

QUICK FACTS:

Sales Partner Location: Birmingham, AL
Vertical: Healthcare
Headquarters: Birmingham, AL
Number of Employees: 225
Number of Locations: 8
RapidScale Solutions: Office 365 and Mimecast
Total MRR: \$2,533
Opportunities Coming Soon: IaaS and SD-WAN - \$13,000 MRC

HOW DID YOU FIND THE OPPORTUNITY?

This big win involved a clinical research and cancer care facility that cares for patients with cancer and blood disorders throughout central Alabama. The company has about 225 employees with 8 different locations throughout the United States.

The business opportunity came from a trusted advisor that had a strong relationship with the executive director of the company. This trusted advisor recognized RapidScale as an industry-leading cloud provider and brought the team in to the deal to address the key pain points. With their MSP's contract coming to an end, the client needed to move quickly to avoid downtime.

WHAT PROBLEM DID THE RAPIDSCALE SOLUTION SOLVE, AND HOW DID IT FIT INTO THE CLIENT'S LONG-TERM PLANS?

With a limited IT staff supporting 225 employees, the organization was working with outdated equipment that hadn't been updated in years. To help increase their output for ground-breaking cancer research, the client knew they had to modernize their Microsoft email solution to improve their communication and employee collaboration.

The client worked with a local managed services provider that hosted and managed their Microsoft Exchange servers that were coming to end of life. Aside from outdated email servers, the client was frustrated with poor service and slow response times from their MSP, lowering efficiencies and productivity in the workplace.

RapidScale provided the client their Managed Office 365 solution for 200 seats, which included collaboration tools for file sharing, instant messaging, and video conferencing. As the client was concerned about the costs and complexities of email migration, they were impressed that the RapidScale O365 solution included migration services at no additional cost for all 200 mailboxes.

In addition, RapidScale provided a market-leading email security solution from Mimecast for all 200 seats, delivering advanced threat protection for every employee on their network. This cloud-based email security solution included archiving, continuity services, and robust features to block phishing attacks and other malware.

WHAT WERE THE KEY DIFFERENTIATORS?

The key differentiator of RapidScale's Managed Office 365 solution was that it included complimentary migration services, email backup for 12 months, and end-user enablement training, which the client's MSP did not provide. The client especially loved the migration at no cost.

Second, the client was extremely frustrated with internal email-support calls which the MSP could not relieve. So another key differentiator was RapidScale's team of certified engineers that would provide white-glove management and direct IT support for all their end-users, reducing the number of calls the IT leader had to

manage. RapidScale proved this capability through its reputation of matching Microsoft's 99.5% service level agreement and its industry-leading net promoter score (NPS) of 81.

Finally, the client was excited about the idea that going forward, they could have a one-stop cloud platform and team for all future cloud and IT services, which the client couldn't receive with their MSP.

NEXT STEPS:

The client's long-term plan is to modernize their technology systems with RapidScale further so they can focus on conducting revolutionary research for cures, procedures, and patient care. Next steps for the client and sales partner include RapidScale's CloudServer IaaS solution for on-demand storage capacity and infrastructure tools and utilities. They're also discussing RapidScale's SD-WAN solution that will provide more power behind the client's office 365 applications and enhance the performance of their network. This closed deal for Office 365 is leading to larger cloud deals with potential revenue of \$13,000 MRR for IaaS and SD-WAN solutions.