

# Partner Success Story: Y365



Jeff Cornock (CEO, Y365)

## Summary



Company Name:

**y365**



Industry:

**Managed Service Provider**



Location:

**Melbourne, Australia**



Business Challenge(s):

- **Vendor redundancy and accessibility**



Technology Solution(s):

- **Infrastructure as a Service**
- **Desktop as a Service**
- **Connectivity**
- **Backup as a Service**
- **Data Centre Services**



Business Result(s):

- **Access new revenue streams**
- **Winning new business through Co-selling**
- **Scalability**

## Background

This Melbourne-based IT Services business was acquired almost eight years ago as an add-on to an existing IT software distribution and consulting practice that was operating purely in the IBM mid-range IT sector. The intention behind the acquisition was to develop a presence in the SMB market, leveraging an existing customer base and team of technical staff. It soon became evident that the acquired business had been focussed on break-fix services for too many years, and it was clear that serious change was needed to transition, and survive, in the mature MSP sector. After a few years of constant change (staff/skills/alignment with desired customers etc.), the business settled with a diverse customer base spanning multiple industries.

Trading as Xtensive Technology Solutions, the business continued to expand its team with a solid base of technical expertise whilst developing partnerships with the best vendors and distributors in the market. This enabled Xtensive to enhance its products and services portfolio. Combining this with continuously developing service delivery capabilities assisted the business to develop and implement reliable solutions across the SMB, corporate and enterprise markets.

Over recent years, the products and services offered under the typical MSP model have had to adapt to new customer demands; customers have been seeking strategic planning, implementation, and support services to assist them building upon and migrating to new hybrid, or cloud-only environments. Having added many new cloud-based solutions and support services, combined with plans for new ownership by 2023, Xtensive Technology Solutions recently rebranded and began trading as Y365. This has been done not only to mark a new era, but also to highlight the future focus on technology driven, cloud-first solutions.

## The Roadblock

Wind the clock back just a few years; with the intention to remain agile and profitable providing cloud services as well as voice, colocation, backup and more. Xtensive Technology Solutions did not have the confidence that their incumbent cloud provider could help them support larger clients with increasingly complex requirements. Given the rapidly growing demand for cloud services and infrastructure this posed a significant risk to Xtensive and their clients moving forward.

With a large cloud services deal looming, the business decided to look for a vendor that could offer the high level of network resiliency and exceptional technical competency they were seeking. After several discussions with the Hosted Network team, the partnership came to life! Working closely together, Xtensive and Hosted Network were able to successfully win a large cloud infrastructure and connectivity opportunity for a global car manufacturer. This opportunity demonstrated the capability and dedication of the Hosted Network team and cemented a strong partner relationship.



“The customer’s management team had chosen not to tell their employees about moving their IT infrastructure to the cloud at all. There was concern that if they did, and the employees found something that was slightly different at their workplace, they might then blame the cloud-migration. So, the idea was to transition the entire business and not tell employees therefore not encouraging any queries and complaints. It was during a company presentation some three months later when the IT Manager announced to middle management and all staff that they had actually migrated to the cloud. That in itself was pretty impressive because there were a couple of minor hiccups during the migration that were dealt with behind the scenes. They migrated completely to the cloud and nobody knew!”

**Jeff Cornock**  
CEO, Y365

## Cloud Migration Done Right

This first large cloud project was not only a pivotal step for Xtensive Technology Solutions, but also a complete change of direction for their multi-national customer. The global brands' Australian arm was the first region to move and unify all their systems into the cloud. As the first big step in the company's infrastructure modernisation, the result of this cloud migration project was crucial to determine if moving to the cloud could improve the efficiency of the wider organisation. To close the opportunity, Xtensive Technology Solutions worked closely with Hosted Network to co-sell the solution to the end-customer's decision makers and give them confidence in the proposed solution. After extensive planning and discussion with the different teams involved, approval was received from the client's global office to move forward with the project.

For the migration phase, there was plenty of communication and up-front planning with the Hosted Network Team as you would expect. Ensuring the transition would not cause any major issues and no downtime for the customer was a top priority! All parties understood that any issue or disturbance, big or small, could pose a great risk to the organisations operational productivity.

With well-communicated plans, documented processes, a professional working relationship with Hosted Network and the end client's incumbent vendors, the transition went so smoothly that the customer's employees didn't notice the migration at all! "The customer's management team had chosen not to tell their employees about moving their IT infrastructure to the cloud at all. There was concern that if they did, and the employees found something that was slightly different at their workplace, they might then blame the cloud-migration. So, the idea was to transition the entire business and not tell employees therefore not encouraging any queries and complaints. It was during a company presentation some three months later when the IT Manager announced to middle management and all staff that they had actually migrated to the cloud. That in itself was pretty impressive because there were a couple of minor hiccups during the migration that were dealt with behind the scenes. They migrated completely to the cloud and nobody knew!"

## The Perfect Cloud Partner

Following the success of the large cloud migration project with the assistance of Hosted Network, it became apparent that moving forward with their team was the right choice. Cultural fit is an important element that Xtensive Technology Solutions look for when it comes to partnerships and Hosted Network's team quite simply blended in very well with all members of the Xtensive team.

*"All business is built on relationships. No doubt. It's always people. People make the decisions, not machines. I think you have to find a partner with similar values that you can communicate and work with."*

What Jeff found refreshing was that he and his team were able to speak directly to different departments within Hosted Network and get immediate assistance. This was game-changing when compared to other major market players which often require complicated

processes and adherence to specific rules, usually slowing down the support process. With Hosted Network, there's always someone available to talk to and escalate issues with, ensuring that red tape doesn't get in the way of mutual growth.

*"You can work with larger organisations, however you don't always know who you're dealing with. With Hosted Network, it's nice to be able to pick-up the phone to discuss and escalate matters on occasions with people you know. It might not be a technical issue, it might be a strategic escalation, [or] it's a minor problem, but has a strategic time frame. [Whatever it is], I think it's great to work with someone that can do that."*



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## Exceeding Expectations

True to their commitment of going above and beyond to help their partners succeed, Hosted Network's team is always willing to go the extra mile and share their expertise, even if the issue isn't related to them. *"It's not just finding the answer, sometimes it's all the testing that they're doing that might not be directly related."*

*"It might not be a Hosted Network issue, but their team have been happy to go that extra mile and do testing to help us identify where an issue is. So that's been fantastic."*

Additionally, Xtensive Technology Solutions treats Hosted Network as an extension of their own technical team, leveraging them to help out with complicated situations that are outside their skillset. Having Hosted Network as an extended team, enables them to leverage a wide array of skills and expertise when they need to, eliminating the time and costs brought by adding additional staff to their team. With this proficiency, they remain a reliable tech partner to their clients, continually bringing the best outcomes to their businesses.



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## Xtensive's new era - Y365 !

There are a lot of changes expected to happen as part of their overall rebranding but the growth and development of their cloud services will still remain firmly at the top of their priority list.

When asked about his advice for other MSPs, Jeff highlighted the importance of working with a partner that has the right expertise and cultural fit.

*"Partner relationships are key- it's picking a partner that has the expertise and the cultural fit. You've got to find a partner that you can trust. Find a partner that's available, has the ability, [and] it's all about the right attitude."*



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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  
**1300 781 148 option #1**



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**sales@hostednetwork.com.au**



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