

CASE STUDY



**CSP AUTOMATION**

WITH

cloudmore 



## The Client

Aztek Technologies was established in Israel in 1984 and specializes in cloud environment planning and implementation, as well as software license agreement management. The company now hires over 200 people and is a recent winner of Microsoft's 2018 Partner of the Year Award.

## The Challenge

Demand for cloud and security solutions is growing to such an extent that over half<sup>1</sup> of managed service providers are struggling to keep up with customer requests. As an early adopter of the Microsoft CSP Program, Aztek quickly identified that it was in a strong position to take advantage of this burgeoning market.

However, Aztek had two distinct challenges it wanted to address; (1.) its relatively low reseller margins and, (2.), Microsoft's raised CSP Direct program requirements.

In order to improve performance and maximize sales, Aztek decided that it would need to (in as much as possible) automate its end-to-end business processes.

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**“ From trying to understand the Excel side, with credit updates and price decreases and increases, the process took days. It was a nightmare!”**

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Daniel Cohen, Aztek's Hosted Solutions Director, highlights the company's biggest pain point:

“Billing customers was a manual process. We would download invoices and Excel files from the Microsoft partner portal to calculate sales prices and manually break them down. From trying to understand the Excel side, with credit updates and price decreases and increases, the process took days. It was a nightmare!”

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1. Oscar Williams, 2018, MSPs are struggling to keep pace with customer demand, NS Tech, (06/12/18), <https://tech.newstatesman.com/cloud/msps-customer-demand>





## Why Cloudmore?

When Aztek decided to partner with a cloud platform, they reviewed several software companies. Cohen found that, expense-wise, other providers wanted revenue sharing and required a physical server with an initial deployment cost.

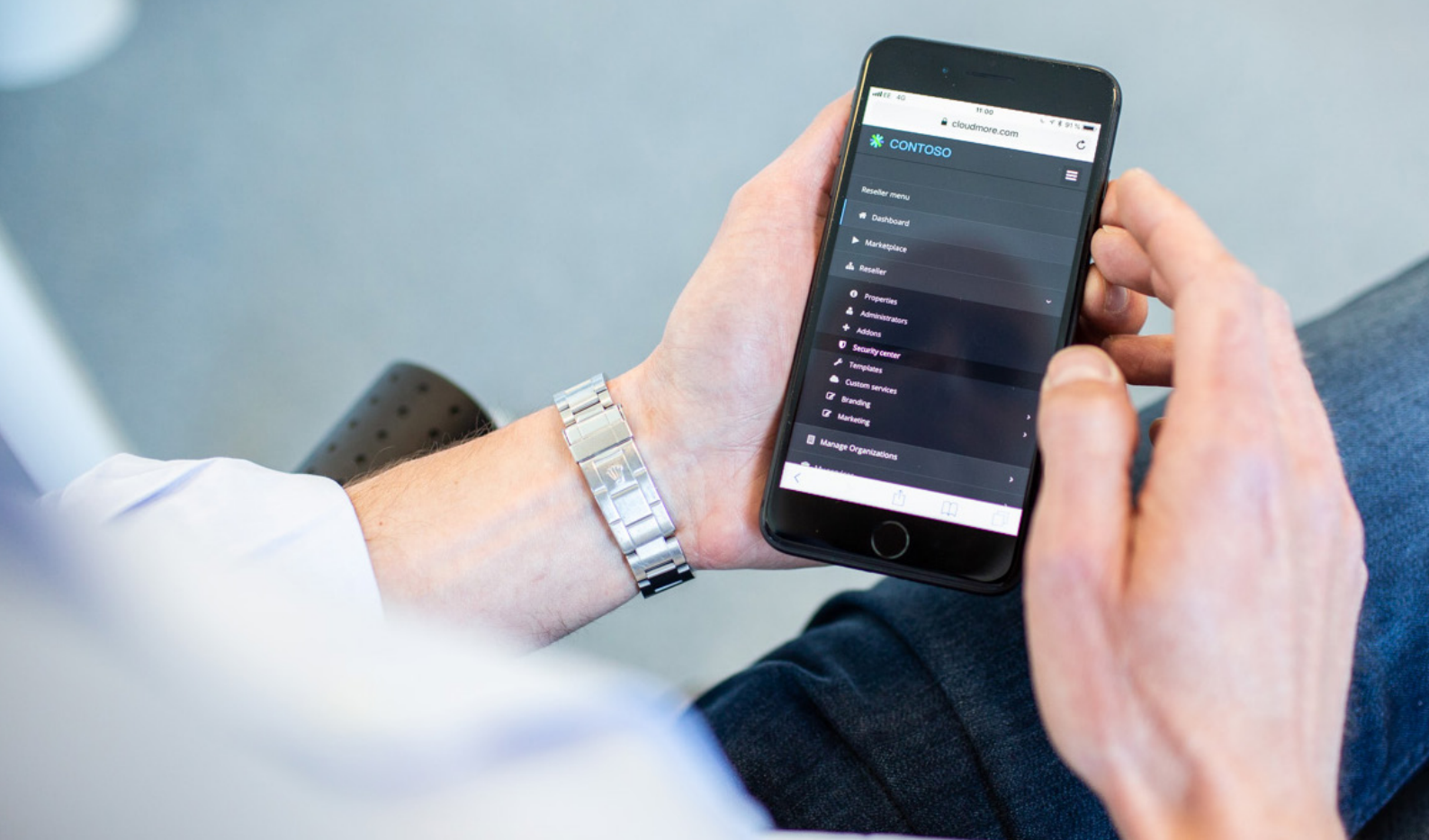
“Cloudmore’s business model seemed to be the most realistic and fair. That was one of the main reasons for partnering with Cloudmore,” says Cohen.

