



INGRAM MICRO CLOUD SERVICES CASE STUDY

Platte River Networks

Founded:
2002

url:
www.platteriver.com

Employees:
20

Key Market Vertical:

professional services, medical, financial services, education, retail

Specializations:

Intuition, Platte River Networks' proprietary bundled cloud services

Business Challenge:

Scaling to offer its managed cloud solutions to large customers

Solution:

Leverage Ingram Micro Cloud for assistance with bundling, pricing, and presenting a full turnkey solution

Results and Customer Benefits:

Won the business of a software development company that today is the MSP's largest monthly recurring revenue customer.

Business Challenge

Platte River Networks' success is impressive — 26% revenue growth in 2010 and another 38% in 2011. David DeCamillis, VP of business development for Platte River, says part of the business' success comes from picking the right partners. For example, when the small Denver-based MSP found itself with the opportunity to land a software company with 60-odd virtualized servers that was poised for explosive growth, it turned to Ingram Micro for help. Faced with heavy competition from large, national IT firms also interested in the winning the software company's business, the savvy MSP knew it needed support to win that contract. "The software development company wanted an IT firm that could monitor and manage their infrastructure, do help desk support, and then deliver cloud-based security," explains DeCamillis. "We won that engagement with Ingram Micro. They made us look much larger than we are and it made all the difference."

Solution

Platte River utilized the dedicated Ingram Micro Services and Cloud Computing team to help with quoting, bundling, and packaging a managed services proposal for the customer. The assistance enabled Platte River to present a fully developed

SLA and say with confidence: This is what we're going to do for you and here is what it costs. Today, that software firm is one of Platte River's biggest monthly recurring revenue customers, as well as a solid leader in project work. Platte River has assisted its customer in deploying another 60 virtualized servers and optimizing its infrastructure performance by moving servers and some previously cloud-based data to the customer's Denver data center. Additionally, the MSP is working closely with the company's internal IT staff to assume more help desk responsibilities and to improve its business continuity and security strategies. With the help of Ingram Micro, Platte River has had great success with the cloud and services bundle it proposed, which included NetEnrich, MX Logic (McAfee), Trend Micro and VaultLogix. Additionally, because of the scalability of 24/7 monitoring support from Ingram Micro Cloud Marketplace partner NetEnrich, Platte River is hoping to expand its monitoring activities down to the application level, which could add as much as \$3,000/month in recurring revenue.

Results and Customer Benefits

DeCamillis says that after developing a cloud and managed services bundle for this client, Platte River is in a great position to extend those services to other, smaller clients. "With this customer, we are working with software developers and engineers — they are needy and smart. They expect things not to break, and then to be fixed quickly if they do," says DeCamillis. "It's a good challenge. We've been able to enhance and perfect these solutions with the support of Ingram Micro and if we can make it work in this environment — we can make it work anywhere."

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