

# Tech Away brings customers to the cloud faster with Hosted Network's DaaS Not For Resale Credit



*"DaaS was the easiest definition of 'Cloud' the key stakeholders in our clients could get their heads around. They understood enough about it and we only had to wrap our services around that and all of a sudden they understood what they were paying for!"*

**Ed Lusala, Founder**  
**Tech Away IT Solutions**



## Use Case Overview

Tech Away IT Solutions is a Managed Service Provider delivering IT and telecom solutions to small and mid-sized businesses across Melbourne and Sydney. They are mainly serving healthcare, sports, financial services, legal and non-profit verticals. Since its foundation in 2008, Tech Away has retained their reputation in bringing exceptional IT solutions and support through utilising their team's expertise and skills.

## The Challenge

As a nimble MSP, Tech Away needed a quicker and more cost-effective way to migrate their customers' systems to the cloud, and help them thrive in the digital work environment.

Given Tech Away's hectic regular routines in supporting their customers, building and looking after their own cloud infrastructure around-the-clock would greatly affect their team's nimbleness. Additionally, with the challenge of selling cloud solutions in the changing market, they needed a simple offering with a value proposition that's easy to explain and sell to their customers.

To enable their customers to shift quickly to the cloud, Tech Away needed an agile partner to provide them with a cloud offering that is easy to market and fast to provision.

## Quick provisioning and solution familiarity

Finding a flexible cloud provider in Hosted Network, Tech Away was able provision infrastructure on demand enabling them to concentrate on their customers' cloud migration and not worry about managing their own infrastructure, which requires lots of time and effort from their team.

Moreover, with a straightforward and easy to manage solutions environment, Tech Away's team were able implement the Virtual Desktop Infrastructure (VDI) seamlessly.

*"Our first VDI experience was received very well by my team which didn't have VMware expertise. With HN DaaS, migration planning was not stressful and we were able to get a secure environment for our clients fairly quickly,"* added Lusala.

Before trying Hosted Network's DaaS, they were exploring Amazon Web Services (AWS), but the platform's complexity stopped them from moving forward with concerns it would disrupt momentum and burden Tech Away's resources:

*"We were exploring AWS but the effort to get each new client spun up was going to be too much and then planning for all the backups and DR would've been too messy for our team to cope with. With HN DaaS, migration planning was not stressful and we were able to get a secure environment for our clients fairly quickly."*

## MSP Business Challenges

- Finding a simple cloud offering that has a value proposition that's easily understood by clients and easier to sell and market
- Ability to provide cloud solutions to clients quickly
- Managing and securing in-house cloud infrastructure 24/7
- Big investment in time and effort with other market players to provision new cloud environments for clients and coordinate backups and DR
- Longer time in troubleshooting client VPN issues of clients working remotely due to multitude of problems they have no control over e.g slow BYOD while connected to the VPN, poor internet connection at home, sluggish work stations and slow upload speed

## What is our Not For Resale Credit?

NFR is a monthly credit that qualified partners can apply to their own internal Hosted Network services. This can be used to run business systems, train staff, set up R&D sandpits or demonstrate solutions to end customers

### Selling cloud made easy

Selling cloud solutions is a challenge especially when customers are not fully aware of how it works and how it can benefit their business. By utilising Not For Resale (NFR) Credit to provision their own VDI demo environment and by wrapping their managed services around the DaaS offering, Tech Away were able to productise their cloud offering and "paint a picture of the cloud" to their customers. This allowed their stakeholders to understand the value Tech Away were providing and speed-up their buying decisions.

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*"We used the NFR Credit to provision a few Virtual Desktops that we could use during our sales presentations as demo desktops. We'd install the clients' specific applications, a few work files and have the virtual desktop branded with their logo. We could easily paint a picture of the cloud and demonstrate the full benefits of the VDI solution. And, because it was a familiar environment, they felt like it was already theirs, and ready to go! NFR helped us speed up their purchasing decisions without any upfront investment or commitment by us and our clients.", said Lusala.*

Additionally, any customer hesitations brought by moving to the cloud in terms of cost, time and resources needed to train staff in using the new system, were removed once Tech Away assured that there will be no learning curves as they could completely replicate their customers' on-premise environments.

*"Our clients were just happy we spoke with clarity about the costs they would spend with the move to the cloud and that we could 100% replicate their on-prem environment so they had no new learning curve to worry about."*

### More agile than ever

Tech Away and their customers are no longer hindered by connection problems from the end-user's side as bandwidth constraints are not an issue with DaaS given its lean bandwidth requirements. With a standardised computing experience for clients and centralised remote management of the VDIs, Tech Away can manage customers' systems more efficiently, keeping them nimble whilst improving overall customer productivity when working remotely.

#### End Customer Benefits

- Improved overall productivity and efficiency when working remotely
- Predictable IT Costs
- No learning curve and barriers with change management among staff due to ability to replicate on-prem environment
- Enhanced security and availability of on-premise solutions

## End-Customer Business Challenges

- Interrupted remote work due to internet connection and device issues
- High IT support costs because of recurring system problems


### The Solution

- Desktop as a Service (DaaS) / Virtual Desktop Infrastructure (VDI)
- Not For Resale (NFR) Credit

### MSP Benefits

- Being able to quickly and seamlessly migrate small customers to the cloud
- Easy management of system with standardised computing experience
- Ability to productise their cloud offering by wrapping it around DaaS, making it easier for their clients to understand the value of what Tech Away were already providing
- Predictable cash flow for their own MSP
- Transferable technical skills from familiar on-premises solutions which made it easy for the Tech Away team to learn and manage the system with no prior VMware experience
- Faster support delivery due to centralised remote management of VDIs and ability to quickly provision a new virtual desktop when required.

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