

**INFINITY
GROUP**

WASHCO

Transforming commercial
laundry through digital
innovation





Introduction_

Founded in 2012, WASHCO is a UK-based commercial laundry equipment supplier and service provider with a bold vision: to deliver the best service in the sector by leveraging cutting-edge technology.

As the first UK company to offer IoT-enabled laundry equipment, WASHCO has consistently led innovation in its industry. However, they wanted to push that innovation further, enabling them to stand head-and-shoulders above their competitors. This meant finding a scalable, evergreen platform that would progress their goals. It was their search for this platform that brought them to Infinity Group.



“Infinity Group has helped us uncover value we didn’t know existed. Dynamics 365 is our platform to disrupt the market.”
- Peter Hosking, Founder and CEO, WASHCO

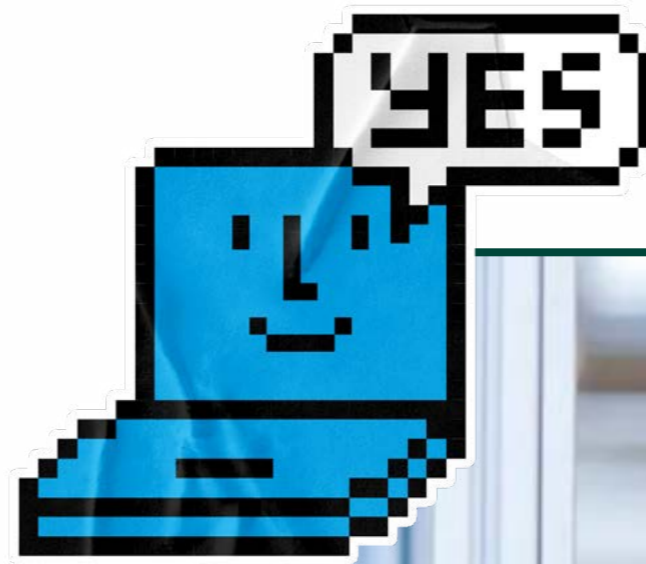
The challenge: moving from reactive to proactive

While WASHCO had already made the move towards IoT, there were obstacles preventing them getting the most from their data. They lacked a system that could interpret and act on that data quickly. This meant alerts were often received but not operationalised effectively.

On top of this, many internal workflows were manual, inefficient, and disconnected, which slowed down response times and made it difficult to automate service delivery. There was no centralised system to connect field data with service teams, meaning insights from machines couldn't be translated into proactive service actions.

These issues were preventing them from reaching their ambitions: to be more proactive and data-driven.

“We identified a few gaps in the method that robbed us of the ability to react very, very swiftly to these alerts and this information. There’s no point in having data if you still fall shy of the reaction.” – Peter Hosking



The solution

WASHCO came to us with a very strong idea of what they needed to move forward. This included the ability to:

- Connect more deeply with its IoT-enabled assets in the field.
- Automate manual processes that added no value to stakeholders.
- Improve proactivity to boost customer satisfaction and market share.
- Streamline operations across field service, customer service, sales and finance.
- From these needs, we knew Dynamics 365 would be the ideal fit. However, it was crucial to map the value potential to be sure.

We conducted a **10-day Microsoft-funded Vision & Value Assessment**, engaging the entire WASHCO team to understand their current state and future aspirations. This was a highly valuable engagement as it took the focus away from the technology specifics towards the desired impact, ensuring alignment. During the assessment, we also mapped out the improved efficiency, profitability and market share growth that would come as a result of using Dynamics 365 to deliver an up-time guarantee.

“The assessment was a real eye-opener. It tested us and showed how much of what we did was workaround. It inspired greater thought and motivated the whole company.” — Peter Hosking

