

# Anatomy of a Deal: The Power of Cross-Selling



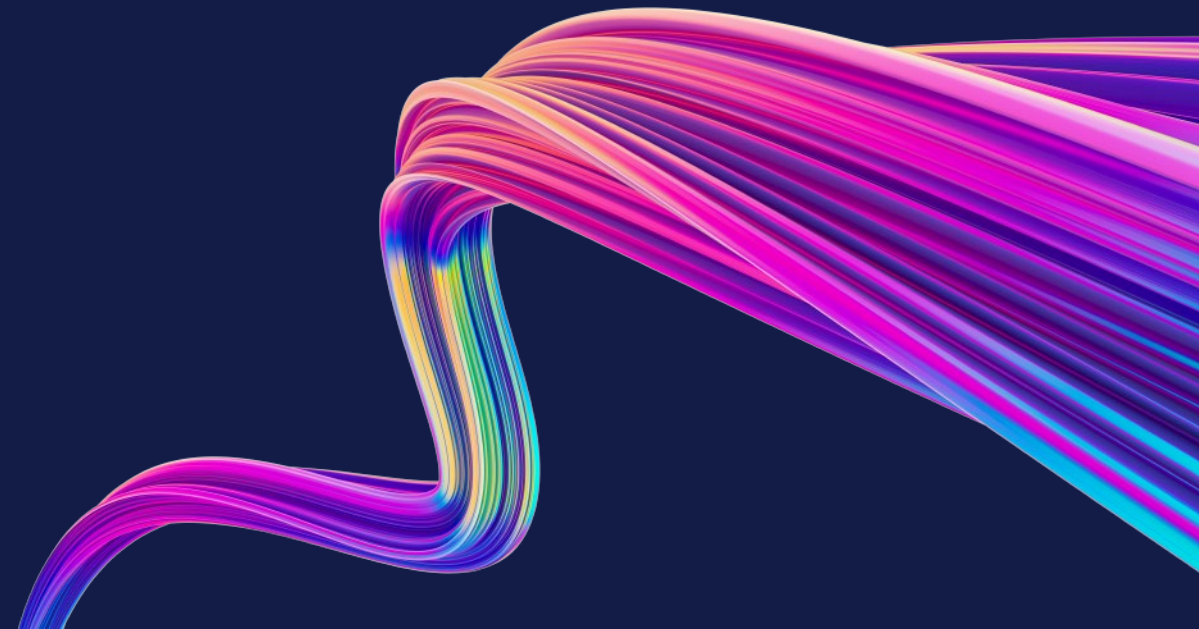
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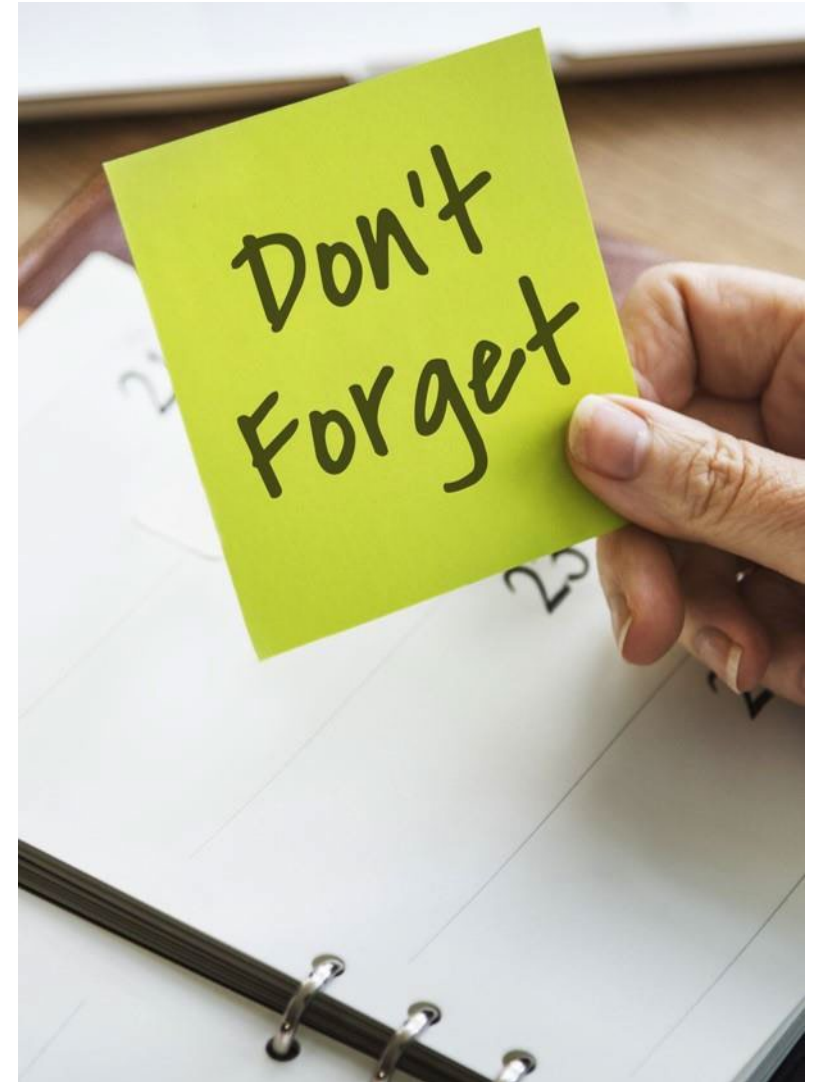


