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# Cloudmore Case Study

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# Logicalis improves Client CSP Experience with Self-Service

## Executive Summary

Logicalis, a global digital managed services company, wanted to enhance its Microsoft Cloud Service Provider (CSP) services to deliver a better client experience. They wished to tailor their services to a growing client base that expected high quality services supported by CSP experts.

To improve this process, they wanted to add self-service to simplify their buying process and give their clients greater visibility of their licenses, billing, and overall services.

Cloudmore's platform facilitated a crucial change. After a comprehensive procurement process, Logicalis engaged Cloudmore to help in their CSP evolution. Once the platform was implemented, they launched self-service for their CSP clients and saw immediate results.

## The Company

Company Name:

**Logicalis**

Website:

**[www.us.logicalis.com](http://www.us.logicalis.com)**

Country:

**USA**



Prior to engaging with Cloudmore, Logicalis managed their CSP clients through a manual process that was closely linked to their Managed Service business. Licenses were purchased and provisioned through email communication with clients, taking up to 3 days to complete.

Before Cloudmore, there was no option for self-service or online management for their clients, leaving them at a competitive disadvantage. While service quality wasn't in doubt, they were missing a crucial element to keep them in step with the market and enable them to scale more cost-effectively.

Billing was also causing challenges, as reports took up to a week to compile and check over. In short, the process itself needed a total revamp.

**“ Clients were asking for an enhanced experience through self-service, they wanted to log in, view their licenses in real-time, add new licenses, and adjust seat counts at their convenience.”**



## The Problem They Faced

With client feedback making it clear that self-service was a necessity and their billing department facing a challenging workload, Logicalis required the solution to both problems.

The first step was to understand the needs of their CSP clients and how that differed from their wider MSP ecosystem. Next was to find a partner to help them deliver an automated and self-service solution and bring a more holistic approach to CSP client management.

The team undertook research and spoke with different platform providers who could fit the partnership they sought. Ultimately, Cloudmore was their chosen provider.

Once the implementation process with Cloudmore was underway, they recruited new team members with expertise in the CSP ecosystem.

**“The goal was to add expertise around CSP and provide tools and a platform dedicated to the needs of our clients. The Cloudmore platform checked all the boxes we were looking for.”**

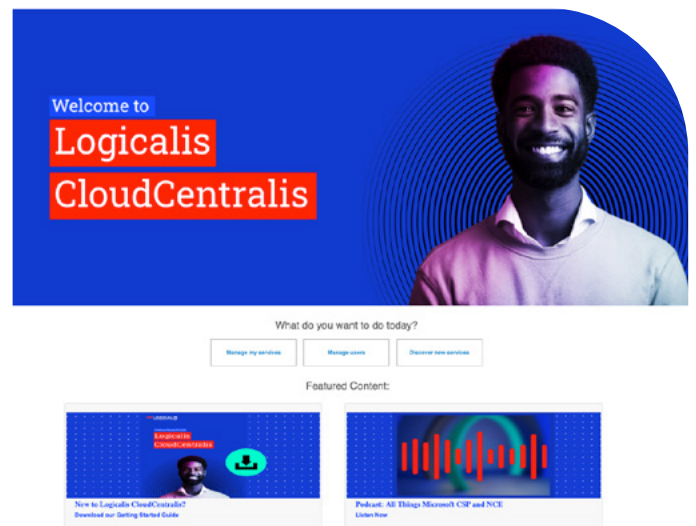


## The Implementation Process

Cloudmore was implemented as Logicalis worked to enhance its CSP offerings. The collaborative process ultimately took around four months.

As Cloudmore was being implemented, there was also a collaboration between Logicalis and their clients as they sought feedback to ensure pricing had remained consistent and that the new system was understandable and easy to use. This meant ensuring subscriptions were set correctly, meeting client expectations, and updating margins to a more standardized and uniform approach.

They also took advantage of the white labeling opportunity, naming it Logicalis Cloud Centralis, which is consistent with their more comprehensive business identity.





## The Solution in Action

With Cloudmore fully implemented, the change was night and day. Clients now had the self-service platform they'd requested and could provision their licenses in a couple of clicks.

On top of this, self-service adds user permissions and approval layers, so new products and licenses can't be added without approval, reducing liability for Logicalis.

The platform is also consistently evolving and improving, with Logicalis' team offering feedback in regular calls with their contact at Cloudmore and seeing requested features implemented.

**“Concerns, feedback, and features that we'd like to see added – are always taken into consideration and sometimes come to fruition. It's nice to feel like we are actively influencing change on behalf of our clients with Cloudmore.**



## The Major Improvements

Before Cloudmore, the **provisioning of licenses took three days to complete.**

With self-service, Logicalis clients can log in and purchase, provision, or manage whatever is needed—no emails, no fuss, done in moments.

Clients' businesses will also sometimes have spare licenses that are not yet assigned or no longer needed. Previously, there was no way to track these without communicating directly with Logicalis. Self-service offers transparency so you can keep track of everything you've purchased and whether it's been provisioned.

Within Logicalis, there have also been significant improvements, as billing reports are far simpler to compile and check, with the working time cut by days. Accuracy in the data has risen, thanks to the more automated process, which minimizes human errors.

All these improvements offer time back to the Logicalis billing team and improve efficiency throughout the organization.





## Key Takeaway

The key takeaway from Logicalis' experience is the **massive impact of self-service on CSP clients**. Giving your clients the power to purchase, provision, and manage their licensing is crucial. It lets your internal teams focus on offering the best possible client experience with a considerable admin workload removed.

Implementing Logicalis Cloud Centralis was also crucial in client retention and client experience, as clients saw their feedback heard and implemented. The collaboration during the process also helped strengthen the bond with active clients, as they had a say in how the system would work best for them.

While the number of clients joining Logicalis since Cloud Centralis was deployed can't be directly attributed to self-service, it has been a dramatic improvement for new and existing users.

If you'd like to see how Cloudmore's platform could save your business hours, or even days, of work, contact us at:

**[sales@cloudmore.com](mailto:sales@cloudmore.com)**  
**[cloudmore.com](https://cloudmore.com)**

and we'd be happy to discuss how we can help.



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