



its

Teknik och känsla

CLOUDMORE CASE STUDY



ITS Nordic have utilized Cloudmore to:

- Automate their billing process, eliminating billing errors and reducing revenue leakage.
- Sell new services to their customers, increasing profitability.

The Client

ITS Nordic is an IT solutions provider based in Stockholm, providing IT, telecoms, and document solutions products and consulting services - to small and medium-sized companies in Sweden, the Nordics, and elsewhere in Europe.

The company has been in operation since 2004 and now has more than 70 employees. They are a gold partner in the Microsoft Partner Program and aim to be the first choice for IT solutions. To help achieve this, ITS Nordic focuses on delivering exceptional levels of customer service and support.

The Challenge

When the company started, it provided the hosting for the solutions it sold to customers. However, as Hampus Dellenstedt, CTO for ITS Nordic, points out, the IT landscape has gradually changed. "As time went on, more of our services moved to the cloud, including Office 365," he says, "We began to realize that our overview of the customer was lacking. We couldn't see what licenses our customers had, and the billing information was lacking. This became

increasingly difficult as we moved to cloud services. Dealing with some vendors - to get accurate billing data or to provision services - was problematic."

ITS Nordic wanted to implement a new platform that would integrate with its Microsoft Dynamics ERP system to meet this challenge. Explains Hampus, "We wanted something that would provide accurate billing data and to have it feed directly into our ERP system. Plus, we needed the ability to deploy all our cloud services - both existing ones and new ones - from just one portal instead of using different platforms for each vendor or service."

Why Cloudmore?

ITS Nordic investigated several solutions to find a single platform that would manage all its services with good visibility and billing accuracy.

Hampus comments, "Most of the systems we looked at were too big and too expensive. They needed too much configuration before we could even get onboarded, and their functionality made them more complex to work with."

ITS Nordic has implemented Cloudmore for its three primary services: Office 365, Microsoft Azure, and the backup solution, Acronis. Continues Hampus, "This was one of the benefits of choosing Cloudmore. We didn't initially have Acronis in our portfolio, but our service provider, Gridheart, recommended it, advising us to onboard the service quickly with Cloudmore. This is where we saw the real potential in choosing Cloudmore for our platform."



Saving Time with Automated Billing

For Hampus, the main benefit of using Cloudmore has been streamlining billing, saving us time. He explains, “We used to have to work out the billing manually. It was laborious, and it resulted in lots of errors.”

The manual billing process was adding significant delays to ITS Nordic’s invoicing cycle. “From time to time, it even lasted for weeks,” Hampus reveals, “Especially if we had to go through all the customers to make sure that the license details were right. But mostly, we were spending a couple of days a month, figuring out what to invoice, then billing the customers and often following up with customers who felt we had invoiced the wrong amount.”

Not all ITS Nordic’s customers have yet been migrated to Cloudmore, but Hampus expects that the process will be reduced to just two hours when they are. “In the long run, we are aiming for everything to be one hundred percent automated and that we can trust the ERP to invoice our customers correctly without us ever having any manual involvement.”

Hampus discloses how the manual effort was also resulting in “a lot of revenue leakage.” Once all the customers have been moved over, he expects that Cloudmore will help them avoid these losses and be more profitable.

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The Cloudmore platform has accomplished the onboarding of new services with ease. Hampus elaborates, “It has decreased the time to onboard a new product. We onboarded the Acronis backup software, and that went smoothly. In the future, we will choose from the platform marketplace the services we want to sell, and everything will be integrated and just a click away. Instead of spending time setting up a new service and testing it to make sure it is running satisfactorily, we can educate our service desk and salespeople about what value it has for our customers so they can promote it. Adding these new services will increase our productivity”.



What's Next for ITS Nordic and Cloudmore?

In the short term, ITS Nordic is aiming to accelerate the billing improvements by adding more customers to the platform. It aims to add more services to the platform and offer some of the platform's self-service functionality to customers. "These are aspects we couldn't offer in our own platform," says Hampus.

Beyond this, as more cloud services are offered and taken up, ITS Nordic foresees that its role will evolve. "With the vendors hosting the services, we anticipate that our position will shift to become more consultative. We want to be the trusted partner that offers an array of cloud services for our customers to choose from. We will become more of an advisor and will implement the services rather than just host them."

ITS Nordic isn't alone in this transformation; the whole industry is moving towards this model. But Hampus expresses that Cloudmore is helping the company adapt and prepare for the new future. "Tools like the Cloudmore platform will be essential for us in enabling us to have control over all our services and to automate our billing," he says, "We couldn't onboard this many customers, nor think about adding this many cloud services from different vendors if we were to do it ourselves. Cloudmore gives us just one platform that we can add everything to, with the billing and onboarding all in one place."

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