# Reminders

This webinar is being recorded.

The deck and recording will be sent via email following the session.

If you have any questions throughout the presentation, chat them through the Q&A panel and we'll get them answered.



# Recap: The Macro Problem



## Growing Pressure on IT Leaders

IT leaders are facing pressure they've never felt before, especially in the mid-market space.

## The "New" Work Environment

Employees are still demanding to work anywhere, on any device, at any time.

## The Security Landscape

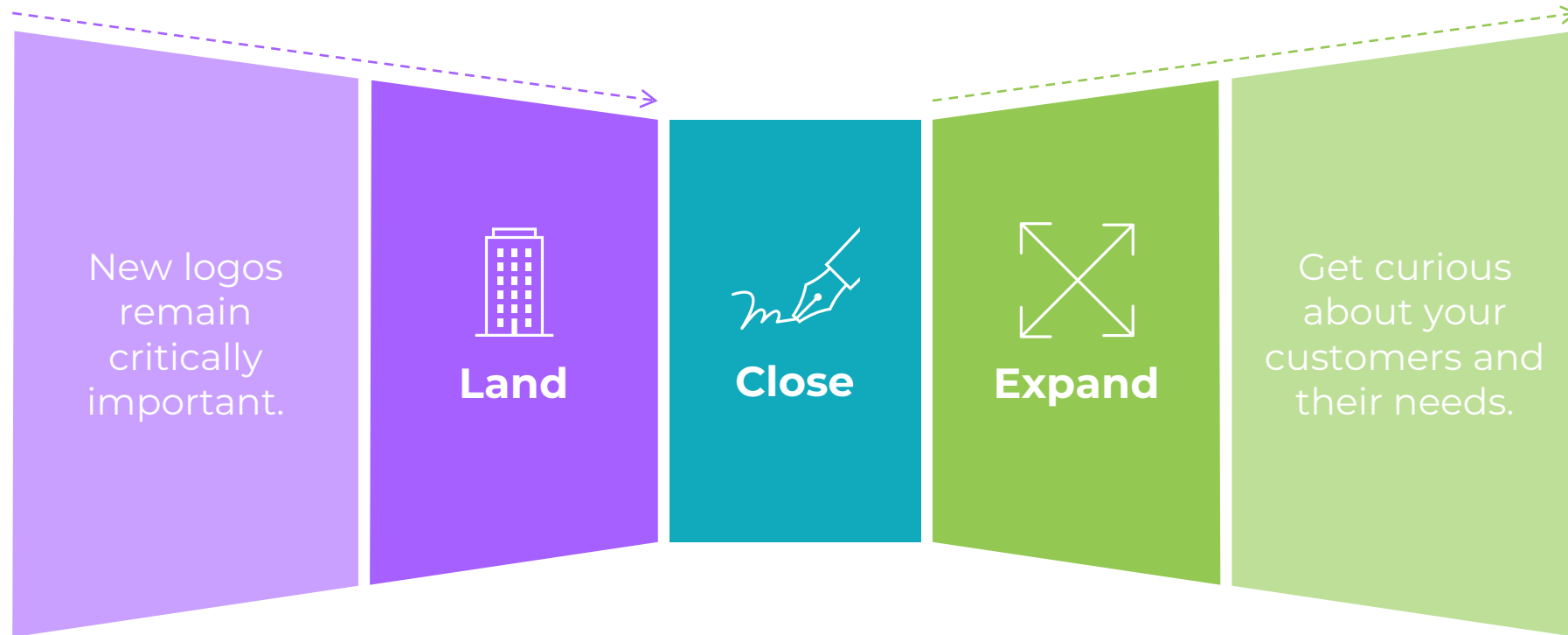
With disparate employees, as productivity increases, so does RISK.