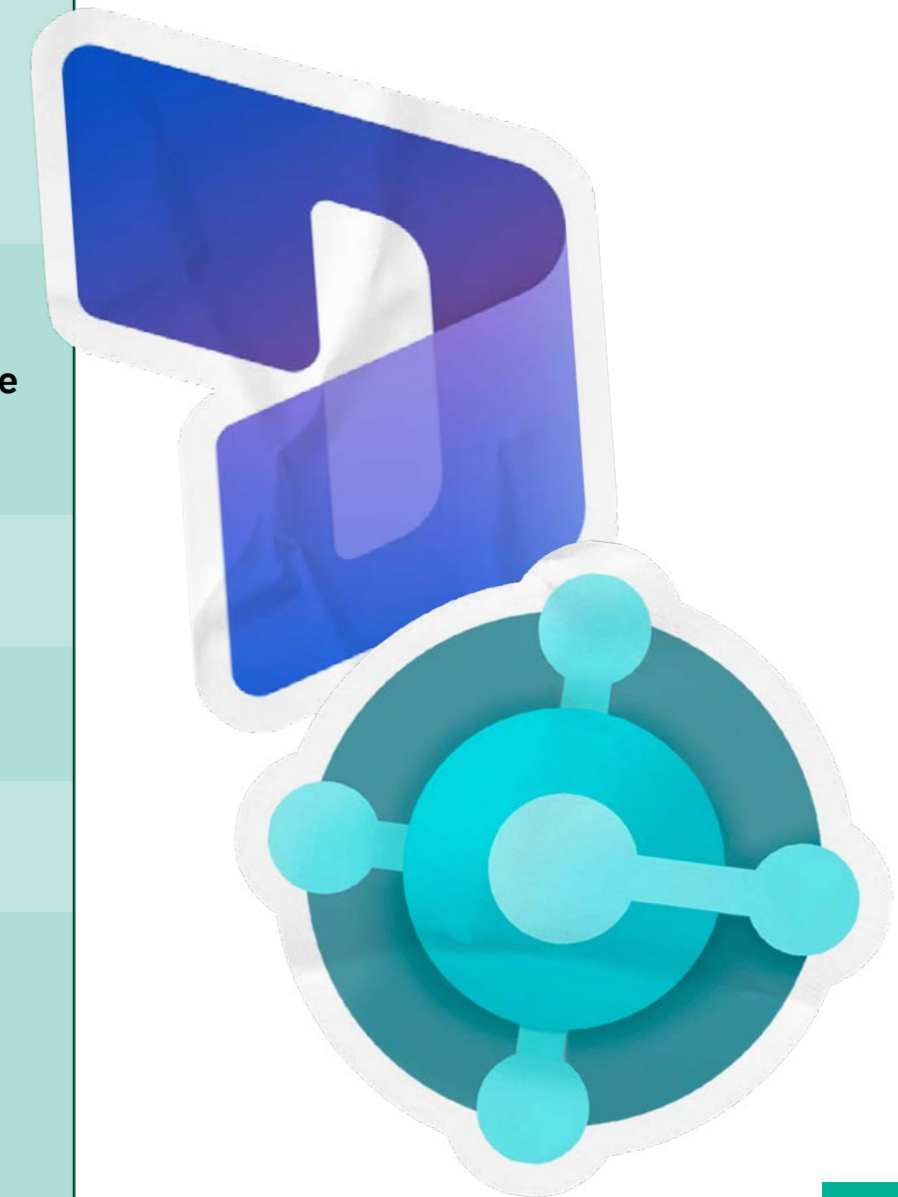
Actioning the assessment findings

The Vision & Value Assessment uncovered that Dynamics 365 would be a perfect solution for WASHCO’s goals. This led to a **comprehensive two-year roadmap** centred around the systems, and covering key components such as:

- **Dynamics 365 Business Central** for financial and operational management.
- **Dynamics 365 Customer Service and Field Service** to enhance responsiveness and customer satisfaction.
- **Dynamics 365 Sales and Marketing** to support growth through better upselling and cross-selling.

While the Dynamics 365 implementation project is ongoing, WASHCO are already excited for what it may bring.

“Dynamics is a platform that gives you access to new methods of operating and observing your business.” - Peter Hosking





The Infinity Group approach

Although the new solution has yet to go live, WASHCO have already spoken positively about the Infinity Group approach to date. Peter has experienced many system implementations in his career, yet none have ever gone so smoothly. Teams on both sides have collaborated effectively, regularly engaging in conversation to ensure needs alignment and find ways to drive value further.

“From as early as the value assessment and the exploratory stage right the way through to where we are today, it’s clear Infinity Group is an invested in us as we are in ourselves. That’s a huge compliment, especially when making as significant a change as implementing a new business system” – Peter Hosking

The success of the project so far has the WASHCO team already looking at their next steps with Infinity Group. This has focused on the use of AI to drive innovation even further as per their vision, with the use of:

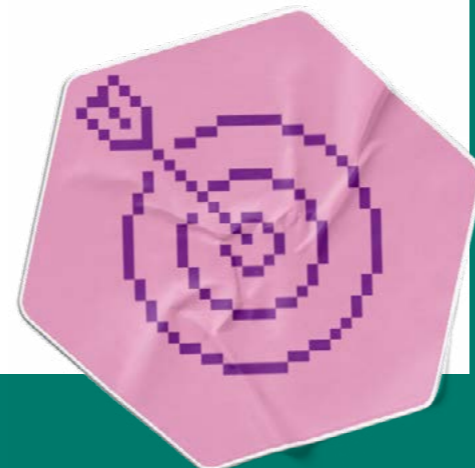
- **Copilot Studio** to build AI agents that analyse IoT telemetry for predictive maintenance.
- **Role-based Copilot functionality** to automate tasks like invoice reconciliation with Business Central.

Outcomes and benefits

WASHCO is on track to achieve a **200% return on investment** from its Dynamics 365 implementation. The transformation has already inspired its parent company, **Hughes Electrical**, to adopt Dynamics 365 Business Central as well.

Key benefits identified from the Vision & Value Assessment include:

- **Proactive service delivery** through real-time machine data.
- **Faster, first-time fixes** by eliminating vague service requests.
- **Improved internal efficiency** and reduced manual workload.
- **Futureproofing** through an evergreen platform that evolves with the business.
- **Empowered teams** with tools to innovate and build custom workflows in-house.



If you'd like to find out more about how the project is progressing and the impact on WASHCO, watch our video with Peter below:



Discover your digital transformation roadmap with Infinity Group

If you have a vision for your business, having the right technology to support you is critical to realising it. Our goal is to make implementation of smarter, more effective systems easy for your business. We do this by offering expert support throughout the whole process: from discovery of the right solutions to technical implementation.

And our support doesn't end there. We become lifelong partners in your success, helping you to get continual value from your technology investments and evolve with the changing world.



Find out more about our approach to business applications and how it can transform your business.



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