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## The Solution

The Cloudmore platform enables direct CSP partners to meet Microsoft's newest requirements; namely 24/7 support and billing automation.

Microsoft's pricing is pre-integrated into the Cloudmore platform, allowing Aztek to view their existing CSP data in Cloudmore, set their specific customer pricing and generate reports quickly, giving instant return-on-investment.

To combat the billing issue, Aztek integrated SAP, their enterprise resource planning software, into Cloudmore. Their billing files now automatically update in SAP, enabling them to bill customers more efficiently.

As existing CSP data is shown automatically in the platform, Aztek activated the customer self-service option so that they could see their services and manage their own adds, moves and changes. Their customers can; purchase licenses, view and manage their existing subscriptions and review detailed breakdowns of their monthly invoices.

In order for Aztek to maintain control of all provisioning actions, transactions are subject to internal approval. With Cloudmore, the

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Aztec accounts team receives notifications when customers purchase licenses. This is authorized by Aztek to complete the transition.

**“ This works beautifully and makes life a lot easier,”** says Cohen.

A further feature of the Cloudmore platform is the Azure forecasting, which Cohen describes as “invaluable.”

**“ Being able to see the different services and products that a customer is using enables us to spot key business trends. As a whole, that part is really nice.”**





## The Results

Aztek has grown its CSP Business considerably since partnering with Cloudmore, increasing its number of seats by 42% in the past year alone.

Dyfed Wallis, Sales Manager at Cloudmore, was Cohen's first point of contact and supported Aztec through the full implementation process to completion.

**“Dyfed is number one! He tells you it as it is. He is extremely honest, a quality I appreciate! I have been very happy with his service,”** reports Cohen.

**42%**  
**increase**  
in seats in the past year

## The Future

Aztec now plans to add more products to the Cloudmore E-store. This will allow the company to have a single, centrally managed product catalogue which provides a secure, bespoke and private online e-commerce customer experience. Having everything in one place will also help streamline the sales process. Teams can log into their dashboards to easily view and monitor opportunities to cross and upsell.

Daniel has had a trial of this area of the platform and hopes to utilize this soon.



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