

Accordo Cloud Optimizer for Office 365  
Best Practices Case Study:

# Wulf Consulting

## Partner Profile

### Wulf Consulting

Lorentz Hinrichsen, Owner

**Headquarters:** Pennsylvania, USA

Wulf Consulting, Inc. has been providing Outsourced, Managed, Proactive IT Services to small businesses headquartered in and around the greater Pittsburgh area since its incorporation in the year 2000.

Their Managed Services plans are designed to proactively maintain peak operating efficiencies of our clients' IT infrastructures.



“From the moment we logged in to the trial, we were able to quickly launch, load our customers, and use Accordo Cloud Optimizer to reveal over-provisioning and potential savings. Cloud Optimizer opened our eyes to what we were spending and underbilling.”

~ Lorentz Hinrichsen, Wulf Consulting

## Distributor Change Highlights Need for Greater Visibility into Customers

Owned and operated by Lorentz Hinrichsen, Wulf Consulting's success is fueled by 30 years of expertise and a proactive approach to supporting their customers. When Wulf transitioned to a new distributor to gain better integration and simplify Office 365 billing, guesswork was not an option. Without real-time visibility into their Office 365 customers, license usage, and consumption trends, Wulf risked paying for unused licenses.

## Improved Decision Making with a Single Dashboard

Rather than adding to his expenses, Lorentz chose Accordo Cloud Optimizer to simplify license management, ensure nothing is wasted, and increase profit margins. By combining dynamic visibility across their Office 365 customers with predictive analytics and actionable insights, Wulf is in a better position to serve customers proactively, optimize cloud spend, and identify new revenue streams.

With **Accordo Cloud Optimizer**, Wulf Consulting can now:

- **Leverage centralized visibility.** Through a single dashboard, Wulf has real-time visibility across their Office 365 customers, including consumption data, true costs, unused licenses, and financial performance.
- **Simplify customer management.** With automated alerts and actionable insights, the Wulf team can proactively manage their business, personalize service, and optimize customer success.
- **Increase revenue and decrease costs.** In addition to ensuring accurate billing, Wulf can use Cloud Optimizer to identify high-value customers, uncover revenue opportunities, and increase profitability.

## Accordo Cloud Optimizer Delivered Right Away

Within minutes of signing in and loading their customers, Wulf gained peace of mind, dynamic visibility, and insight into customers that cost them the most, users that have not signed in, and opportunities to sell more.