



INGRAM MICRO CLOUD SERVICES CASE STUDY

SNP Technologies

Founded: 1989

Employees: 11

url: www.snp.com

Key Market Vertical: Horizontal SMB
Focus

2013 Projected Sales Growth
Rate Over 2012: 25%

Business Challenge: Recognized that cloud computing was essential in keeping up with the change occurring in the computing world.

Solution: This systems integrators' decided to embrace the cloud transformed their business with impressive results by partnering with Ingram Micro and vendors like Symantec.

Make a Radical Cloud Business Transformation in Record Time

When you look at IT solutions provider SNP Technologies' business today, it seems almost impossible to believe that less than three years ago the company was selling tape backup solutions and focusing almost exclusively on selling on-premises-based backup and security IT solutions and services. In late 2010, the systems integrator recognized that cloud computing was more than a passing fad — it was going to disrupt the computing world in a big way, and there was no use in fighting this inevitability any longer. Over a six-month period, SNP Technologies evaluated cloud backup and security solutions as well as several SaaS-based applications, but found the process very daunting and time-consuming. For example, it discovered that 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.

Ingram Micro Puts IT Solution Provider On The Cloud Fast Track

It wasn't until SNP Technologies attended Ingram Micro's Cloud Summit in 2011 that it discovered the right combination of cloud solutions and services to support its

customers' business needs. After signing up with Ingram Micro's Cloud Marketplace (www.ingrammicrocloud.com), a transactional, online marketplace where solution providers and cloud integrators can shop, procure, provision and obtain invoices for their services directly from Ingram Micro that things being to change rapidly for the IT solutions provider. SNP Technologies started its journey to the cloud by forming SaaS partnerships with Microsoft (Office 365, Azure, SharePoint) and open source CMS (content management system) platform provider Drupal. After that it was introduced by the Ingram team to BDR vendor Axcient, followed by network security vendors such as Symantec, and SaaS CRM vendor Salesforce.com. During this same period, it also formed an outsourced helpdesk and IT support partnership with NetEnrich.

Symantec Training Helps Shorten Cloud Sales, Technical Support Learning Curve

After finding a cloud alternative for all of the on-premises solutions it sold previously, SNP Technologies found additional support in its cloud transformation through vendor partner training. "The Symantec team was instrumental in helping us put all the pieces together in this new cloud ecosystem," recalls Prakash Parikh, COO of SNP Technologies. "Their engineers met with our engineers and trained our team on specific deployment strategies, including invaluable 'do's and don'ts' advice on troubleshooting computer problems with Symantec End Point Security. The training also included sales tips that gave us a better

understanding of the Symantec Cloud license model, which helped us determine how to earn more revenue."

This year, SNP Technologies is projecting 25 percent revenue growth over last year, thanks to its integrated cloud services offering. "Now that we understand the value of what's available to our customers, we're advising more and more of them that they really don't need an on-premises sever, and the majority of their business can move to the cloud," says Parikh. "The reduction in capital investment makes it a very attractive offer. For example, we can put together a cloud-based multitenant business intelligence solution that can be provisioned in less than 10 days for a monthly fee of \$200 per month compared to \$10,000 for the old on-premises version. And, we can deploy a cloud-based mobile device management solution in a matter of a few weeks compared with 6 months using the previous business model."

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COO, SNP Technologies

The Cloud Is Not a Replacement for Data Backup and Security

Once end customers realize what else goes away once servers move off-site — maintenance costs, power protection worries, energy costs, and the need for more server room— they really start to get excited. "However, what some clients don't realize, is that just because you're moving your

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servers and applications to the cloud, doesn't mean you still don't need to be concerned with data backup and security; it just means that those tasks are happening at a new location," says Parikh. "When a client discovers that a file has been accidentally deleted, and it needs to go back a day, week, or even a month to find a specific file, it needs to have a solution like Symantec's .Cloud offering protecting it, or that data could be lost forever."

One other common misunderstanding SNP Technologies finds itself educating clients about the cloud is that it is not a cookie cutter solution to every problem. "We work with clients across multiple vertical markets, and they each have very different needs," says Parikh. "For example, the SharePoint design we put together for a law firm looks much different from that of a nonprofit organization. And, these designs will both look different from the design we'd create for a healthcare practice. In fact, about the only thing that isn't constantly changing is our customers' need for data backup and security, which we're able to address for customers of any size across any vertical market through our group of core vendor partners that we work with through the Ingram Micro Cloud Marketplace."