

# Cordicate partners with SkyKick to scale its Office 365 practice and profitability

## SMBs need more than just cloud services

The Office 365 cloud has made what was once out-of-reach technology accessible and critical to every SMB. However, SMBs need more than just cloud services to fully succeed in this journey. They need a strategic IT partner who can help them identify and optimize the right cloud solutions for their business.



Founded in 2001, Cordicate IT has been providing consulting services, managed services, and IT solutions for over 18 years. Its technology services and solutions help customers embrace change and erase boundaries to modernize, automate, and transform the way they do business.

**Website:** [www.cordicate.com](http://www.cordicate.com)

**Country:** United States

**Customers:** Hundreds of customers across the United States with a focus in the Northeast and Atlantic coast.

## The value of delivering what SMBs need

By combining Office 365, a seamless migration, comprehensive data protection, and their premium consultative support in a single business solution, Cordicate has:

 <b>Accelerated their Office 365 practice</b>	 <b>Increased Office 365 profitability</b>	 <b>Improved customer satisfaction</b>
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## Cordicate’s formula for Office 365 success

### ✓ Start with the customer

Through consultations with customers, Cordicate identified several common needs across businesses looking to transform their productivity.





**53%** are worried about high costs and business disruption.<sup>1</sup>

**37%** delay their move to the cloud due to security concerns<sup>1</sup>

**60%** are looking for a trusted IT partner to help them optimize the cloud<sup>2</sup>

### ✓ Standardize behind a managed services bundle

A key to Cordicate success has been their creation of an easy-to-transact packaged offering that includes everything needed to serve customers for the long haul, while streamlining sales and delivery within their practice.

 The right productivity	 Simple, safe, and seamless	 Comprehensive protection	 Strategic consultation
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-Jeff Moser, CTO, Cordicate IT

1. Forrester, “The TEI™ Of The Modern Desktop With Microsoft 365” 2018  
 2. Microsoft Cloud Play Practice Development & Bredin SMB research agency, 2017 study



Industry analysts report:

**250 million**

New SMB customers are on track to move to the cloud.

**\$40 billion**

Estimated cloud revenue.<sup>4</sup>



**60%**

SMBs are looking for a trusted IT partner to help them optimize the cloud<sup>5</sup>



**53%**

Customers have delayed moving to the cloud due to the complexities, risks, and potential disruption of the move<sup>1</sup>



**37%**

Customers have delayed moving to the cloud due to concerns about security<sup>1</sup>

## SMBs need more than just cloud services

### Unprecedented opportunity for SMBs and IT providers

The cloud has had far-reaching impact on both SMBs and the IT Solution Providers who serve them. It has made what was once out-of-reach, top-of-the-line technology accessible to every SMB, and as a result, technology has moved to the core of almost every business. This demand for technology in SMBs has created incredible opportunity for IT providers, with industry analysts reporting that 250 million new SMB customers are on track to move to the cloud, representing \$40 billion, 250 million-seat Office 365 market.<sup>4</sup>

### What SMBs need from IT partners

For SMBs to realize the full efficiencies, productivity, and value of the cloud, they need more than just software resellers, professional service providers, or IT project managers. They require IT partners who can provide the consultative strategic help they need to identify and implement the right cloud solutions for each customer's long-term success.

### A new competitive playing field

According to a recent study by Microsoft, over 60% of SMBs are looking for a trusted IT partner to help them make smart choices and make the most of their cloud journey.<sup>5</sup> And this consultative approach is especially critical in an increasingly competitive environment. Cloud technology requires no on-premises engagement, so competition now includes players from outside each IT Partner's local market – and even large national vendors who can often resell software and deliver services remotely.

## Cordicate- success built on what SMBs need

For 18 years, Cordicate has successfully evolved its business to stay ahead of rapid and often disruptive changes in the technology industry. The emergence of cloud technology has been no exception. While the move from traditional IT services to cloud services represents a dramatic shift in both technology and business models, Cordicate is demonstrating how longstanding IT Solution Providers can successfully transform into thriving cloud-first businesses.

Cordicate has successfully adapted to the cloud revolution by building on existing strengths, while evolving as needed for success in the cloud. While many things have changed, Cordicate continues to start with a consultative approach to customer engagement. Cordicate also realized that by partnering with the right vendors they would be able to more effectively accelerate customer acquisition, increase profitability, and improve customer retention.

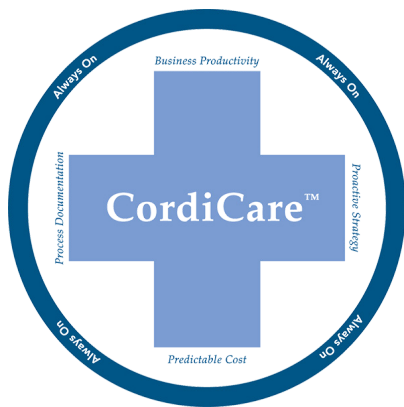
### Accelerated customer acquisition

According to Forrester research, 53% of customers have delayed moving to the cloud due to concerns about the complexities, risks, and potential disruption of the move itself.<sup>1</sup> 37% of customers also hesitate due to security concerns.<sup>1</sup> That is a key reason Cordicate chose to use SkyKick Migration Suites, a top MSP-rated migration tool. It helps them address these valid customer concerns with a migration that is simple, safe, and seamless, and with minimal customer engagement or business disruption.

