



CLIENT STORY

Driving Quotation Efficiency: How Amdaris, an Insight Company, Streamlined Sales Workflows for a Leading UK Equipment Distributor

Story snapshot

A prominent UK-based distributor of construction, demolition, recycling, and waste management equipment sought to modernise their quotation process.

Traditionally reliant on manual tools and spreadsheets, their sales team faced inefficiencies that hindered responsiveness and growth.

By partnering with Amdaris, an Insight company, they transitioned to a bespoke, web-based application - streamlining workflows, reducing dependency on Excel, and laying the foundation for a future-ready quoting platform.

Challenge

As the UK's largest independent dealer of heavy equipment, the client operates in a highly competitive landscape where rapid, accurate quotations are critical to sales success. Their existing process was semi-automated and dependent on Excel spreadsheets - resulting in delays, lack of transparency, and difficulty generating quotes during customer interactions.

Without a dedicated software solution to accompany their machinery sales, the client lacked a digital competitive edge. The manual nature of the approval process further slowed the workflow, limiting the sales team's ability to respond quickly to client needs. Amdaris, an Insight company, was engaged to build a solution that would digitise and simplify this process without compromising flexibility or data security.

Solutions and outcomes

Amdaris, an Insight company, delivered a custom-built, cloud-native application tailored to the sales team's specific needs.

Strategic Approach

Through ongoing workshops involving both client stakeholders and Amdaris professionals, the team followed a continuous discovery and agile delivery model. This iterative approach ensured close alignment with business needs and enabled rapid adaptation to emerging requirements.

Bespoke Features

The application features a clean, intuitive interface optimised for both laptops and tablets. It enables real-time quotation generation and customer-facing interactions, while hiding sensitive profit data during discussions. The system integrates a digital approval trail and secure document handling.

Scalability & Compliance

Built using microservices and white-label architecture, the platform is designed to scale seamlessly and securely - positioning the client to expand or adapt features without disrupting core functions.

Technical Highlights

Agile Development Approach

Amdaris, an Insight company, adopted an agile methodology supported by continuous stakeholder workshops. Requirements were refined iteratively, enabling rapid feedback loops and delivery of a minimum viable product (MVP) early in the process.

Technology Stack

- Backend: ASP.NET Core 8.0, Minimal APIs, Entity Framework, FluentValidation, Handlebars.Net, WeasyPrint, Elsa Workflows 2.x, Duende Identity Server (with Azure Entra AD), Mapperly, Dapr.io, XUnit, Moq.
- Frontend: React 18, Vite, DevExtreme components, micro-frontends architecture.
- Cloud Infrastructure
 - Containerisation: Docker, NGINX (frontend delivery), Envoy (intelligent routing), Microsoft ASP.NET 8 Linux-based images.
 - Databases: Azure Cosmos DB (quotes), Azure SQL (machines & attachments), PostgreSQL (approvals), Azure Cache for Redis.
 - File Storage: Azure Blob Storage for secure CSV management.
 - Azure Services: Azure Container Apps (microservices deployment), Azure VNet, Azure Key Vault, Azure Container Registry, Azure Managed Identities, Azure Functions (event-driven data processing).

Software Architecture

Microservices for backend and micro-frontends for the user interface. Hosted in Azure Container Apps for scalability and fault tolerance. Architecture includes white-label capabilities for potential future branding needs.

Integration & Migration

No legacy system existed, allowing greenfield development with clean architecture principles and modern cloud tooling.

Testing & Deployment Strategy

- Manual approval required for production deployment
- Zero-downtime updates with rollback capability
- Comprehensive documentation for user onboarding and training

Why Amdaris & Insight?

Amdaris, an Insight company, was selected for its ability to deliver a comprehensive, custom-built solution from the ground up. With no prior software development experience on the client side, Amdaris, an Insight company, led the initiative - offering full-spectrum support across business analysis, development, testing, and deployment.

The result is a solution that aligns with the client's long-term ambition: to become a one-stop shop that combines equipment and digital services, setting a new industry benchmark.

Results

While full deployment across the sales team is set for 2025, early exposure to the solution has already yielded strong internal approval. Key anticipated outcomes include:

Efficiency Gains

Sales managers will be able to generate and share quotes on the spot using tablets - drastically reducing time spent per quote.

Improved Workflows

The manual approval chain is now digitised, enabling faster turnaround and clearer audit trails.

User Experience

Feedback from early users has been positive, with a clear preference for the new system over legacy tools.

Operational Flexibility

The solution's cross-device accessibility empowers field teams to work more effectively wherever they are.