

# Find New Revenue Streams Selling Cloud Migration and Configuration Services

*This systems integrator's decision to go all-in with cloud solutions and services fueled a radical business transformation that continues to produce year-over-year double-digit growth.*



## Cloud Success Story

It's hard to fathom that systems integrator and CSP (cloud services provider) SNP Technologies was selling on-premise tape backup and network security solutions just five years ago. Prakash Parikh, COO of SNP Technologies, remembers the turning point clearly. "We realized that cloud computing was going to disrupt the computing world in a big way, and we were determined to embrace this change rather than watching it pass us by," he says. Over a six-month period, SNP Technologies began its foray into selling cloud services by evaluating cloud backup and security solutions as well as several SaaS-based applications.

Despite having a clear focus on what it wanted to sell, the integrator struggled to figure out how it was going to start selling cloud. For example, several of the cloud backup solutions it reviewed were viable for data backups, but weren't a fit for backing up large server images, which were a must for its clients. Additionally, the integrator foresaw that the process of managing subscriptions/licensing along with multiple cloud portals would become extremely labor intensive over time.

### The Ingram Micro Cloud Marketplace Resolves Cloud Complexity

While attending the 2011 Ingram Micro Cloud Summit, SNP Technologies was introduced to the Ingram Micro Cloud Marketplace, an ecosystem of buyers, sellers and solutions that enable partners to purchase, provision, manage and invoice a wide range of cloud solutions from a single portal. "The Cloud Marketplace gives us access to all the vendors we're interested in working with [e.g. Axcient, McAfee, Microsoft, Symantec], plus we

have a single portal where we can configure services, manage licenses, run reports, receive alerts, and make changes," says Parikh. "This is what first enabled us to fully commit to selling cloud solutions and services, and it's continued to play a key role in our revenue and profit growth."

By the end of 2012, SNP Technologies experienced 25% revenue growth over the previous year, and it experienced similar growth the following year followed by 40% revenue growth in 2014.

### Becoming a Cloud Migration, Configuration Specialist

Today, SNP Technologies only engages clients who are interested in cloud services, and it performs no on-premise deployments without some connection to the cloud. For example, many of its law firm clients develop briefs that are revised 15 times in a month. SNP simplifies its clients' need for version control by selling SharePoint. "We then bundle a valuable add-on service that allows our clients to share files and have secure site-to-site communication via an Extranet."

"What some VARs still fail to realize is that selling cloud does not mean throwing away your engineers' networking experience and talent," says Parikh. "In fact, we've doubled our workforce over the past two years, and salespeople and engineers account for a large percentage of our expansion. To be successful selling cloud services you still need certified engineers who understand server technologies and networking, the only difference is that you're applying these skills in a cloud environment."

## AT-A-GLANCE

### FOUNDED

1989

### EMPLOYEES

20

### 2014 REVENUE GROWTH

40%

### VERTICALS

Horizontal SMB focus

### VENDOR PARTNERS

Axcient, Citrix, Drupal, Ipanema, McAfee, Microsoft, NetEnrich, Symantec

### DISTRIBUTORS

Ingram Micro Cloud Services

### SPECIALIZATIONS

Microsoft Office 365 and SharePoint consulting and migration services

### PHONE

203.287.9114

### WEBSITE

[www.snp.com](http://www.snp.com)



# Earn Double-Digit Cloud Revenue the Unconventional Way

Continued

Cloud Success Story

Parikh also says that some of the most valuable services his company provides to customers include business consulting and cloud migration services. “Selling an Exchange service is simple. But, when you take the time to understand your customer’s business needs you’ll learn, for example, they need to migrate emails from Lotus Notes to the cloud, plus they require spam control, SNMP communication capabilities for network faxing services, directory syncing, and single sign-on it. When combined, these services become highly complex, and that’s where our expertise stands out.”

Ingram Micro plays a key role in providing SNP Technologies’ engineers with Axcient, Microsoft, McAfee, and Symantec cloud certification training. “These certifications are what enable us to add value to each sale and earn higher incremental revenue streams,” says Parikh. “For example, instead of just selling SharePoint, our engineers can design SharePoint libraries and create document sets, which makes the finished offering customized and more valuable.”



**“We realized that cloud computing was going to disrupt the computing world in a big way, and we were determined to embrace this change rather than watching it pass us by,” says Prakash Parikh, COO of SNP Technologies**

Parikh says that Ingram Micro has been instrumental in helping his company obtain the necessary cloud certifications. “It would have been very difficult for us to arrange trainings from each vendor on our own.”

Parikh also believes the Ingram Micro Cloud Summit events have been key contributors to SNP’s growth and success selling cloud services. “At the Cloud Summit, we’re exposed to experts sharing where the technology is heading as well as insights on how we can take advantage of these opportunities,” he says. “Plus, we have access to dozens of cloud vendors and hundreds of our peers, which allows us to network, collaborate, and learn from the best minds in the industry and to continue building and evolving our cloud services offering.”