Jeff Moser, CTO, Cordicate IT, adds, "SkyKick migration technology also removes the engineering burden of migrations. This has enabled us to deliver migrations much more efficiently and allocate our more senior engineers to more complicated projects."

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## Increased profitability

### *Lower customer acquisition costs*

Leveraging SkyKick Migration Suites has significantly reduced the cost of moving customers to Office 365. Due to a combination of intelligent automation and the low cost of a SkyKick migration when bundled with Cloud Backup, Cordicate’s cost of acquiring new Office 365 and Microsoft 365 customers has dropped significantly.

### *More recurring revenue*

SkyKick Cloud Backup is an ideal second service to Office 365 as it provides both high-margin recurring revenue for Cordicate and comprehensive data protection and rapid recovery for customers. Cordicate is then equipped to add additional services to further increase their recurring revenue.

## Improved customer retention

### *A smooth migration unlocks a customer for life*

For many customers, the first step into the cloud is an email migration. This can be quite scary due to the value of email data, the impact of an interruption of mail flow, and the risks and complexities of an email migration. By delivering a simple, safe, and seamless switch to Office 365, Cordicate establishes a firm connection with every customer.

### *Premium support deepens the relationship*

While an email migration is the first step, it is only that. Cordicate therefore continues to deepen the relationship with their CordiCare support, delivered by a team of highly skilled professionals who provide strategic consultation and what each customer needs to optimize security, productivity, collaboration, and business continuity.

## Keys to scale a cloud practice

There is very little profitability in selling Office 365 or Microsoft 365 a la carte. And even that profitability is threatened by large partners who can sell at a lower price point. Cordicate has addressed this challenge with their strategic CordiCare offering that includes multiple services designed to address business problems and to deliver greater value through more personalized consultation.

### Start with the customer

Through their consultations with customers, Cordicate identified several common needs across businesses looking to transform their productivity software. They then researched the most efficient way to fulfill those common needs, while continuing to address each customer’s unique business goals.

### Standardize behind a managed services bundle

This led them to build standard productivity offerings with the following components.

- Office 365 or Microsoft 365 licenses to fit the needs of each business
- An email migration to Office 365
- Comprehensive backup of Office 365 data
- CordiCare support provides strategic consultation and what each customer needs to optimize the cloud



“Our goal is to empower customers to achieve more with the peace of mind that their data is protected and secure. Our bundled solution of Office 365, a SkyKick migration, SkyKick Cloud Backup, and our CordiCare Support gives customers exactly that. And it allows us to spend more time focusing on strategy, solving business problems for our customers and helping them achieve their goals.”

-Jeff Moser, CTO, Cordicate IT

According to Moser, “Standardization has made us extremely efficient in delivering the service from pre-sale to post-sale. Armed with a simple, per-user SKU, our sales organization is empowered to easily communicate the value Cordicate can bring to every business. It has also positioned us to respond more quickly upfront with solutions to our customer’s problems and deliver operational outcomes that meet customer goals and help them propel their business forward.”

## Scale your business with a trusted vendor

Time to market is another key factor for success in the cloud, and one of the best ways to accelerate that component is by standardizing on the right vendor solutions. Cordicate was early to incorporate this key principle by partnering with SkyKick to scale the delivery of their productivity bundle. According to Moser, “Our decision to standardize on SkyKick was not only based on the quality of their products and platform, it was also their comprehensive commitment to our success. With SkyKick, it’s not just a transaction. It is a relationship – we understand them, they understand us. Our visions are aligned, and we are headed there together”

### *Migration to Office 365*

The quality of SkyKick migration technology convinced Cordicate to move away from doing primarily hybrid migrations which require more technical expertise and resources and often cost more for customers. This has enabled Cordicate to perform more concurrent migration projects at a lower cost and allocate more engineering resources on additional projects for their customers, while continuing to address the concerns of 53% of customers who have delayed moving to the cloud due to the complexities, risks, and potential disruption of the move.<sup>1</sup>

### *Office 365 Backup*

While the cloud offers improved security in some areas and Microsoft 365 provides a variety of additional security features, not everything is covered. The potential for lost data due to accidental or malicious deletion, ransomware, or other threats has not been eliminated, and that is why security is a primary concern and key expertise Cordicate brings to every customer.

To help protect valuable customer data across Office 365, Cordicate chose SkyKick Cloud Backup due to its breadth and depth of coverage. By protecting data across a wide range of collaboration apps and services in Office 365, Cordicate empowers customers to use the most productive apps and services across Office 365.

### *Focus on partner success*

In addition to SkyKick migration and Office 365 backup products, Cordicate has leveraged SkyKick’s dedication to partner success. All SkyKick products and features are designed exclusively for partner success, and to help ensure that success, SkyKick offers unlimited, free phone and email support, from pre-sales and project planning to issue resolution. And beyond products, SkyKick provides sales and marketing resources to equip and empower partners to acquire, engage, and retain customers more effectively.

1. Forrester, “The TEI™ Of The Modern Desktop With Microsoft 365” 2018
2. Microsoft Cloud Play Practice Development & Bredin SMB research agency, 2017 study
3. Analysys Mason (an MSP-focused research agency), 2017 study
4. State of the Office 365 Cloud (SMB edition), 2018 by SkyKick
5. Bredin, an SMB market research and content marketing agency, 2017 study