



Managed services provider uses enhanced support service to ramp up cloud business

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— Duncan MacDonald, Product Manager,
Managed Services, NaviSite

When NaviSite began selling Microsoft cloud services such as Office 365 through the Microsoft Cloud Solution Provider program, it expanded its Microsoft Premier Support for Partners agreement to enhance internal staff readiness and enable end-to-end support for customers. With Premier Support for Partners, NaviSite was able to quickly bring staff up to speed on Office 365, provide consistent global support, deliver managed Office 365 services 50 percent faster in the first 12 months, and win more business.

NaviSite®

NaviSite

1,000 employees

www.navisite.com

United States

Professional services—IT services

Company profile

Massachusetts based NaviSite LLC is a leading international provider of enterprise-class managed cloud, managed hosting, and managed applications services.

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Transition to high-volume cloud offerings

NaviSite LLC knows managed hosting services. For 20 years, it has provided a broad spectrum of managed services from Microsoft and other organizations, mostly to upper midmarket companies. Recently, NaviSite became part of Charter Communications, one of the largest cable providers in the United States.

As its parent firm grew, NaviSite, too, set its sights on growth. It joined the Microsoft Cloud Solution Provider program in 2015 and quickly ramped up its sale of Microsoft cloud services, starting with Microsoft Office 365. The Cloud Solution Provider program allows partners to resell Microsoft cloud services and manage the complete customer lifecycle, from provisioning to billing to support.

Joining the Cloud Solution Provider program gave NaviSite the licensing freedom and program support to greatly expand its Microsoft cloud services business to hundreds of thousands of new and existing customers, ranging from small and midsize businesses (SMB) to enterprise.

“The market dictated our embrace of the cloud,” says Duncan MacDonald, Product Manager for Managed Services at NaviSite. “Dedicated hosted products are coming to their natural end of life, and cloud products are the successors. We are of course eager to provide what our customers want, and everyone wants cloud.” NaviSite focused on Office 365 initially, but has since expanded its portfolio to Microsoft Azure and other Microsoft cloud services. It wraps its own services, such as resource monitoring and management, business continuity, enterprise hygiene and security, and white-glove onboarding, around Microsoft services.

However, as its number of Microsoft cloud services grew, NaviSite needed to scale its enterprise-class managed support services to meet the needs of a rapidly expanding customer base.

Quickly bring staff up to speed on cloud

Already a longtime user of Microsoft Services Premier Support, NaviSite moved to Premier Support for Partners (for Cloud Solution Providers). This new “flavor” of Premier Support offers flexible, end-to-end managed support across all Microsoft technologies and deployments to help Microsoft partners offer the best possible support to their customers and their own internal support organizations. An assigned Technical Account Manager serves as a single point of contact at Microsoft for driving proactive and reactive support for end-customer solutions. Critical customer issues receive priority escalation for immediate resolution. Microsoft partners can therefore use support to maximize their revenue opportunities and drive adoption of cloud services.

NaviSite’s initial interest in Premier Support for Partners was to enhance its internal staff’s ability to support Office 365. “There are many Office 365 training programs out there, but Premier Support materials are written and delivered by Microsoft support people who are down in the trenches solving problems every day,” MacDonald says. “It’s training provided by support professionals for support professionals. Premier Support was absolutely invaluable in building staff expertise on Office 365 and preparing them to support thousands of global customers.”

MacDonald adds, “Premier Support has provided NaviSite the flexibility to customize our Office 365 implementation, allowing us to leverage a wealth of training opportunities across a global support team. This includes training sessions, webinars, and the ability to customize content to a partner’s specific use case.”

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Provide consistent, top-notch global support to customers

In addition to further enhancing its internal team’s already deep knowledge, NaviSite uses Premier Support to provide exceptional, advanced support to its Office 365 customers. “Premier Support undoubtedly helps us provide fast, quality support to our customers,” MacDonald says. “The numbers speak for themselves: across all NaviSite services, about 40 percent of our Premier Support usage is for critical issues; that’s huge. And about 45 percent of those issues are urgent. We have our own first- and second-tier support but rely on Premier Support to provide third-tier support. Urgent or very technical calls are often escalated to Premier Support to maximize efficiency. This strategy has been highly effective.”

NaviSite relies heavily on its Premier Support dedicated Technical Account Manager for both strategic support guidance and daily problem resolution. “Our Technical Account Manager helps us resolve issues for all of our customers,” MacDonald says. “I meet with him periodically and evaluate our Premier Support resource allocation. Our environment is not static, nor is the Microsoft product portfolio, and our Technical Account Manager is absolutely instrumental in making sure we’re allocating our Premier Support dollars appropriately. He can be onsite whenever needed and brings technical Microsoft resources to bear on individual cases for strategic customers.”

Premier Support provides NaviSite customers reassurance across a number of services beyond Office 365. “It is a fantastic safety net to better ensure that NaviSite is able to meet its customers’ support expectations and requirements,” MacDonald says. “We currently use Premier Support against Windows Server, dedicated Exchange, dedicated SharePoint, SQL Server, Azure, Office 365, dedicated Lync, BizTalk Server, and ISA Server.”

Deliver cloud services faster, increase revenue

The assistance NaviSite receives from Premier Support for Partners has helped the company speed its Office 365 deployments. “Over the last 12 months, our deployment times have been cut in half, and the higher number and deeper expertise of employees is absolutely a factor in this achievement.”

With the assistance it receives from Premier Support for Partners, NaviSite can more quickly expand its Microsoft cloud services business. Over the last year, the company’s managed Office 365 business has decreased implementation time on pure-play deals by over 50 percent, and customer ticket resolution has improved by 30 percent year over year for managed Office 365. Premier Support is a part of that story and assisted NaviSite in attaining these positive results.

“Premier Support is a cornerstone of the value we provide; it’s a badge of honor we talk about a lot with customers,” MacDonald says. “Our Office 365 service is more expensive than the same services from Microsoft, but we don’t hide that. We win 70 percent of the Office 365 deals we pursue, selling value and experience over price. Our customers are so loyal because of the tremendous value we offer, and Premier Support is a big part of that value.”

For more information

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