

# Someone's Got to Be the Glue

## Partner Case Study



A small consultancy finds a big opportunity in the Cisco® Partner Ecosystem.

### Become a Cisco Software Consultant

**The advantages for customers:** the biggest advantage is that they get more than just advice about their business and technology when partnering with a software consultant. They get access to world-class software, solutions, and services. And, the tools they need to reach their business goals.

**The advantages for you:** as a software consultant, you're able to expand your relationships and revenues by giving customers more than advice on business and technology. You'll be able to give them the tools and software solutions they need to reach their business goals. You'll add professional and consulting services revenue, and we'll reward you for prescribing our software solutions and more.

They were a small firm, jockeying for position in a field crowded by giants. Outsourcing of IT to multiple suppliers—called multisourcing—was on the rise. Consolidated Services, a Dutch consultancy, was looking to find its niche as a provider of IT service management.

It was a trend that Maarten Menting, cofounder and sales director of Consolidated Services, was watching closely. For large enterprises, multisourcing made good sense. "Instead of outsourcing to one supplier," Menting explains, "they divide the deal into chunks, so they can take advantage of the best capabilities of multiple suppliers. That gives enterprise IT more flexibility. More power to steer."

For a small consultancy, the trend offered both opportunities and risks. The field was dominated by some pretty big players, and Consolidated Services did not want to get in the position of competing with them directly. "We didn't want to be seen as a threat," says Menting.

Nor did they want to become a big player themselves. They had 3 principals and fewer than 20 employees—and they wanted to keep it that way. "We like to be small. We want to grow in revenue while staying a small, nimble company," says Menting.

But multisourcing also has a downside. That's where Consolidated Services found its opportunity.

### Multiple suppliers, one ecosystem.

When a company outsources its IT infrastructure to multiple partners, integration can be complicated. Workflows and service tickets must be coordinated among different parties operating on different tools with different processes. If partners aren't well integrated, inefficiencies creep in. Visibility suffers. Delays occur.

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Maarten Menting

As Consolidated saw it, a firm that could solve those integration problems would be delivering real value to the enterprise—and to the other IT suppliers.

“So we started investigating the market for integration platforms,” says Menting. “I had a vague idea of what I wanted, and when I found Cisco ServiceGrid, it was a perfect match.”

With Cisco ServiceGrid®, Consolidated provides business process and technology consultant services. They’re able to make multisourcing less complicated for everyone involved, giving enterprises better results, while helping suppliers deliver their services more effectively.

“What ServiceGrid does is integrate tooling in a multisourcing environment. The multiple parties can be working from their own tools and processes, and the server exchanges information seamlessly between them,” says Menting. “So you get better cooperation, better work, better results.”

It’s a software solution that makes sense right away to customers if Consolidated Services can get in the door to present it. For a small firm, that can be a challenge. But here, the Cisco name makes the difference.

“Typically, all of my desired clients are already clients of Cisco,” says Menting. “So Cisco gets me in. From that point on, it’s actually an easy sell.”

As it turns out, once they’re in, that’s where they remain.

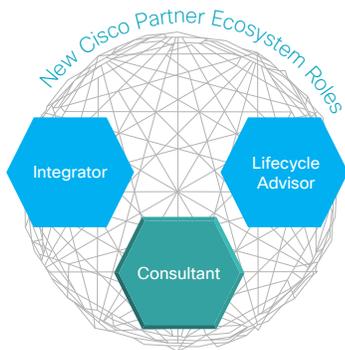
### **Integrator, consultant, partner.**

“With ServiceGrid, you become part of the daily operations of your client,” Menting explains. “If a new supplier is added, or a new workflow needs to roll out, you’re part of it. If you look at the future, multisourcing is the trend. It’s becoming more and more important for all these parts to cooperate with each other. We’re the glue between all these companies. If you look at our position in this ecosystem, we bring benefit to the whole service chain, end to end.”

The result for Consolidated Services has been increased business, not just in consulting services, but also integration services as well.

“It’s a trusted-adviser role,” says Menting. “Because of our position in between enterprise IT and the suppliers as the glue, we’re automatically a partner in new things. We’re asked to step in and advise, or implement other projects. It’s a long-term relationship.” Menting smiles. “And out of that, more opportunities arise.”

Your business. Our Ecosystem. Create new revenue streams. Stand out from competitors. Give your customers great service. Our partner ecosystem can make it happen.



## For More Information

For more information about Consolidated Services, visit [www.consolidated-services.nl](http://www.consolidated-services.nl).

For more information about Cisco software opportunities, visit [www.cisco.com/go/sellsoftware](http://www.cisco.com/go/sellsoftware).

For more information about becoming a Consultant, visit [www.cisco.com/go/consultant](http://www.cisco.com/go/consultant).

For more information about Cisco ServiceGrid, visit [www.cisco.com/web/services/portfolio/operations-management/servicegrid/index.html](http://www.cisco.com/web/services/portfolio/operations-management/servicegrid/index.html).



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