## The Fight for Talent

How do businesses find the skilled resources to support their business?

**How can we address this TOGETHER?**

# Recap: Cross-Selling and Upselling



The “Land and Expand” Model

# The Partner Profile



**The Client**



Healthcare  
Insurance Provider

Seeking Value



**The Trusted Advisor**



Large VAR in  
New England

Neutral Guide and  
Client Champion



**The Supplier**



Cloud Expert  
and Evangelist

# The Client: Healthcare Insurance Provider



3 locations



5 IT staff members



220 employees and growing

The NYC-based healthcare insurance provider offers insurance services to families from protection to retirement.

## Existing Environment

- Client had tiptoed into cloud, with \$4K monthly spend on UCaaS
- Citrix environment was hitting capacity
- Fully dedicated IT team working in sync, dedicated a resource to this project

# Uncovering the Opportunity

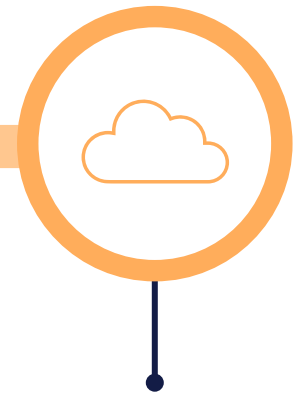
How did RapidScale get involved to begin a sell-with engagement alongside the partner?



Partner has been providing licensing and infrastructure since the 2000s.



Client reached out to their AM regarding Microsoft 365 and Citrix.



AM engaged his cloud overlay resource, who then engaged RapidScale.



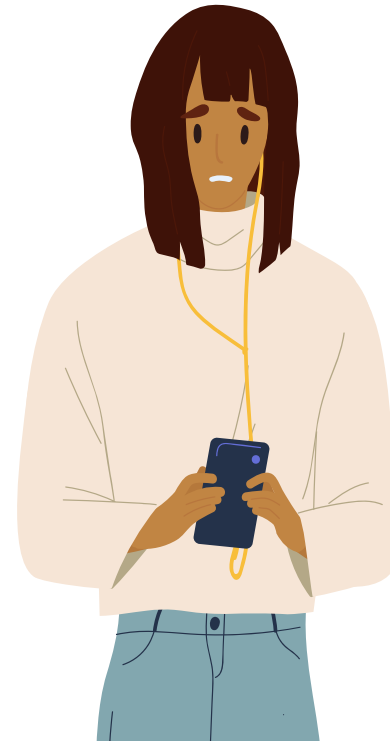
# The Business Challenges

There are so many issues with our Citrix environment! Why are my desktops slowing down?

It's getting tough to support the workload of all our new employees as we grow.

It's definitely time to switch from on-prem Exchange to Microsoft 365.

Wow, our current infrastructure is seriously overloaded...





# The Solution



Stood up **Citrix DaaS** environment, initially moving over 30 users to free up their environment and then the remaining 200 users



