

Accordo Cloud Optimizer for Office 365
Best Practices Case Study:

All Systems Go Ltd.

Partner Profile

All Systems Go Ltd.

Tim Adams, Managing Director

Headquarters: New Zealand

All System Go is a Managed Services Provider (MSP) providing innovative business technology solutions and managed services for small to mid-size businesses.

As a Microsoft Silver Small and Midmarket Cloud Solutions Partner, they have deployed Office 365 throughout their customer base.

“Accordo Cloud Optimizer is the third-party auditor in the room helping us make the best investment for our customers.”

~ Tim Adams, Managing Director

Surfacing opportunities with customers using Accordo Cloud Optimizer for Office 365

In an industry where change is ongoing, All Systems Go Managing Director Tim Adams is always looking for opportunities, tools and platforms to help reduce costs, increase profitability, create differentiation, and accelerate revenue streams. All while delivering first-class customer service.

With accelerated adoption of Office 365 across existing and new customers, All Systems Go needed improved visibility into Office 365 licensing, usage, and consumption across their customer base. Armed with this information, they can work with each customer to optimize their cloud investments, discover revenue opportunities, and strengthen customer relationships.

Solution

Guided by their commitment to constantly improve and future-proof every aspect of their business, All Systems Go selected Accordo Cloud Optimizer for Office 365 to provide insights into their Office 365 business and ensure customers realize optimal value from their Office 365 investments.

With Accordo Cloud Optimizer, All Systems Go now has clear visibility into license usage across their customers. With these insights, All Systems Go can proactively improve customer investment, increase productivity, and build greater customer loyalty.

Customer Engagement Success Story

One of All Systems Go’s unmanaged customers is a small property manager that comes and goes as a client. Recently, they got in touch with All Systems Go about a break-fix situation involving an emergency server backup and restore issues.

Like many smaller, inactive customers, the property management firm wasn’t good at communicating, which meant that All System Go did not have current insights into their licensing. In the course of resolving the server issue, All Systems Go linked the customer’s Office 365 licensing and consumption data into Accordo Cloud Optimizer.



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Office 365 Benefits

With Accordo Cloud Optimizer for Office 365, All Systems Go can focus on:

- Growing customer service revenues
- Building customer loyalty through a trusted advisor relationship
- Realizing customer engagement productivity efficiencies

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By doing this, Accordo Cloud Optimizer for Office 365 provided immediate visibility into the customer's Office 365 licensing, uncovering the fact that there were several Office 365 licenses that had not used for over 90 days but were still being paid for.

The licenses were from employees who had been let go, so the property management company was very appreciative of learning how they could save money. In addition, All Systems Go was able to work with the company and redirect that spend to a security application instead.

Best Practices Key Learnings

Using Accordo Cloud Optimizer for Office 365 in All Systems Go customer engagements has set the stage for several benefits:

Identifying Sales Opportunities

Accordo Cloud Optimizer quickly surfaced non-provisioned Office 365 licenses that All Systems Go would not have otherwise been able to find, since this was an ad hoc, unmanaged customer. This provided the opportunity to reallocate the customer's cloud spend on other cloud initiatives. When multiplied across the aggregate base of All Systems Go customers, this can result in significant ways to increase revenue.

Building Customer Loyalty

By using Accordo Cloud Optimizer, All Systems Go has another tool to help them build a trusted advisor relationship with their customers. With a clear view into which Office 365 licenses are being consumed, All Systems Go can more easily work with customers to optimize their investments, creating the long-term value that leads to on-going relationships.

Reducing Customer Engagement Costs

Linking customers' Office 365 usage data in Accordo Cloud Optimizer provides an aggregated view across the All Systems Go customer base. Automatic weekly updates to customer Office license data and consumption creates further operational efficiencies and helps reduce costs, as All Systems Go technicians can use this on a regular basis to monitor their Office 365 business.