

How a local IT Support firm took 'the Cloud' to the bank



At a glance

Challenges

- Increase turnover and profits
- Offer additional IT services
- Support a diverse mix of clients
- Respond to sales enquiries rapidly
- Help clients adopt cloud services

Solutions

- Upfront commission
- Competitively-priced connectivity
- Broad range of service options
- Online pricing tools
- Resilient, fast links to the cloud

Results

- New revenue stream
- More comprehensive offering
- Solutions tailored to clients' needs
- Faster turnaround time on proposals
- Clients can access cloud services

Partnerships help IT support firm grow its sales by over 50%

IT support firms often help their clients arrange suitable Internet connectivity - analysing bandwidth requirements, investigating the available options, gathering quotes and crafting proposals.

This can generate a lot of work but little in the way of a return.

James Taylor, Care's Head of Business Development, realised there was a smarter way to handle such enquiries:

By partnering with a carefully-selected connectivity supplier, his firm could generate an additional revenue stream and gain access to pricing tools, pre-sales support and training that would allow customers to be given better advice.

Being able to quickly assess the available connectivity options was useful, as much of the IT support firm's growth had come from guiding clients to take advantage of cloud services. Reliable connectivity was now an essential element underpinning many of these clients' IT plans.

Managed Networks : IP Communications : Cloud Computing



care
computers

IT Support company, based in Windsor

20 Technicians
150 Clients

30 Staff
4000 End-users

Services: Desktop support Network support
Cloud migration Hardware acquisition
IT strategy Software upgrades
Network design IT project management
Cloud services Office 365 consultancy

www.carecomputers.co.uk

Moving beyond fault fixing

Many clients required far more than just a traditional IT Support service. Lacking in-house technical skills, they struggled to design & implement the right IT strategies to support their business goals.

If these firms could be helped more proactively, significant consultancy revenues would be generated.

Care began to offer Office 365™ consultancy and launched cloud services of its own. It broadened its capabilities by partnering with vendors and service providers that had relevant offerings.

Many clients were proactively embracing cloud services such as online backup and cloud storage, and were discovering that their existing Internet connections were no longer adequate.

A search began to find a partner that could deliver the fast, reliable connections that clients were crying out for.

“The upfront commission allows us to see an immediate return on our work and allows the revenue to flow back into our business as an investment, rather than trickling in over time.”

Competitive pricing

With a customer-base largely consisting of cost-conscious SMEs, Care needed to find a connectivity partner that could consistently offer great value for money.

It approached several large connectivity suppliers but quickly found there was a better option.

“Having tried BT and Virgin Media direct, the pricing from hSo has been nothing short of impressive,” said Taylor.

“hSo provides me with pricing that I know is hard to beat.”

“hSo allows us to explore all the connectivity options without putting in hours of our time. This makes it far easier for us to see what’s out there for customers and to give them better advice.”

The right option for each client

Care was keen to craft proposals tailored to each client’s unique circumstances, taking into consideration factors such as budgetary constraints, bandwidth requirements, lease expiration dates and growth expectations.

The partnership with hSo supported this, providing access to a wide selection of connection speeds, contract lengths, underlying network providers, resilience options and connection technologies.

Reliable services, good support

hSo’s services come with 24x7 UK support, service monitoring and robust Service Level Agreements (SLAs).

Taylor says hSo’s support team are “friendly and knowledgeable,” faults are fixed “well within SLA” timescales, and if there’s a problem “hSo takes care of the issue for us, deals with it in a timely manner and makes sure that the customer’s back up and running as soon as possible. That takes a lot of stress off us.”

Supporting sales

hSo’s online sales tools provide the figures required to quickly craft costed proposals.

Additional sales support is on hand from Mark Webster, hSo’s Channel Manager:

“Mark is very personable and goes out of his way to help. Sometimes out of hours if necessary. That allows us to always deliver attractive proposals to our clients.”

About hSo

hSo is an independent UK network service provider, delivering Internet access, wide area networks, IP telephony, cloud connectivity and hosted virtualisation.

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