

SCC grows its Microsoft CSP revenue by over 250% by implementing ArrowSphere, a multi-tiered ISV platform that simplifies the process of transacting and provisioning Microsoft cloud services.



Background

As one of Microsoft's original Cloud Solution Providers, SCC, the largest independent IT partner in Europe, was achieving strong revenue on Office 365 subscriptions but understood that in order to offer customers even better levels of service and to grow its business further, it needed an enterprise-grade ISV platform. With a system in place that didn't offer the capabilities it needed, SCC evaluated a selection of alternative ISV solutions to find a suitable replacement. Based on the key requirements for functionality and simplicity, SCC selected Arrow and its award-winning ArrowSphere platform.

SCC worked closely with Arrow to agree the pricing, solution design and architecture, migration and delivery of the ArrowSphere service. Arrow teams supported SCC in mapping Microsoft licensing to support them in migrating CSP customers to ArrowSphere.

The move saw SCC transition from a Direct CSP, to an Indirect Reseller, procuring Microsoft cloud services through Arrow, with the functionality, and simplicity of the cloud platform and the wraparound support and services on offer making it a compelling proposition.

The Solution

ArrowSphere, the multi-tier, cloud marketplace and number one global platform for net new Office 365 seats allows SCC a single pane of glass through which to choose from a catalogue of Microsoft cloud services, configuring and provisioning them directly to customers. Once onboarded, customers can be billed directly through ArrowSphere, their usage monitored for optimised performance.

ArrowSphere simplifies and automates Microsoft subscriptions and billing management to increase efficiency and minimise administrative overheads. Its business intelligence features offer customisable pre-built reports which provide SCC with detailed analysis of its customers' cloud spend and use.

MyCloudPortal, an additional ArrowSphere feature, is a customer-facing self-service portal that is branded with SCC livery and content and offers even more flexibility and automation capabilities. Those customers who wish to directly transact and manage their cloud subscriptions can do so, and SCC sales staff can use it to provide pricing and provision services to those who would rather deal with their usual SCC contact. Services can be quoted and provisioned quickly and easily from any browser, even on a mobile device. This level of flexibility means customers enjoy even greater service levels from SCC.

The Benefits

SCC's customers enjoy greater choice and flexibility with ArrowSphere and MyCloudPortal, having the ability to self-serve; adding or removing subscriptions and monitoring their own use; or to continue to receive a personalised service from their SCC advisor.

MyCloudPortal allows customers to buy Microsoft cloud services alongside SCC's own solutions, receive recommendations of complementary services they might wish to add based on other customers' use, and the latest offers available. This level of choice and ease of service allows them to make informed choices about how to enhance their Microsoft cloud services.

The speed with which subscriptions can be provisioned means customers are up and running with their cloud services rapidly, they can onboard new services or users with little or no delay to their own operations. Invaluable in many sectors today.

For SCC, the greater insight into customer usage, behaviours and license base provided by the advanced analytics tools embedded within ArrowSphere and MyCloudPortal means it can tailor services specifically to meet each customer's needs.

The Outcome

Following deployment of ArrowSphere and MyCloudPortal, SCC and its customers started transacting immediately; buying new licenses, adding and removing users, gaining insight into their cloud use and giving SCC immediate access to advanced analytics features across all of its customers. SCC saw immediate benefits, quickly transacting significant numbers of Office 365 licenses through MyCloudPortal. In fact, after deploying ArrowSphere and MyCloudPortal, SCC was able to grow its Microsoft cloud services revenue by 250%.



Conclusion

SCC's sales teams now spend less time transacting Microsoft cloud services and more time supporting their customers in embedding the cloud technology into their businesses to achieve real impact.

Nick Benham, Senior Partner Manager at SCC said:

“We already had the customer base and the reach to make a big impact in the public cloud space, but with ArrowSphere in place, we are properly equipped to scale our Microsoft cloud business to even greater heights. Our customers are getting the customised, self-service experience that they expect and we are seeing stronger customer loyalty. The deeper intel and insights we receive allow us to plan for the future and budget accordingly. What more could we ask for?”

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0800 983 2525

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Harrogate Office

01423 519000

London Office

020 7786 3400

Newmarket Office

01638 569600

Dublin (Ireland) Office

353 (0) 1 293 7760

Via Email

info.ecs.uk@arrow.com

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Online

arrowecs.co.uk

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