



Microsoft Infrastructure Optimization Partner Case Study



Partner: itSynergy

Web Site: www.itsynergy.com

Partner Size: 10

Country or Region: United States

Industry: Information technology

Partner Profile

Based in Phoenix, Arizona, itSynergy provides small and midsize businesses with innovative technology solutions focusing on the latest Microsoft® technologies.

Software and Services

- Technologies
 - Microsoft Core Infrastructure Optimization Model

For more information about other Microsoft customer successes, please visit:
www.microsoft.com/casestudies

Infrastructure Optimization Model Boosts Company Revenue Opportunities

“When customers see what we can do for them using Core IO and their existing technology, the floodgates open and the opportunities abound.”

Michael Cocanower, President, itSynergy

itSynergy provides businesses with innovative solutions focusing on Microsoft® technologies. To help its customers realize optimized IT infrastructures, the company uses the Microsoft Core Infrastructure Optimization (IO) Model. This systematic methodology for measuring the capabilities of an IT infrastructure’s “maturity” helps itSynergy to increase revenue and act as a trusted customer advisor. It also helps it to maintain long-term customer relationships and lower its cost of doing business.

Business Needs

As a solutions provider, itSynergy plays a key role in helping customers take a longer-term strategic view of their IT infrastructures. Business growth and rapid developments in new technologies have created IT infrastructures that are overly complex, inflexible, expensive, and difficult to manage. Undertaken in isolation, refreshing IT systems and implementing IT operational best practices are not sufficient to transform business facilitator. itSynergy aims to help clients implement IT solutions and maximize their business success.

Solution

Since March 2006, itSynergy has been using the Microsoft Core Infrastructure Optimization (IO) Model—a systematic methodology for measuring and advancing an IT infrastructure’s “maturity.” It identifies gaps in product technology, assesses customer IT capabilities, and outlines the most cost-effective improvements.

Benefits

By using the Microsoft Core IO Model, itSynergy has achieved many benefits.

Increased revenue opportunities based on IT maturity model

Michael Cocanower, President of itSynergy, says that in almost every customer scenario, itSynergy is able to engage with customers on multiple fronts. "In almost every case that I can think of, looking back over the customer engagements, we've been able to achieve the highest Core IO level, the Dynamic IT infrastructure. It always starts out with a smaller project—a particular area of business or a proof of concept. When customers see what we can do for them using Core IO and their existing technology, the floodgates open and the opportunities abound."

Engagement with customers as trusted advisor

Core IO helps itSynergy do what it does best: "The Core IO Model helps us to act as trusted advisor by taking the management, maintenance, and operation of an IT environment and putting that in the background. Clients can then focus on their core business, with technology as strategic facilitator to that," says Cocanower, "When a client calls itSynergy because something is broken, that's a negative relationship. Core IO helps us to frame our relationships with customers in terms of saving them money and increasing their revenue. That is a relationship that they want to have."

Long-term customer relationships

As itSynergy implements the Core IO Model over the long term at customer sites, the company strengthens its role as trusted business advisor. Cocanower says, "In the beginning, some customers have a high degree of skepticism. But as itSynergy works collaboratively with them to move their IT

infrastructure across the Core IO continuum, the dynamics of the relationship change. We shift from being merely an IT consultant to being a trusted business advisor. This dynamic ensures our customer relationships will be long term, as they look to us for tactical guidance on how to leverage their technology assets to achieve strategic business goals."

Lowered cost of doing business

Fully leveraging the Core IO Model means itSynergy employees have a common set of terms and a shared methodology when discussing customers and their IT infrastructures. Cocanower says, "Additionally, the investments Microsoft makes in market awareness, and the Core IO tools Microsoft provides, lead to easier communications with customers about what Core IO is and how it benefits their organization."