

Partner Success Story: Conekt Australia

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Company Overview

Recognising the headache of dealing with multiple companies, Conekt Australia was born to help bring essential IT services under a single umbrella. Before Conekt came along, finding full-service support was like visiting nineteen specialty grocery stores to get all of the ingredients for a single recipe. By offering IT management, process automation, cyber security, cloud, internet and print services all through one organisation, Conekt is "one hand to shake," as Co-Director Alex Pinkerton puts it.



Pictured: John Blankevoort (Conekt, Director) Alex Pinkerton (Conekt, Director)

After humble beginnings as a two-man startup in 2017, Conekt skyrocketed onto CRN's Fast50 list two years later, making them one of the fastest-growing companies in Australia. Their early success makes it abundantly clear that clients are exhausted by the piecemeal offerings of competitors, like a child coming home with a new toy only to realise that batteries are sold separately.

Now with a staff of 16, Conekt Australia specialises in business process automation with key clients in the legal, construction, and logistics industries. But all of that rapid growth requires flexibility as well. That's where Hosted Network comes in.

Summary



Company Name:
Conekt Australia



Industry:
Managed Service Provider



Location:
Lane Cove NSW, Australia



Business Challenge(s):

- **Start-up - Financial outlays and new processes**
- **Technical Cloud Experience**



Technology Solution(s):
Wholesale Internet and VoIP and Virtual Data Centre



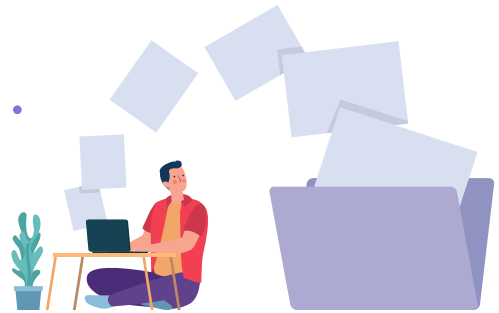
Business Result(s):

- **Foundational service offering**
- **Winning new business through joint sales meetings and technical assistance**
- **Lead Referrals**

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Building out business processes

Conekt's foundational partnership with Hosted Network supported them during their fundamental years of initial growth. Although there was a learning curve, Conekt found traction with Hosted Network's wholesale connectivity and leveraged it to get a foot in the door with clients. "We found that providing the network to the client was a good starting point to then deliver services over the top of that." In addition to private networking and managed router or security services, Conekt was also able to woo new business with discussions of VoIP Bundles and Cloud environments.



Pictured: John, Alex and Ben Town (Hosted Network)

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Ending a start-up struggle

Faced with the challenges of operating a start-up, Conekt knew it wouldn't make commercial sense for them to build a cloud offering themselves: "Hundreds of thousands worth of infrastructure from the get-go was unrealistic for us at the time." The concept of reselling solutions wasn't new to Pinkerton, who had previously worked as a sales agent reselling cloud solutions. He needed to find the right partner to grow with Conekt Australia.

After meeting up with Hosted Network and feeling an instant connection, the search was over. "Ben's technical expertise and the team's openness to assist... We just had a really good feeling. We did our research and the company with the broadest range of services that suited what we wanted to deliver to the market and our clients was Hosted Network."

According to Pinkerton, no other vendors could compare. With a strong reputation and capabilities that outpaced anyone else, Hosted Network sounded almost too good to be true. Pinkerton decided to trust his gut—because sometimes intuition is its own form of business savvy—and it paid off.

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Alex Pinkerton
Director, Conekt Australia



Pictured: John, Alex, Drew Allan (Conekt, Implementation & Client Experience), Brandon Jeffcoat (Conekt, Service Delivery Manager), Meryl Palma (Hosted Network, Partner Success Manager)

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Flexibility and Support

Online access to Hosted Network's self-service portal made it easy for Conekt's team to jump in and make the changes they needed for their clients straight away without having to rely on anyone else. When they did need support or a service provisioned urgently, Hosted Network was standing by to help. Unlike some companies, their version of helping involves finding quick, effective solutions, not to opening a support ticket that will languish in some unchecked customer service box for six days.

Pinkerton praised Hosted Network's troubleshooting teams, saying, "The responsiveness and the initiative to want to assist us with resolving any challenges when they do come up... That's where we know that we can rely on [Hosted Network]." In fact, Hosted Network and Conekt Australia work so well together that they're literally on a first-name basis. Hello? Meryl from Account Management? You're awesome.



To Conekt, there's nothing more valuable than being able to trust that problems will be fixed properly in a timely manner. Like other fast-paced industries, IT demands a balance of attention to detail and speed. While you don't want the surgeon removing your spleen to rush and accidentally chop off your foot instead, you also don't want to wake up next October. Hosted Network gets that.



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What's Next?

Conekt Australia's partnership with Hosted Network continues to grow during Conekt's fourth year in business. Hosted Network has helped Conekt expand their capabilities by serving as an integral part of the team for technical scoping and solution architecting. "We weren't expecting the great culture fit," Pinkerton explained, "but it's one of the main reasons we've partnered with [Hosted Network]."

When it comes to cloud solutions, the old adages simply don't apply. As Conekt has discovered, you can buy happiness and put a price on peace of mind. Luckily, for anyone interested in working with Hosted Network, the price on their exceptional service is never too high for the start-up, the little guy, or the new kid on the block.



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About Hosted Network

Everything we do is based around building solutions for our partners to enable them to grow and succeed.

Starting off as a traditional MSP in 2003 and launching a number of direct to market cloud offerings, we quickly gained traction in the SMB market and were approached by a number of other MSPs asking if we could provide our services at a wholesale level.

We quickly realised a gap in the market for wholesale cloud services designed for MSPs to grow their service offering and reach new markets.

In 2013, Hosted Network transitioned to an entirely channel-only model, working hand-in-hand with MSPs to grow their business and win new deals.

Since then, our success is credited to and driven by the success of our partners. This has led to us adopting a simple mantra of **BUILD – GROW – SUCCEED**. Building successful partnerships and solutions, growing together, succeeding together.

For More Information:

To find out more about Hosted Network products and solutions, please visit



Call our friendly Sales team on
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