

# Accordo Cloud Optimizer for Office 365 Best Practices Case Study:

## Base 2

### Partner Profile

#### Base 2

base2managedit.com

**Headquarters:** New Zealand

Voted New Zealand's #1 Managed Services Provider (MSP), Base 2 specializes in business growth through technology.

A Microsoft partner, Base 2 has extensive expertise with Office 365 and other Microsoft cloud services.

*"We see Accordo Cloud Optimizer as an engine for sustainable growth, and how we look after our clients' investments and utilization of Office 365. Accordo Cloud Optimizer expands our service offerings."*

~ Greg Sharp, Managing Director

When you've been voted New Zealand's #1 Managed Services Provider, you have a big reputation to uphold. That's not a problem for Base 2. They pride themselves on being their customers trusted advisor, with a razor-sharp focus on providing value every step of the way. **Accordo Cloud Optimizer for Office 365** fits right into their customer approach by giving them the visibility and insights that improve business outcomes – theirs, and their customers.

### Cloud Optimizer helps build long-term customer relationships

In the past, Base 2 had no way of tracking Office 365 utilization, making it difficult to pull needed data and hard to get insights that could help them guide customer decision making on licensing plans.

Now, they can draw upon Accordo Cloud Optimizer to help them provide customer-specific recommendations on how to get the most from Office 365 investments. Base 2 is able to provide the valuable insights that build long-lasting relationships, showing that they are more of a trusted partner looking after their customers' investments

### Providing actionable insights for proactive engagement

One way Base 2 provides more value is through regular communications with customers. And Accordo Cloud Optimizer for Office 365 helps them have better, more informed conversations with clients.

For example, at one customer, Base 2 was able to identify employees who were no longer using cloud services. As it turns out, the employees were no longer at the firm. Bringing these potential cost savings to the customer's attention helped reinforce the value Base 2 provides. "With this tool, we realized we can track the utilization of Office 365 and give recommendations to clients that could be upselling, but could also be saving them money," said Sharp.

### Opens doors to more managed services, and more sales

After integrating Accordo Cloud Optimizer for Office 365 in their portfolio, Base 2 quickly realized its potential as a sales tool. Existing and potential customers alike value the insights Base 2 provides, opening the door to new services and greater recurring revenue.

And because security is an important part of Base 2's offerings, the addition of Secure Score Index to Accordo Cloud Optimizer for Office 365 provides even more potential, since it allows Base2 to easily identify new security improvement opportunities across their customer base.

