



# With QorusDocs Value Management software ANS create more detailed and more believable business cases that get signed off more easily

ANS adopted QorusDocs Value Management software to bring structure and consistency to how they build and present business cases. Previously reliant on informal Excel models, the team wanted a more professional and standardised way to demonstrate ROI and support their Navigator customer engagement process.

By embedding QorusDocs into their sales and pre sales workflow, ANS can now work collaboratively with customers and finance teams to develop clear, credible ROI models before any purchasing decision is made. This approach strengthens value conversations and helps customers better understand the potential outcomes of adopting new technology.

Benefits include:

- A consistent and structured approach to business case development
- Professional outputs that enhance credibility with customers
- Collaborative ROI modelling with customer finance stakeholders
- Stronger differentiation and clearer value in competitive sales discussions

## Before QorusDocs Value Management software: The Challenge

ANS have always had a strong go-to market strategy with their navigator process which is where they do some initial work with the customer helping them to understand what it could be like if they move their technology. In doing so one of the things that is imperative is that they build a business case and prove the value with an ROI.

Before using QorusDocs Value Management software, ANS were creating business cases and ROI analyses using Excel spreadsheets. However, they found this method was haphazard, it lacked structure, and wasn't regulated. They also wanted to find a solution that offered more professional outputs to present to their customers, whilst also complementing and contributing to their navigator methodology.

## The Solution

In 2020 ANS started their journey with QorusDocs. They wanted a complete culture shift within their company; from salespeople creating business cases in any way they wanted, to a standardised process. Therefore, they dedicated the time and resource needed to achieve their desired outcome, this included training from QorusDocs as well as weekly discussions reviewing what they were doing well and what they could be doing better, to ensure best practice was always in place.

QorusDocs Value Management software is currently used in the sales and pre-sales function within ANS when selling the full Microsoft technology stack. ANS have a very successful go-to market strategy where they work with their customers within their navigator process across various technologies, taking their customer on a journey to understand what it would be like to adopt a new solution, what the ROI is, and what cost savings, or efficiency gains they could get. ANS have put QorusDocs Value Management software right into the middle of this process, before the customer buys anything, to prove out the solution and describe to the customer what the future is going to be like.

ANS invested in QorusDocs to stand out from the competition, to be more professional in front of customers when delivering business cases, and to provide a more comprehensive view that met the needs of the CFO.

ANS have successfully achieved these goals and so much more!

## What is your favorite QorusDocs Value Management software feature?

*"My favorite thing about QorusDocs Value Management software is the ease in which you produce an output for a customer. But what I really like is the collaboration we've seen with customers and their Finance departments and getting the numbers right so that it's a believable ROI, that it's not something that we've done for the customer, it's something that we've done together."*

## What are the reasons you recommend QorusDocs?

*"We work in a much more competitive environment where our customers have got much more information and are well informed on the products and services that companies like ours and others produce. Therefore, for a company like ANS, you have to differentiate yourself in that marketplace and differentiate your professionalism and output with your customers when you're delivering the ROI and those business outcomes that your customers want. QorusDocs has really helped us to do that."*



*"What we've found by using QorusDocs Value Management software to build these ROIs with the customer is that they are much more detailed, much more believable, and business cases get signed off quite a lot easier."*

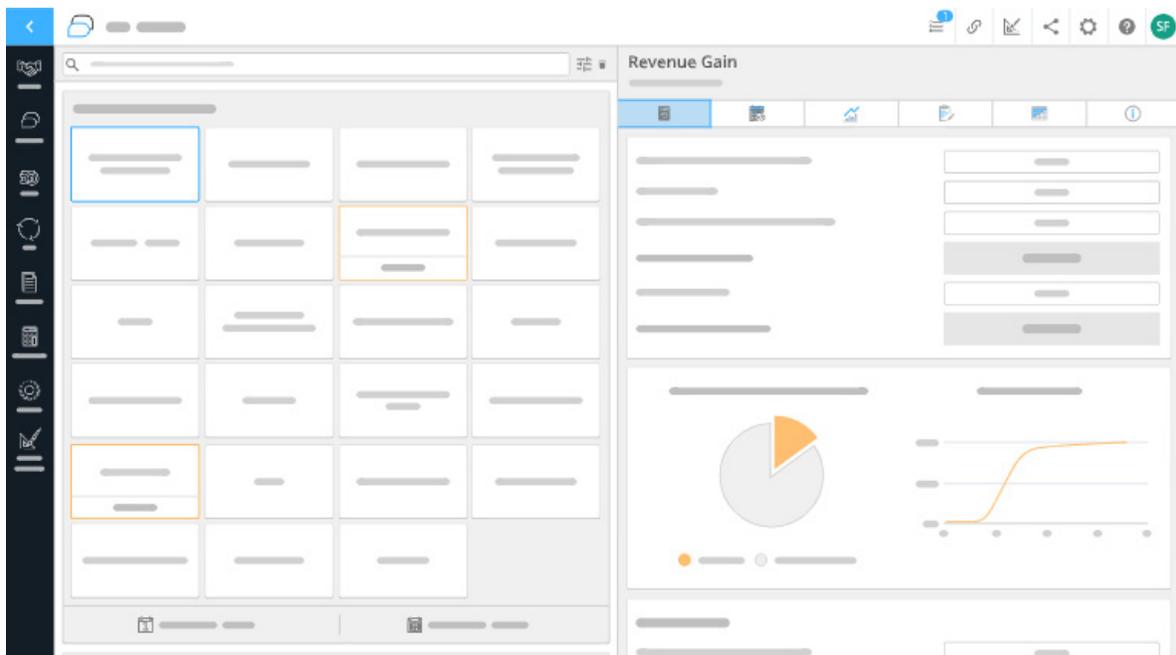


**Adam Spurr**  
Group Customer and Revenue Director  
ANS

## About ANS

ANS are a Managed Services Provider with a team of 750+ technology specialists and business experts, who, according to their customers 'get things done'. They make enterprise-grade technology, knowledge, and processes accessible and affordable for all companies, large or small, no matter the size of their budget.

ANS are one of the UK's largest Microsoft Partners, offering the full Microsoft technology stack to their customers (Azure, low code, data platforms, Dynamics 365, and security). Along with Microsoft, they also partner with Cisco, VMware, NetApp, and AWS. Visit: [www.ans.co.uk](http://www.ans.co.uk)



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Contact Us to learn more about automated value based proposal software:

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## About QorusDocs

QorusDocs is an automated Value and Proposal Management platform that unites value management with proposal automation. Built for professional services, legal, technology services, and AEC organizations, the platform supports intelligent business cases and personalized, data driven pitches, presentations, proposals, and RFP responses. Trusted by 200+ organizations, QorusDocs helps firms prove ROI, optimize billable hours, and win more business. The company operates globally, with offices in Bellevue, Washington, London, England, and Cape Town, South Africa.