFold's expertise in bid office management allowed Netstar to focus on their core business while ensuring that their tenders were competitive and compliant. Additionally, nFold helped Netstar repackage their light fleet proposals, leading to significant success in one of the fastest-growing sectors in South Africa.

At a Glance

Netstar identified two main challenges faced by their teams:

- Lack of capacity due to rapid growth across multiple sectors.
- Difficulty in effectively managing their bid office and responding to tenders.



Nicky Sheridan

Netstar, Sales Executive

My name is Nicky Sheridan, and I am the Sales Executive at Netstar, overseeing 164 salespeople across nine regional offices in South Africa. I recommend nFold as a business partner, having experienced firsthand the exceptional quality of their services and their positive impact on our organisation.



"Although I am tempted to keep them exclusively for Netstar, I wholeheartedly recommend nFold to any organisation seeking a trusted and effective partner to elevate their business. We look forward to continuing our working relationship with nFold for many years to come."

Nicky Sheridan

Netstar

RESULTS

Since partnering with nFold in 2020, Netstar has enjoyed a strong record of success in winning numerous requests for proposals across both the public and private sectors. Their market share in the light fleet sector has also grown dramatically, thanks to nFold's assistance in repackaging their proposals.

Netstar Sales Executive Nicky Sheridan describes the partnership with nFold as "very exciting for all of us," with the expectation that the partnership will continue to grow and deliver multiple benefits for both companies.

Netstar's partnership with nFold demonstrates the power of effective bid office management and go-to-market collateral development. With nFold's support, Netstar has been able to achieve significant success in winning tenders and expanding their market share.

CONCLUSION

For organisations facing similar challenges, partnering with a company like nFold can alleviate the burden of bid management and help create compelling collateral that resonates with potential customers. As Nicky Sheridan states, "nFold and Netstar do great things together for the well-being of South Africans."

