



INGRAM MICRO CLOUD SERVICES CASE STUDY

LIBANGA Computer Systems

Founded:
2006

url:
www.libanga.com

Employees:
19

Key Market Vertical:

Government, Healthcare, Legal, Manufacturing

Specializations:

Cloud services

Business Challenge:

Working within a client's budget to upgrade its servers and solve other IT challenges

Solution:

Combining a server buyback program with Intermedia hosted Exchange and eFax services helped fulfill the client's business needs while staying within budget

Customer Benefits:

The end customer experienced immediate timesaving benefits from the new solution, which allowed it to re-deploy a full-time worker into a new position. Not long after the initial implementation, the end customer contracted with LIBANGA to manage its printers and copiers under a managed services contract as well.

Make Double-Digit Cloud Revenue Growth A Reality

An IT solutions provider overcomes a medical practice's cloud objections, resulting in a 28-seat cloud-based EMR, email, and hosted Exchange project with a managed print services upsell.

When you see the list of tier-1 vendor partners that Mario Guerendo, president and CEO of LIBANGA Computer Systems, works with you might think LIBANGA is a 60+ VAR or MSP. The reality is, however, that Guerendo's company is about a third the size of what you'd expect. That said, this IT solutions and services provider has learned the secret to selling cloud solutions, which is something small and large resellers alike would do well to pay attention to.

Cloud computing currently makes up 25% of LIBANGA's annual sales revenue, but cloud sales are growing rapidly, and by the end of the year Guerendo projects cloud offerings will comprise up to 45% of his company's total revenue.

One customer win that illustrates LIBANGA's cloud prowess is The Guyer Institute of Molecular Medicine, a 27-employee medical practice that specializes in a multidisciplinary, integrated, and scientifically-based approach to discovering the root cause of illnesses.

The institute started out as a break-fix customer for LIBANGA, shortly after it was referred to the solution provider by a friend. During one of LIBANGA's engagements with the client, the

solution provider discovered that The Guyer Institute was dealing with server hardware issues.

Server Buy Backs and The Cloud Prove To Be Big Differentiators

After gaining a thorough understanding of the customer's need, Guerendo recommended a solution that included buying back the customer's servers and setting up the client with servers in the cloud that the client would never have to worry about upgrading again. "We researched the value of their servers online and offered the resale value of the servers to the client as a credit, which could be applied up to \$100 per month on their monthly bill from us until the nearly \$700 cost of their Exchange and EMR [electronic medical record] servers had been paid off," says Guerendo. "One of their servers was in too bad of shape for us to resell, but the other was able to be reformatted and sold, which cut our loss on the server buy backs down to less than \$300."

Guerendo says that the client liked the idea of not having the large capital expense of buying new servers every couple of years, but it initially wasn't sure how reliable and secure the cloud was.

After earning its customer's trust, LIBANGA sold and implemented a solution that included an Intermedia cloud server for the medical practice's EMR, a McAfee email security solution, an Intermedia eFax service, and an Intermedia hosted Exchange service. The project included Intermedia's team handling the secure transfer of The Guyer Institute's on-premise Exchange and EMR data to its private cloud data center. "We also replaced the client's legacy desktop PCs with

Lenovo thin clients and added 28 seats' worth of cloud software licensing," adds Guerendo. Shortly after the implementation, which took five months total from the initial point of engagement with the client to completion of the project, The Guyer institute observed a significant improvement with its EMR application response time.

LIBANGA also replaced the medical institute's fax machines, which were sending and printing 1,200-1,500 faxes per month, with Intermedia's eFax solution. "Prior to using the eFax solution, two receptionists spent the majority of their day gathering and sorting faxes, ensuring they were sent to the appropriate nurse, doctor, or office manager," says Guerendo. "Now faxes come in as emails with PDF attachments, making them much easier to sort and forward using Microsoft Outlook." This improvement reduced patient waiting times and enabled the practice to see more patients each day.

Not long after LIBANGA's initial project with The Guyer Institute of Molecular Medicine, the solutions provider was able to revisit the customer and upsell them with additional cloud and managed services, including McAfee Web Security and a managed print services contract. Guerendo points out that he can't take full credit for the upsell. "Ingram Micro helped us with presale support for the McAfee email solution, along with implementation of Xerox Managed Print Services, and the SPLAs [service provider license agreements] for the cloud server," he says. "Shortly after the initial project, Ingram Micro released a printer buyback program, which enabled us to go back to the client and offer them up to 70% off the cost of replacing their non-Xerox equipment with new Xerox printers and MFPs. The Guyer institute jumped at the opportunity and now we have all their printers and MFPs on a managed print services contract."

WHERE RAINMAKERS THRIVE

