# TRUSTED ADVISOR BIG WIN

**RapidScale**
A Cox Business Company

## QUICK FACTS:

**Sales Partner Location:** Santa Monica, California
**Vertical:** Non-Profit
**Headquarters:** Los Angeles, CA
**Number of Employees:** 30
**Number of Locations**: 1
**RapidScale Solutions**: CloudDesktop – Desktop as a Service
**Total MRR**: $4,200 monthly/ 36-month term

## HOW DID YOU FIND THE OPPORTUNITY?

This big win involved a non-profit organization that builds collegiate paths for students raised in under-funded communities in the Los Angeles area. A trusted advisor in the region developed a solid relationship with the IT manager, who was managing their IT environment.

Specializing in application delivery, RapidScale was brough into the deal by the trusted advisor to evaluate their specific technology needs. Aside from the IT manager, the team worked closely with the vice president of finance for the company.

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

The organization was frustrated with several pain points. First, the IT manager struggled to manage routine but tedious IT tasks, including resolving internal support tickets from remote employees, troubleshooting application issues, and maintaining license updates. Another IT challenge was that the client needed to upgrade their outdated computers quickly so that they could properly create programs for their students looking to start college in the upcoming school year. Third, the client needed a solution that would easily integrate with Blackbaud, their software application that supported their business operations. Lastly, the organization needed to minimize its capex budget and adopt a cost-effective solution for the long term.

RapidScale presented the client with CloudDesktop, a desktop as a service (DaaS) solution to help them manage their line of business applications more efficiently. This solution would simplify application management with automatic patching and updating and allow employees to access their virtual desktops from any device including tablets, laptops, or smartphones. RapidScale's fully managed services would help the client manage their end-user devices and break fixes.

## WHAT WERE THE KEY DIFFERENTIATORS?

One key differentiator was the team's ability to cater to the needs of not only the IT manager, but also the executive leadership of the company. A RapidScale competitor that came into the deal did not spend nearly as much time understanding the needs of the organization and failed to show the cost benefits of adopting a cloud desktop solution. RapidScale even provided them a login to a proof-of-concept environment so they could test the solution for themselves. Spending enough time evaluating the technical requirements and making sure the solution fit their business needs were variables that were extremely important to the client.

Another differentiator was the team's ability to virtualize and administer their Blackbaud application. The competitor in the deal couldn't demonstrate this integration in their environment, which influenced the client's decision to adopt RapidScale's DaaS solution.

Lastly, RapidScale's fully managed services was a significant differentiator demonstrated by an industry-leading net promoter score and RapidResponse SLA times. This level of management proved to be superior to the competitor's managed cloud solution. RapidScale's fully managed services not only enabled the client to offload mundane IT tasks to RapidScale, but they also provided availability, redundancy, and monitoring to deliver peace of mind to the client.

## NEXT STEPS:

The client intends to work with the trusted advisor and RapidScale for all future cloud services. To protect their business from downtime and data loss in the event of a natural disaster, virus or power failure, the company plans to learn more about RapidScale's CloudRecovery, a disaster recovery as a service solution.

## RECOGNITION:

The trusted advisor on this deal is a very knowledgeable partner with strong skills in computing, which played a critical role in the introductory meetings and final sale. Dale Giernet, PEM, was involved in the entire sales process ensuring that each discussion had a technical expert involved. Senior Solutions Engineers, Roland Zakaria and David Lagumbay, helped design the best solution for the client's needs and ensured the client's confidence in the solution. RapidScale's Chief Strategy Officer, Mark Szotkowski brought credibility during contract negotiations by successfully discussing financial benefits with the VP of Finance, a major decision maker in the deal.

Within two weeks, the client agreed on the pricing and signed off on the deal, which was a big win for both the trusted advisor and RapidScale team. RapidScale's Project Manager, Michelle Curry will oversee the final stages of implementation.