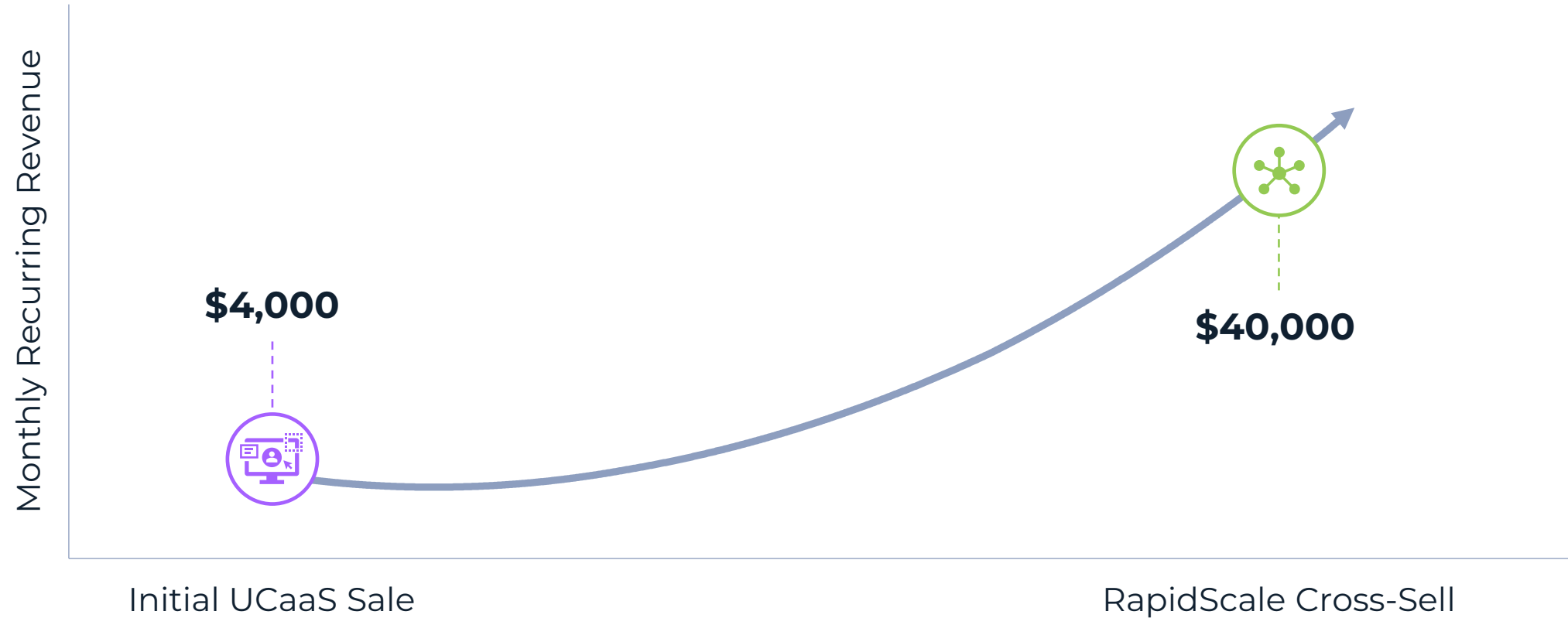
Delivered **managed Microsoft 365** to take over current environment, with 24/7 support. Also optimized the tenant with Intune

## The RapidScale Difference

- 1 | Industry-leading expertise in managed DaaS
- 2 | Comprehensive cloud solution with full management and migration services
- 3 | 24/7 support and true IT partner



# The Economic Value



Total Contract Value (TCV) = **\$1,440,000**

# Engage Your RapidScale CSC

Together, we can work to uncover opportunities and better serve our customers.



**Our Sweet Spot:**  
50-1,500 Users



Limited Internal IT Resources



Remote Employees or Diverse Locations



Need for IT Cost Optimization



Highly Sensitive to Security Threats



Focused On Core Competencies

# NEW! Partner Social Media Tool



The screenshot displays the 'POST LISTING' dashboard for RapidScale. The interface includes a navigation bar with 'DASHBOARD', 'POST LISTING', 'OWN POST', 'CALENDAR', and 'HELP CENTER'. The main content area features a grid of six social media posts, each with a thumbnail image, a title, a date (06 Jun 2022), and interaction buttons (Like, Dislike, Share). The posts are:

- Post 1:** Title: "Why Now Is the Time to Consider...". Description: "Wondering how your #business can benefit from #Infrastru...". Share count: 4.
- Post 2:** Title: "Disaster Recovery in the Cloud Era". Description: "A solid #DisasterRecovery framework is key to #BusinessC...".
- Post 3:** Title: "13 Ways To Set Boundaries At Wor...". Description: "#Remote work makes it easy to blend work and leisure tim...".
- Post 4:** Title: "6 Practical Tips For Handling Mistakes ...". Description: "Mistakes are inevitable--we're all human! It's how you handl...".
- Post 5:** Title: "What Super Productive People...". Description: "#Productivity isn't about how much you do but how efficie...".
- Post 6:** Title: "Why Executives Must Remain Humb...". Description: "Getting #feedback is a chance for you to improve your #le...".

Register for FREE at [readyforsocial.com/rapidscale](https://readyforsocial.com/rapidscale)



# Questions?

Keep an eye out for information on our  
July CloudEmpower Webinar!