

# Large Asian Cloud Service Provider Accelerates Business Growth with Azure Expert MSP Certification

Differentiated Services and Enhanced Customer Experience Help Drive Margin Gains

## THE PROBLEM

A large telecom company in Asia was looking for ways to grow their cloud service provider (CSP) business and needed to differentiate their services from the other providers as well as find innovative, high-margin new services to offer their customers. The first step they took to differentiate their offering was to pursue an Azure Expert MSP certification. The Expert MSP is Azure's highest partnership tier, and provides real business advantages such as top priority in the Azure lead referral engine, but requires a comprehensive audit to gain the certification. The requirements around cloud management are extensive, and an effort to meet these requirements with a broad mix of public cloud provider native tools and segment specific tools for service orchestration, governance, billing, and access management was proving to be a challenge.

The company was also looking to deliver deeper value than what is typically offered from a public cloud service provider. In order to build differentiation in this area, they wanted a CMP partner that could move fast to help deliver new services at scale to their customers. They also wanted a solution built from the ground up to handle multi-tenant environments at a massive scale with a modern auto-scaling microservices architecture.

## HIGHLIGHTS

With CloudSphere's Cloud Governance Platform, the company was able to pass the Azure Expert MSP certification audit and offer new high margin security services to their customer base.

The CloudSphere platform also positioned them to add additional service options from other public cloud service providers so their tenants will have a single, consistent user experience to manage, govern and secure services from on-premises environments to all of the major public cloud providers.



## THE SOLUTION

They selected CloudSphere as a design partner, and the two companies worked closely together to deliver all of the Cloud Management requirements in the Azure CSP Expert audit checklist. Instead of trying to manage, secure, and maintain over a dozen disparate tools, they could now focus on a single common platform that was able to help them become audit compliant with a highly scalable solution.

Other key issues that CloudSphere helped solve for the telecom giant centered around billing and budgeting. The CloudSphere platform's tenant portal provides customized discounts and tax rates for each tenant and provides a continuous and accurate view of their spending to avoid any potential billing disputes. The portal also provides each tenant with a budget dashboard and customizable budget threshold alerts to prevent surprise bills. With the new management platform in place, they were also able to quickly introduce a new security posture monitoring service to help their tenants avoid any configuration mistakes that could jeopardize security.

## NEXT STEPS

Now that the company has passed their MSP Expert certification audit and is offering security services, they are looking to expand both the types of services offered, as well supporting additional public clouds in which to run them. They are planning to add self-service Kubernetes orchestration management as well as cost optimization services for serverless functions for their tenants. They have also kicked off efforts to use the CloudSphere Cloud Governance Platform to provide a common interface to services across AWS, GCP and AliCloud.



*"Before we implemented the CloudSphere solution, we were very concerned about the scalability of our cloud management. We were suffering from tool sprawl, and it was a major effort to keep up-to-date with product releases and security audits across such a large tool set.*

*The public cloud transformation is clearly the way of the future, and a very strategic initiative for our company. We were looking for a company who would work closely with us as a design partner to help quickly roll out valuable new services to our customers, and we found that with CloudSphere."*

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