

ULTIMA CASE STUDY



Elite Cloud Support Services (CSS)

Discover the opportunities Tech Data Cloud Support Services unlocked for Ultima.

The accelerated adoption of cloud by businesses across all sectors has seen a corresponding rise in the requirement for cloud support services. Customers urgently need support they can rely on, given unprecedented levels of working, along with huge growth in areas including online store frontage and digital transformation initiatives.

As a leader in automated cloud solutions, Ultima sought a support function that enabled them to provide key services to customers while reinvesting their budget and headcount into new projects and technologies.

“We wanted to invest more in our own cloud IP, DevOps, as well as key cloud skills within our Technical Services Centre using strategic partners where possible, to better support our CSP growth aspirations.”

Gareth Meyer, Commercial and Operations Director, Ultima

Previously, Ultima had been utilising their own in-house Technical Service Centre. But as they looked to add further technical support to their CSP services, they sought a consumption-based method of acquiring it that would also allow their end-users direct access, regardless of where their data resides. The solution they hit upon was Tech Data’s Cloud Support Services (CSS).

“We didn’t want to invest further in our own CSP ecommerce platform due to the ongoing maintenance it would require. A key reason we chose Tech Data was the value-added services offered.”

Gareth Meyer, Commercial and Operations Director, Ultima

Adapting to the new normal

Remote working inevitably means cloud working, with increased pressure on data centres, cloud, and hybrid cloud infrastructures. Customer technology, especially unified communications, is spread much thinner than previously as a result. This spread is a key reason for the greater uptake in managed services, as customers seek to ensure they can continue operations as normal.

Ultima’s customers in healthcare, insurance, manufacturing, and retail have been most reliant on 24/7 access to support through Tech Data CSS, as cloud becomes the lifeline for their businesses. Enabling direct end-user access to support for all types of cloud and on-premise infrastructure has been crucial in aiding customers’ resiliency through challenging times.

“Working from home is here to stay. If it weren’t for the enablement of cloud services, and the capability to spin up and spin down, a lot more of the retail, travel, and manufacturing industries would have been significantly impacted. And the same goes for our business.”

Gareth Meyer, Commercial and Operations Director, Ultima

Full Support

As an Elite level CSS partner, Ultima can offer their customers the highest ticket prioritisation, with direct access to the Tech Data cloud services team, across multiple languages. This function is available regardless of issue location; on-premise, fully cloud, and hybrid cloud scenarios are all covered.

“We’re European-wide, about to look at global expansion, and what’s incremental to our SaaS journey is to enable support in-country regardless of our customer’s location, with support being provided in key languages such as French, German and Spanish.”

Gareth Meyer, Commercial and Operations Director, Ultima

In addition, the multi-channel support on offer to Elite level partners is something Ultima are passionate in utilising and passing on to their end users. As a result, their customers have the widest range of direct contact options for support, including phone, e-mail, live chat - all available with multi-language support - as well as the CSS ticketing tool.

“Never force your customers down a single route in communicating with you. We see that too often, and from a personal point of view, there’s nothing more frustrating.”

Gareth Meyer, Commercial and Operations Director, Ultima

Benefits of CSS Elite

- Cloud, on-premise, and hybrid cloud coverage
- Multi-channel partner and end user access
- Highest ticket prioritisation
- 24/7 incident management
- Guaranteed initial response time SLAs
- Multi-language support
- Unlimited cloud tickets
- Cost-effective access to highly skilled engineers
- Customisable package

A Tailored Offering

Delivering the right support functionality isn’t a one-size-fits-all solution, which is why we work with our Elite partners to tailor their services to match their needs and approach to data, whether on-premise, in the cloud, or both. A key aspect for Ultima in choosing CSS was the ability to offload Level 1 and Level 2 incidents to Tech Data through direct end-user contact, enabling their staff to focus on Layer 3, streamlining their offering.

“It’s allowed us to increase our own cloud practice revenues. Last year, purely on Azure, we grew 270%, and a lot of that number was driven by the fact that we could reinvest elsewhere, as opposed to increasing our headcount significantly to triage Layer 1 and Layer 2 calls.”

Gareth Meyer, Commercial and Operations Director, Ultima

Creating the right tailored solution for our partners is a two-way conversation, something Ultima particularly appreciated.

“There was discussion around what that workflow would look like; about finding that joint proposition. Communication with Tech Data was exceptional: your team were extremely forthcoming and open to those conversations when changes were needed. It was no different to how we onboard any of our customers to Ultima’s services today.”

Gareth Meyer, Commercial and Operations Director, Ultima

The Perfect Match

For partners looking to deliver direct end-user support services their customers need, with the ease of access, fast response times, and advanced functionality they want, Cloud Support Services from Tech Data was the right partnership for us.

Designed to meet your specific requirements - whether your business operates on-premises data centres, fully in the cloud, or through a hybrid approach - and to work to your schedule, they’re the full package.

“I’m a massive believer in partnership. If you haven’t got the time or the financial backing to build something out yourselves, I would look to partner right from the get-go. It’s becoming more of an expectation today that resell is not just about reselling hardware or software, it’s absolutely about wrapping a value-added service around it. In testament to Tech Data, the service has been exceptional.”

Gareth Meyer, Commercial and Operations Director, Ultima

To turn our technical experts into your technical experts, visit

www.techdatacloud.eu/css