



INGRAM MICRO CLOUD SERVICES CASE STUDY

Datasmith Network Solutions

Founded:
1986

url:
datasmithnetworks.com

Employees:
8

Key Market Verticals: Healthcare, Assisted Living, e-tail and Transportation

Specializations: Managed IT, enterprise IT, and virtualization solutions and services

Business Challenge: Engineering firm Videology was trying to use email to collaborate on projects, which made it difficult to keep track of file versions team members were working on.

Solution: Using Box, Datasmith offers a cloud-based collaboration platform that enables simple, secure, and synchronized file sharing.

Customer Benefits: After a 30-day trial period the client moved forward with the implementation and even purchased additional services from Datasmith, including hosted Exchange, a hosted fax solution, and hosted PBX services.

How a Small MSP Lands International Cloud Deals With Ingram Micro

The Datasmith Network Solutions hosted Exchange and collaboration win with an international engineering firm illustrates how this small service provider is able to compete with much larger competitors.

Paul Smith, a partner at Datasmith Network Solutions (<http://datasmithnetworks.com>), is a regular speaker at industry trade shows, where you'll often see him sharing his insights with other MSPs and CSPs (cloud service providers). What's surprising to many Datasmith peers is not that this MSP is experiencing 23% year-over-year cloud revenue growth; rather, it's the fact that this MSP has just eight employees! A recent business engagement with an international engineering firm illustrates how Datasmith is able to compete and win deals that are normally outside a small service provider's reach.

Business Collaboration Frustrations Lead To Online Search For Help

Videology is an engineering firm that boasts one of the world's largest video advertising platforms. The firm is headquartered in New York, with offices in Baltimore, Austin, Toronto, London, Paris, Madrid, Singapore, Sydney and sales teams across North America. Collaboration among its geographically disparate team members is critical to Videology's success, and it was exactly this business pain point that led the company to an online search that resulted in an engagement with Datasmith. "That's what's nice about the web – it affords smaller businesses to look like larger companies," says

Smith. "After we have a chance to engage with larger companies like this, we can show them how we can provide them with everything they need to run their businesses more efficiently, and we're very transparent regarding how we accomplish this. There's something to be said for streamlining processes to improve workflow."

When first engaging with the prospect, the Datasmith team discovered that Videology was trying to use email to collaborate on projects. "Besides the issue of maxing out their bandwidth by sending large files back and forth, some of their team members worked in time zones that were 12 hours apart. This made it especially daunting to keep track of which version of a PDF, Excel file, JPEG, or Word document they were working in," says Smith.

Smith saw a viable solution in Box (<https://www.box.com>), a cloud-based collaboration platform that enables simple, secure, synchronized sharing. He then set up an in-person meeting with the prospect, and with his laptop and an overhead projector, he demonstrated the scope of Box' capabilities. "Even though the prospect was familiar with some of the other cloud offerings on the market, they didn't realize that Box offers collaboration functionality," he says. "For example, Box has add-ins for Word and Excel that allow users to edit documents in the cloud rather than downloading them to their desktops. Plus, Box includes Active User Directory controls, advanced naming schemes, and the ability to add notes so users can easily pinpoint the exact updates made by a previous user."

Putting the Value-Add in Cloud Services

After wrapping up his demo with a specific example

showing how the prospect could pinpoint the fourth revision of a document that had been revised six times, the engineering firm's manager was ready to talk price. "I politely told him that we're not there yet – I haven't answered all your questions," says Smith. "I then proposed setting up a 30-day free demo to allow them to test the product in their work environment and to call us with any questions that arose during that time."

The engineering firm was eager to try out the solution, and over the 30-day period, Datasmith fielded calls from the prospect asking about product support and integration services with other business applications. At the end of the 30-day period Datasmith sold Videology the Box Business Plan, which included 1 TB of shared data plus access to Box FTP, Box Sync, and Box Edit functionality. "When we followed up with them, they were so confident in their experience with us and our cloud recommendation that they also purchased from us hosted Exchange, a hosted fax solution, and hosted PBX services," says Smith. "Shortly after that, we started talks with them about using Salesforce.com for their CRM needs, which will likely be their next cloud service with us."

Datasmith says that the demo, while critical to the sale, was second in importance to the relationship they have with Ingram Micro. "Without partnering with Ingram Micro, we wouldn't have this kind of close relationship with vendors like Box, and we simply couldn't do what we do," says Smith. "Now, we feel like one of their top partners. If we have a question, we can send them an email and get a response back within a few hours. Plus, when we're engaging with a new prospect, like Videology, a knowledgeable Box rep is available to do a joint conference call, which gives us a unified front."

"Having this kind of support enables us to bring decision makers together and make things happen without a lot of back and forth and without dealing with any bureaucracy."

WHERE RAINMAKERS THRIVE

