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HostedNetwork

Partner Success Story:
RODIN Business Solutions

01

Company Overview

RODIN Business Solutions is a Managed Services Provider that has been in operation for over 25 years. They specialise in working with small and medium-sized businesses that have anywhere from 10 to 300 employees, meaning that they're experts in working out the fine print. Unlike faceless corporations, RODIN's focus is on managing their clients' networks as part of an ongoing partnership to help each business reach its full potential.

Clients appreciate the benefits and attention they receive from RODIN. They can rest easier knowing that their system is being handled responsibly, securely, and with care by a trustworthy service provider. More importantly, they're not just another number or name on a balance sheet.

With RODIN Business Solutions, it's personal—in a good way.

However, on top of their stellar customer service and wide array of service offerings, RODIN Business Solutions decided they wanted to shake things up by adding a private cloud solution, preferably without having to build or manage an underlying infrastructure. They knew they were kind of asking to have their cake and eat it too—why not, if you can?—but RODIN decided to see what was out there anyway.

Looking back, they're glad they took that chance.

Summary

Company Name:
RODIN Business Solutions

Industry:
Managed Service Provider

Location:
Wollongong NSW, Australia

Business Challenge(s):
Provide private cloud solutions without building and maintaining underlying infrastructure.

Technology Solution(s):
Infrastructure as a Service
SD- WAN

Business Result(s):
Improved service reliability
Flexibility
Better pricing
Time efficiency

02

The Public Cloud Dilemma

The Public Cloud didn't give RODIN Business Solutions the flexibility they needed and the price point they were looking for. "I appreciate a lot about what the Public Cloud can do. But most clients in our market don't necessarily need all the capabilities of Public Cloud, so they are paying for features they don't need," says Aaron Jacobs, General Manager.

Acknowledging these challenges they faced with Public Cloud, RODIN saw the need for private cloud solutions.

Investing wasn't a problem for RODIN, the main issues were time and the added pressure of building and managing their own infrastructure. Jacobs recognises that building a private cloud solution will be another system that they would have to manage, and they've already got enough systems to manage for their clients.

"Like many Managed Service Providers, we always have a time problem, we're always running, and it always seems like there's too much to do. Finding good quality staff is a little bit of a problem as well," Jacobs added.

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>
> **Aaron Jacobs,
> General Manager, RODIN**

Pictured: RODIN's Management Team - Ashley Brown (Operations Manager), **Aaron Jacobs** (General Manager), **Boris Stankovic** (Sales Manager)

> "For me, it's always about technology that works, and people you can trust. Hosted Network can offer that to you, and will work with you to help get a result."

Top: **Brendan Welch** (RODIN, Managed Services Technician), **Ben Town** (Hosted Network, CEO), **Aaron Jacobs**

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Overcoming Challenges

RODIN Business Solutions knew what they wanted to accomplish, but they still hadn't found the right fit for their needs. They were hoping to find a dependable vendor that wouldn't slow their tempo, limit their operations, or cause too much pain in their bank accounts.

After reaching out to a few Cloud providers without feeling sparks, RODIN was thrilled to find a perfect match in Hosted Network for their private cloud solution needs. Hosted Network held a lot of the same values as RODIN and believed in rooting for (not steamrolling) small and mid-size companies. It was ultimately the people, particularly, Ben Town, CEO of Hosted Network, that made Aaron Jacobs decide to have a partnership with Hosted Network. "It's really the honesty and the trust side that I could get out of Ben. That's sort of where I focused my attention on after.

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The Business Benefits

Reliability and Flexibility

As far as RODIN Business Solutions was concerned, the Infrastructure as a Service being offered by Hosted Network had just the right combination of flexibility and convenience. RODIN was confident that moving to Hosted Network would fix the reliability issues that had haunted them when they were with another vendor. Hosted Network helped RODIN find its groove again and even patched up some of the lingering issues from outages.

As their partnership progressed, RODIN quickly learned that they could count on Hosted Network regardless of whether it was an ordinary day or hair-on-fire mass panic over an unexpected speed bump in operations. Honesty is one of RODIN's core values, so they loved being able to approach Hosted Network and have an unfiltered conversation without a bunch of formal mumbo jumbo in the way. "For me, it's always about technology that works and people you can trust, and Hosted Network can offer that to you," Jacobs says.

Better Pricing and Efficiency

RODIN also got better deals for clients after partnering with Hosted Network, which was especially meaningful for their small and mid-sized clients that lack the big budgets of gigantic corporate entities. As a result, making quotes and estimating costs became easier. "We had better pricing for our clients, with better margins for us, in a more flexible and familiar environment for all of our teams," says Jacobs.

Having better pricing made the sales process a whole lot easier. RODIN was able to save time without having to fuss about the deployment, modification, and support of the platform because they had a reliable helper in Hosted Network. This resulted in an overall more consistent and streamlined experience for clients because no one, including RODIN clients, likes waiting. Ever.

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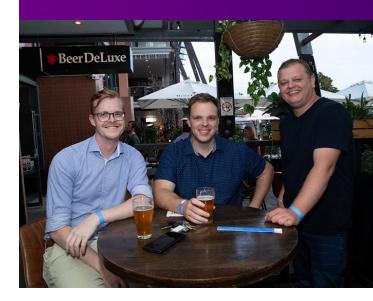
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An Extension of Your Team

RODIN recently worked with a client who had an unnecessarily huge infrastructure in Azure. That's like having a 3,000-square-foot garage to store your matchbox cars. This client's former software vendors told them that they needed a small increase in resources, and Azure wanted them to upgrade the plan. They were already shelling out thousands of dollars a month for something they didn't even need.

After a consultation, RODIN provided the client a proper price comparison (meaning a really, really big reality check) about how much they could save if they moved to Hosted Network's private cloud solution. Long story short, after showing the client that they'd basically been burning money for no reason, RODIN was able to move the client's platform to Hosted Network and increase resources for their servers. The client was able to invest their savings in cybersecurity measures, which they'd been skimping on before to afford their outrageous Azure bill. The result is, they got faster servers and a much more secure environment at a much better price.

"Hosted Network is now an extension of our business, it's effectively our private cloud department. It's great knowing we have a team we can bring ideas with, get creative and develop new solutions on top of their platform," Jacobs says. As Aaron puts it, Hosted Network is an extension of their team and is more than happy to bring new clients into the same boat, providing them price flexibility and service reliability for their platform, all with the help of Hosted Network.

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Top: Brendan Welch, Ashley Brown,
Luke Bragg (Hosted Network, Operations Manager)
Bottom: Ashely Brown, Brendan Welch, Ben Town

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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Visit our website
www.hostednetwork.com.au