Partner Success Story:
Blutone Technologies

Summary

Company Name:

Blutone Technologies

Industry:

Managed Service Provider

Location:

Five Dock NSW, Australia

Business Challenge(s):

- **Lack of customer service support from third party vendors, Time-sensitive solutions required, Ability to scale**

Technology Solution(s):

- **Wholesale VoIP, Wholesale Internet,Colocation**
- **Infrastructure as a Service**

Business Result(s):

- **Streamlined communications for end-customer through VoIP Implementation**
- **Access new revenue streams**
- **Upskilling Blutone staff through training**
- **Improved admin time with Rebilling System**
- **Enhanced customer service and communication**
- **Scalability through leveraging HN as external team for Technical Scoping and Business Guidance**

Company Overview

Since 2009, Blutone Technologies has promised to deliver inspired I.T solutions so that every entrepreneur and enterprise can thrive. Its tagline - 'Run your business, not your I.T systems' - perfectly summarises its core goal of allowing clients to focus on their work without worrying about technological challenges.

Blutone Technologies prides itself on finding the right solution for each client, but servicing a range of different industries means there's a constant need to learn, implement and evolve. Blutone Technologies had to find a nimble, flexible and committed cloud provider to help meet its clients' ever-changing needs.

Pictured: Fernando Marambio (Founder, Blutone Technologies) and Ben Town (CEO, Hosted Network)

The Double Burden

Blutone Technologies, a six-person team with technicians in Australia and off-shore locations , is always collaborating with their supplier's support to deliver the most efficient solutions to their customers. During technical issues with their providers, Blutone Technologies faces the double whammy of waiting in agony for their supplier's reply and urgently addressing the concerns of their clients. Time wasted is money lost, regardless of the reason why. It was clear that Blutone Technologies couldn't afford to have a service provider dragging them down.

But when Blutone Technologies was still growing, it didn't have the luxury of dedicating a team member to oversee one of the larger cloud service providers like AWS. Not only was it a huge learning curve, but imagine telling one of your faithful employees from the start-up days that their job is to babysit a cloud and read 10,000 pages of technical jargon about how to keep it from breaking. That's not exactly a dream promotion. "It's a significant investment in one person, limits their value to the business and I just didn't have the time to manage that,' said Fernando Marambio, Founder of Blutone Technologies.

"I just needed a solution that could help me get where I needed to go - provide a reliable service to clients, and at the same time be able to speak to a real person. As any MSP or I.T. company knows, things happen on the go and you need to be able to respond to the client right away. The outstanding customer service from Hosted Network was why I chose to partner with them."

Fernando
Founder, Blutone Technologies

Solutions & Overcoming Challenges with the Hosted Network

Relieving the burden with Hosted Network's support

After trying Hosted Network's 14-day workstation trial, Blutone Technologies had found what they were looking for in a cloud service provider. Partnering with Hosted Network eliminated the burden of having a provider's issues trickle down to Blutone Technologies clients. Fernando was relieved by Hosted Network's reliability:

"Our experience with previous providers required a service ticket be opened and then we'd spend an unknown amount of time awaiting a reply," he said. When something critical isn't working, it impacts the client experience but what's worse still, is being on hold or anxiously awaiting a notification that the ticket is being actioned, at Hosted Network we've innovated to take the stress out of dealing with a third-party provider, that's us! *"I think that is Hosted Network's greatest advantage,"* Fernando added.

Reflecting on previous challenges at Blutone Technologies, Fernando noted, *"we can escalate and actually speak to someone right away, which makes a huge difference".* At Hosted Network we understand the value of having a long memory and sharing lessons. Unlike providers that are more obsessed with their public image than what's going on in the cloud, Hosted Network is quick to let clients know if a glitch has been reported. We believe as a client, there's a certain peace of mind that comes with that level of transparent honesty. You might not be happy to hear that the rollercoaster you wanted to ride is closed because of a malfunction, but it's better than getting on only to discover the problem for yourself when you're hanging upside-down on a 20-metre loop, right? Fernando appreciates being promptly informed about "technical things that may be outside of the day-to-day experience".

Benefits

Simple and straight forward processes and systems

Variable pricing and complicated billing processes can be overwhelming activity for MSPs like Blutone Technologies. Fernando recalled struggling to understand how much each service from a larger provider would cost: 'I just needed something straightforward and simple.' For such a major expense, he hoped that a smaller company would have clearer pricing that didn't require an astrophysicist and the philosopher's stone to understand. Hosted Network, enter stage right.

Hosted Network was able to help Blutone Technologies with their VoIP rebilling engine to assist with the high demands of voice solutions from customers. Blutone Technologies agrees that investing in Hosted Network's VoIP platform was a great decision that made a big difference for them. They were able to save time while meeting their customers' demands.

Direct connections and assistance from the whole Hosted Network team

After working with Blutone Technologies on various product solutions and concerns, the relationship with Hosted Network has 'switched on.' Instead of acting like two separate entities, Hosted Network treats their clients' operations with the same level of respect and consideration. After a massive issue with the VoIP system, Fernando was surprised to get a personal apology with an explanation of future mitigating actions to prevent the same mistake from occurring again.

Before Hosted Network, he'd never been 'in a situation where one of the directors has reached out to me personally and explained to me what had happened.'

That's just one example of the personal service Blutone Technologies has continued to receive. Someone is always available at Hosted Network, even if it's just to catch up and keep the relationship current. You wouldn't want a Batphone that can't reach Batman; Hosted Network has the same philosophy.

Fernando took advantage of Hosted Network's exceptional service when faced with a catastrophe that could have disrupted service for a Blutone Technologies client. A member of the Hosted Network NOC team was not only helpful during their location transition but was also able to troubleshoot the site-to-site VPN in the wee hours of the weekend. 'Monday morning came and the client had no idea what had happened.' At Hosted Network, the goal is always to get the fire out before anyone can even smell the smoke.

Training for best practices to be implemented

Hosted Network doesn't leave its partners hanging after they buy their products and services. Every service that Hosted Network provides includes training modules to explain how everything comes together to minimise downtime and maintain business productivity. 'We've always received training from Hosted Network, to ensure our team is getting the best value out of it,' Fernando stated.

Hosted Network continues to empower Blutone Technologies to provide the best solutions for its clients and surpass the competition. 'As our team grows, we know that we can count on Hosted Network.'

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
1300 781 148 option #1

Shoot us an email at
sales@hostednetwork.com,au

Visit our website
www.hostednetwork.com.au