

Deltatre wins new business on Estii

A global sports and entertainment technology provider brings sales, solutions, delivery, engineering, and design onto one shared commercial model.

THE FIRM

Deltatre builds technology for the world's biggest sports and entertainment brands. Winning that work means pricing complex, multi-team solutions fast, then defending the numbers all the way through delivery.

THE CHALLENGE

Estimating a complex opportunity pulled in sales, solution architects, engineering, and delivery, each working from their own assumptions. That made the commercial picture hard to govern. Margin was difficult to forecast before a deal was committed. Capacity demand stayed invisible until delivery felt it. Revenue recognition sat in a separate finance exercise, disconnected from the deal. And the model sales sold rarely matched the one delivery inherited.

WITH ESTII

Every function now works from one shared commercial model. Scope, price, and margin move together, so margin is governed before the commitment, not explained after it. Capacity and revenue read straight from the deal structure and stay visible across the pipeline. Sales negotiates against the same model delivery will execute, so handover carries structure instead of a spreadsheet. Fewer surprises after signature, and a services forecast the business can defend.

"Estii has become an integral part of how we win new business. Sales, solutions, delivery, engineering, design, everyone now uses it to estimate and validate opportunities."

Kieran Bresnan, SVP Solutions, Deltatre

"A must have commercial tool for estimation." G2, 5 stars

RESULTS

10x

ROI within months

Days → hours

Complex estimates that once took days now take hours

One model

Used across sales, solutions, delivery, engineering, and design

Core to winning

Estimating opportunities is now central to how Deltatre wins new business