

# The Smart Integrator's Guide to Using Cloud Support Services

After discovering Ingram Micro Cloud Ignite Services, a systems integrator/IT consultant is able to offer a wider breadth of premium cloud services and save \$75,000-plus a year in engineer labor costs.



## Cloud Success Story

IT solution providers tend to go to one of two extremes when it comes to outsourcing pre-sales IT tasks, such as configuring routers, switches, firewalls, and servers. Recognizing the tediousness and time-drain associated with staging and configuring IT equipment, some resellers try to push as much of this responsibility to a hardware vendor or low-cost (read: low skilled and unprofessional) service provider. This decision inevitably leads to problematic installations and unsatisfied customers.

At the other extreme are solution providers who think they have to micromanage every step of the sales and implementation processes, which leads to senior engineers taking on time-consuming tasks, which ultimately cuts into their profit margins.

IT integrator and technology consultant boice.net is a good example of a company that's found a middle ground using outsourced cloud support services that allow it to realize all the benefits without any of the drawbacks.

### A Failed First Attempt at Outsourced Cloud Services

As a Cisco Certified Gold Partner with Advanced Unified Collaboration, Advanced Security and Advanced Wireless and Data Center specializations, boice.net has nearly 22 years' experience providing a wide range of solutions and services to customers across several vertical markets. Scott Klink, Datacenter Architect at boice.net has played a key role in the company's IT projects. As the company has grown – and especially after it added cloud services to its line

card a few years ago — Klink's time was consumed by tasks such as creating server, firewall, router and other cloud solutions for customer proposals.

"Some people think when you run IT in the cloud that it's just automatically provisioned and ready to go, but that's not the case," says Klink. "Cloud-based servers and other hardware have to be configured and architected just like their on premise counterparts, and it's not something just anybody can do."

Although Klink had the necessary skills to assist with cloud services tasks, he and the boice.net noticed an unacceptable trade-off that was occurring. "Taking on new tasks such as cloud service desk support, assisting with data migration projects, and performing the configuration steps associated with onboarding new cloud-service clients left no time for us to assist our salespeople with new business opportunities," he says. "As a result, the sales cycle took longer and some business goals were potentially being missed."



Scott Klink, Datacenter Architect  
boice.net

### AT-A-GLANCE

**FOUNDED:** 1994

**EMPLOYEES:** 95+

**WEBSITE:** boice.net

### SPECIALIZATIONS

UC, Security, Data Center Network and Infrastructure, and Wireless Solutions

### VERTICALS SERVED

Education, Finance, Healthcare, Manufacturing



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Continued

Cloud Success Story

The boice.net management team recognized that something needed to be done to free up pre-sales engineers' time. Klink says a couple of years ago, his company tried outsourcing cloud services tasks to a vendor partner, but that didn't last very long. "Too often we found we had to micromanage the process to the point that it nullified any time savings," he says.

## Ingram Micro Cloud Ignite Services Yields Immediate Benefits

While attending the Ingram Micro Cloud Summit last year, boice.net became aware of Ingram Micro's premium cloud services (i.e. Cloud Ignite Services) and decided to investigate further. "We were impressed right away by the breadth of services and level of talent Ingram Micro had available and decided to give it a try," says Klink.

Within a short period, the Ingram Micro Cloud Ignite Services engineer proved to be a valuable asset to the boice.net team. "A person in this role has to possess a wide range of IT skills in addition to having good people skills and a high attention to detail," he says. "To perform these services, the engineer must engage directly with our end clients, learn their IT environments and develop a migration strategy, and implement all the configuration and data migration steps according to the timeline. We received all those qualities and more with our Cloud Ignite Services rep."

According to Klink, boice.net is now able to leverage Cloud Ignite Services for nearly all the day-to-day pre-sales configuration, migration, and client onboarding work that used to eat up his and other

boice.net pre-sales consultants' time. "The value of this service is almost too good to be true," he says. "The Cloud Ignite Service has enabled us to free up more than 16 hours a week in our pre-sales engineering department. If we had to hire a person at the skill-level required to perform all these tasks, it would easily cost us more than \$75,000 a year in wages and benefits."

"Not only does Ingram Micro's service save us that money, they're able to do it in a way that gives us and our clients absolute comfort and confidence that the cloud solutions and services we're providing are going to be set up on time and in a professional manner, and if there's ever any technical issues, our customers have an expert they can call who will quickly resolve it as if the job was being done by one of our best employees."