



How Emerge Internet grew their business exponentially with Emersion

“One of the features we liked about Emersion was that it’s an automation platform that can do is billing. Rather than a billing platform with automation tools as an afterthought.”

— Droyt Robb, Network Engineer, Emerge Internet

Emerge Internet provides telco services from multiple Australian tier-one carriers, cherry-picked and packaged into solutions designed for SMBs. The company was founded in 2018 to address a gap in the business services and technologies market for Australian SMBs. At the time, the NBN was being rolled out and he saw a huge opportunity to come and fill the huge void at the small to medium end of the market.

To be successful, Founder Droyt Robb knew he would need to automate as much of Emerge's operations as possible.

Industry: Telecom

Location: Australia

In this story:

- Automation streamlines the service provisioning process for new wholesale customers, allowing the business to grow exponentially
- Emerge increases their revenue by capturing previously unbilled data using Cumulus
- Emersion provides support for reporting and API connectivity on an hourly basis

In 2020, during the early days of the COVID-19 pandemic, the services of Emerge were in high demand as SMBs were beefing up their communications technology. To scale their business to cope with this extra volume, Emerge knew they needed to automate as much of their business as possible. This was when they began to encounter significant holes in the functionality of their existing billing platform. To keep growing, Emerge needed to find a new billing platform capable of high-level automation and incoming customer growth.

“One of the features we liked about Emersion was that it’s built as an automation platform foremost, and one of the functions it can do is billing. Rather than a billing platform with automation tools as an afterthought.”

— Droyt Robb, Founder, Emerge Internet

Emerge actually considered building their own billing and automation platform but found that the flexibility of whitelabelling and integration offered by Emersion was a critical part of the customer experience they wanted to deliver.

“It gives [the] smaller guys an entry point that’s probably a lot cheaper than they’d normally get if they’re just selling our products and services.”

— Droyt Robb, Founder, Emerge Internet

Automation streamlines the service provisioning process for new wholesale customers, allowing the business to grow exponentially

With Emersion, Emerge was able to completely automate the service provisioning process. New customers can now sign up, log in, submit their orders and receive services automatically, and receive notifications via email and SMS along the way to confirm service delivery. Emerge is able to track this process via their provisioning logs and dashboards provided by the Emersion platform.

“One of the plans we wanted was [for] wholesale clients to be able to log in, provision and manage services themselves from the start without any human interaction from Emerge staff at all.”

— Droyt Robb, Founder, Emerge Internet

Making these changes to their business, which Droyt describes as a “huge leap forward”, has allowed Emerge to capture the increased demand and grow their business exponentially. Emerge averages **12-15% growth month-on-month**, a rate which they have impressively maintained for the past three years.

Increasing revenue by capturing previously unbilled data using Cumulus

During the migration from their previous billing platform over to Cumulus, Emersion's business and billing automation platform, Emerge was surprised to see how much data was being missed on their old systems. This was data which could have been billed out to customers. Using Cumulus has allowed the business to capture this previously missed data and earn revenue from it, as they should have for a potentially long time.

"We're able to pick up that information now and build connectors quite quickly and easily to make sure that we're actually billing everything that we should be... rather than missing out on a few hundred dollars here and there. It adds up - a few dollars here and there makes a significant difference."

– Droyt Robb, Founder, Emerge Internet

Emerge reports that the extra data that they're able to bill on when using Cumulus is making a huge contribution to their revenue. Between **5-10% of their total revenue month-to-month** is now coming from **previously unbilled data**.

"It's pretty significant when you realise the slim margins you have in telco. 15% is a high margin in telco. So to find out you get an **extra 5% revenue** that you've not been billing out when you could have been, it has a big impact."

– Droyt Robb, Founder, Emerge Internet

Emersion provides world-class support when Emerge needs it

Emersion integrates with over 100 vendor partners and has a lot of pre-built automation functionality. This made the task of automating Emerge's existing business operations a lot easier, especially because Emersion was able to provide bespoke development support when required.

"We approached Emersion and said we need reporting for X, we need API connectivity to be able to do Y. They've been quite willing to chop and change and add features and functions and rewrite certain API modules and things to make it fit for us as well. That's been a huge thing for us."

– Droyt Robb, Founder, Emerge Internet

Emerge now has a strong, ongoing relationship with Emersion. Their team meets with Emersion on a weekly basis to check in, discuss tickets and receive ongoing support for their fast-growing automated business. Droyt says that receiving this kind of customer support has been a game changer for Emerge.

"Support was very good, very responsive, generally most things are fixed within hours to a day, even if it's strange API oddities and things like that. With Emersion they're generally going to either patch or update it and fix it within a day or resolve it within hours."

– Droyt Robb, Founder, Emerge Internet

Looking to foster exponential growth in your business using the power of automation?

Let's Chat. [Get in contact with our sales team](#) at Emersion Today