



Partner Case Study



Introduction

A Microsoft Small Business Specialist and Gold Certified Partner, Netstar offer a premier IT support service designed with small to medium businesses in mind. Their specifically tailored advice, consultancy and support are of a quality usually only available to much larger companies, but at a scale and price point that makes them affordable to SMBs. Set-up to deliver enterprise-class services to companies of around 15 – 50 users across a wide-range of vertical markets, Netstar’s on-going commitment to providing their clients with the best possible solutions and to remaining at the forefront of pioneering technology has seen them become early adopters of offering cloud-based services to their customers.

In the words of Managing Director, Mit Patel, “The focus at Netstar is on delivering real benefits to clients by providing solutions that are genuinely needed. Forget the technical talk, we look to simplify IT by communicating with clients in a friendly and straightforward manner.”

Netstar Client Profile

SMB Customers

15 – 50 Users

Multiple Vertical Sectors

Across the entire London region

Services Provided

IT Support

Consultancy

Managed Services

Connectivity & Security

ThinkGrid Services Utilised

Hosted Exchange 2007

Hosted Desktops

Group Management Pack

The Challenge

Conscious of the need to keep pace with evolving technology and ensure they’re able to offer the best possible solutions to their clients, Netstar initially considered building their own internal platform from which to deploy these services but decided against it due to the extremely high levels of capital investment required. However, not wanting to limit itself as a company by only deploying their own services to their customers, Netstar began to look for a comprehensive Cloud Services provider who could assist.

“We found that the costs of building our own Cloud Services platform would be far too high, thus eliminating any commercial viability.”

Among the offerings considered, Netstar took a close look at Microsoft’s BPOS offering but found it an unattractive proposition in terms of the margin offered, the difficulty in building a genuine relationship and the relative lack of production for their vital customer relationships.

Having found ThinkGrid to be a good match for their requirements, Netstar slowly began deploying services to their customers as appropriate requirements came to light, allowing them to build a relationship and familiarity with the services over time rather than having to immediately start deploying new services en masse.

As their ThinkGrid Account Manager, Richard South says, “Netstar’s approach seems extremely sensible to me – rather than getting carried away by all the new possibilities opened up by Cloud Services, Mit and his team have always stayed focused on actual customer requirements. Because of this, they’ve been able to gradually familiarise themselves with the benefits, build a really strong relationship with us and actually tackle the problems their customers are facing, not simply deploy new technology for the sake of it”.

ThinkGrid Limited, One Hardwick’s Square, London, SW18 4AW www.thinkgrid.com

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The Services

Netstar have successfully deployed a number of ThinkGrid services to their customers, principally Hosted Exchange and Hosted Desktops. The ability to deploy new services to customers in real time means Netstar can respond quickly and flexibly to their customers' needs, adding and removing services on demand, with the comfort, security and flexibility of rolling monthly contracts.

ThinkGrid's Hosted Desktop services have also proved particularly attractive to Netstar, allowing them to deploy desktops on a full VDI basis – with all the benefits of complete isolation, customisability and platform stability that that brings – but to customers of all sizes. What's more, because of ThinkGrid's unique infrastructure and services, Netstar are able to manage their hosted desktop deployments using Active Directory, just as they would do with a traditional, in-house solution, and install individual applications, as required, on either a per desktop or right across a user base.

“The control panel is very user friendly and setting up new customers and deploying new or additional services is simple and straightforward.”

The Result

Guaranteed
Recurring Margin

Rapid Deployment
of Services

Expert Help
Available 24/7

By working closely with ThinkGrid, Netstar have added an extra string to their bow in terms of possible services /solutions, meaning they're now able to offer customers the choice of either traditional on-premise solutions or having those same services delivered from the Cloud.

As such, rather than lose business by restricting their offerings, Netstar can meet any customer requirement and in whichever manner the customer prefers, all without having to make radical changes to existing business practices.

“It's a good position to be in - we know we can count on ThinkGrid's services to meet our customers' needs and they know they can count on us to smoothly deploy those services and provide first class customer support.”

Mit Patel of Netstar comments: “It's been a very good relationship so far and we intend to continue it for a long time. At the moment, we're continuing to earn additional margin as we bring more and more clients onto the ThinkGrid platform and have a set of very happy customers. From our end, our support overhead has been reduced and my engineers have been full of praise for the ThinkGrid team who are always fast, responsive and knowledgeable”.

Rob Lovell, CEO of ThinkGrid, states: “Netstar are exactly the kind of partner we like to work with – they're very customer focused and have the exact same desire as us, namely to provide enterprise class IT services but to the SMB market. Having worked with them for a period of time, we also know we can pass them customer opportunities of our own for fulfilment and wrap-around services like connectivity, hardware and end user support, safe in the knowledge that they'll do a great job”.

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Contact

If you'd like to speak to ThinkGrid about partnering, please feel free to call us on +44 (0) 20 3393 7370 or you can reach our dedicated partner team at partners@thinkgrid.com . Alternately, please see the partner page of our website for more detail – www.thinkgrid.com

If you'd like to speak to Netstar about deploying Cloud Services, or their range of other offerings, you can reach them on free phone 0800 0935179, or 020 8514 8877, or via email at info@netstar.co.uk to register your interest. www.netstar.co.uk

