

# The Profitable Service Provider

## Leverage New Tools to Improve Service Delivery and Margins

### Background

There are many challenges facing service providers as application and data delivery models shift away from on-premises solutions to cloud services architectures. Customer expectations now demand new capabilities from IT administrators and these universally include the ability to improve knowledge worker productivity and flexibility using application and data resources that are provisioned, delivered and managed using public, private, and hybrid cloud solutions. These expectations now include rapid deployment, migration, and change-management which provide a flexible and cost-effective solution.

These expectations create additional demands on every facet of the IT administration task list. To remain competitive, service providers must leverage new tools to simplify their fulfillment of customer expectations while simultaneously finding ways to reduce labor and improve margins.

Fortunately, a new generation of tools are maturing aimed at helping the services provider to rapidly provision data center resources, customize client specific environments, manage day-to-day user support, and provide automated systems scaling and workload management.

Leading the paradigm shift in automation with a new generation of IT administrator tools is Cloud Workspace® Suite ("CWS") from IndependenceIT.

### Solution Overview

CWS provides a single unified Administrative console which manages data center resources for an infinite number of customer deployments. Public Cloud or Private Hypervisor deployments are leveraged to create single or multi-tenant Software Defined Data Centers (SDDCs) that consist of the core server components to deliver applications and data using RDS, ICA, or PCOIP, and manage everyday server workloads such as IIS/ MSSQL, FTP, File Sync/Share or custom applications.

## After the Sales Call

Winning new customers is challenging enough, but what comes after the successful sale is even more critical to maintaining a long-term customer relationship. CWS assists in managing all stages of the customer life cycle from pre-sales demo and proof of concept, through deployment and end user support. Shortening the "book-to-bill cycle" is critical to maintaining a healthy and growing service provider business. Leveraging the rapid deployment capabilities of CWS, technical teams can self-provision lightweight customer demo-environments in minutes to provide a "hands-on" experience for prospective customers. Proof of Concept environments can quickly and easily be created from existing customer demos by adding Client specific applications and even permitting prospective customers to securely upload sample data, create user accounts, and assign applications to individual product testers or entire business units for solution validation. CWS can demonstrate customer admin self-service and organizational control as well, satisfying the solution questions of all the constituents within a customer organization.

When the Client prospect becomes a customer, the demo environment can either be eliminated, re-used, or suspended (for the next opportunity) or can be quickly converted to a production workload to commence a Customer relationship that is scalable, easy to manage, and most of all very "sticky".

## The Long View

With new customers easily established, and existing customers continuing to grow, service provider Administrators can depend on CWS to automatically scale the environment, control provider costs, provide important reporting data, and support future customization. As new users are added (or removed) CWS automatically reconfigures server resources to maintain both consistency of end-user experience and maintain resource controls to limit cloud spending. Workloads can be assigned schedules which automate service availability, control hourly VM charges, and match Customer specific SLA's. When large workloads are

deployed, live server scaling can be used to limit resource consumption to "just enough" to meet current customer demand, further controlling service provider costs, and improving service delivery margins.

Many customer operations which would otherwise drive service ticket requests can be offloaded to customer designated self-administrators. Tasks such as password management, locked accounts, adding and removing users, setting group and user permissions, and assigning applications can all be delegated to customer administrators. The Service Provider Administrator can focus on high-value, more complex tasks such as application deployments and disaster recovery protection, or consultative revenue producing tasks including application training, data migrations, and application integration.

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CWS supports the service provider business model by reducing the time and expense required to sell, demonstrate, provision, and maintain Customer implementations as they shift to Cloud delivered IT resources. Administrative manpower requirements are dramatically reduced and the Customer/Admin ratio will be dramatically expanded. Existing IndependenceIT partners enjoy up to 2000/1 user to admin ratios while providing better service and higher levels of customer satisfaction. Automation, orchestration, and flexibility are the keys to success in an ever expanding and rapidly changing IT services business environment; CWS delivers all three and offers limitless capability to customize, extend, and innovate new capabilities around service delivery. Every IndependenceIT partner has full access to the platform API and can leverage built in scripting capability to design custom workflows to tackle the most unique and demanding service delivery tasks.

IndependenceIT has built CWS to optimize the provisioning, management, and integration tasks required to deliver applications and data from cloud environments. Request a demonstration and witness CWS in action.