

# Build New Confidence in Cloud and Managed Services

## Partner Case Study



BlueWave Computing helps its customers break sales records with Cisco Powered™ Program products secure virtual desktops and managed services.

EXECUTIVE SUMMARY	
<b>PARTNER: BLUEWAVE COMPUTING</b>	<ul style="list-style-type: none"> <li>Managed Service Provider</li> <li>Location: Atlanta, Georgia</li> <li>Employees: 150</li> </ul>
<b>CUSTOMER: USAUTO SALES</b>	<ul style="list-style-type: none"> <li>Auto Dealerships</li> <li>Location: Southeastern U.S.</li> <li>Employees: More than 200</li> </ul>
<b>CUSTOMER CHALLENGES</b>	<ul style="list-style-type: none"> <li>No disaster recovery solution</li> <li>High desktop-computing costs</li> <li>Slow customer service</li> </ul>
<b>PARTNER SOLUTIONS</b>	<ul style="list-style-type: none"> <li>Cloud-based application and data access</li> <li>Cisco Powered secure virtual desktops using thin clients</li> </ul>
<b>CUSTOMER SUCCESS</b>	<ul style="list-style-type: none"> <li>Lowered desktop TCO</li> <li>Ability to redistribute services</li> <li>Exceeded previous sales records</li> </ul>
<b>PARTNER BUSINESS RESULTS</b>	<ul style="list-style-type: none"> <li>Customer loyalty</li> <li>Competitive advantage</li> <li>New opportunities</li> </ul>

### Introduction

Most companies today know about cloud solutions, but they aren't exactly sure how or why to deploy them. And, often, resellers don't do enough to educate these customers and give them the confidence they need to move forward. So it's no surprise that companies can be tentative whenever the cloud enters the discussion.

Cisco® Cloud and Managed Services Program (CMSP) partner Cirrity is a secure cloud services provider intent on changing this reality. Recently, BlueWave Computing, a managed service provider that resells Cirrity's cloud services teamed up with USAuto Sales in Atlanta to implement a cloud solution that can not only fulfill the car dealer's IT requests, but also energize the business in a way no one anticipated.

### Customer Business Challenges

USAuto Sales' two primary concerns were straightforward. First, the company wanted a solution for immediate disaster recovery, and second, it wanted to lower its desktop computer costs, while extending access to more employees.

This past winter, a brutal ice storm immobilized the entire city and shut down USAuto Sales' business for several days. So the company pursued deploying an IT solution that enables employees to maintain business operations during future disasters, from any location, with nothing more than an Internet connection.

Natural disasters make any IT director uneasy, but USAuto Sales had an even greater concern. Customers were walking out its front door. Without dedicated desktops, the sales staff often had to wait for a computer to become available. This delayed closing sales, and not every customer had the patience to wait. It was clear the company needed more computers, but it didn't have the budget to accommodate every sales person, especially given that the size of its sales force fluctuates according to seasonal demand.

**“What Blue Wave did well was really pay attention to the customer’s business needs. Rather than just provide an IT solution for disaster recovery and total cost of ownership, they provided a solution that also helped their customer drive more business.”**

– Gerry Baron, Chief Marketing Officer, Cirrity

## Partner Solutions

BlueWave Computing had just what USAuto Sales needed. Because of its relationship with Cirrity, BlueWave Computing had access to a robust, secure cloud infrastructure that it could offer to USAuto Sales. So, BlueWave Computing suggested meeting the car dealer’s new requirements with Cirrity’s Cisco Powered Desktops as a Service (DaaS) solution using virtual desktops based on VMware Horizon Air.



The solution worked so well during its initial 2-month pilot program that USAuto Sales immediately ordered 25 more virtual desktops and scaled its operation to a current deployment of 94 desktops between November 2014 and February 2015. The desktops were deployed to salespeople across 17 physical locations in 2 states. The sales team can now quickly close and process its sales by accessing the data center through on-site thin clients and eventually through tablets. And the security provided by Cirrity’s DaaS allows USAuto Sales to be compliant with PCI DSS while supporting Bring Your Own Device (BYOD) programs.

## Customer Success

The deployment was an overwhelming success. It established a reliable disaster recovery system, lowered the company’s desktop TCO, and delivered seasonal staffing scalability.

By using this new cloud and managed services solution powered by Cirrity, USAuto Sales has been able to reduce its computing cost from \$1500 to \$350 per desktop. With on-demand access and cloud-based applications accelerating the sales process, customers no longer lose interest and leave the dealership. And the company is now able to redistribute its desktop resources to other departments during low sales periods. But the story doesn’t end here.

**“This is a game-changing technology, and I think we have approached it like that from the beginning.”**

– David Samuel, Client Manager, BlueWave Computing

Just as USAuto Sales was getting accustomed to its new system, something unexpected happened. USAuto Sales started breaking its own sales records. BlueWave Computing’s cloud-based DaaS solution from Cirrity helped USAuto Sales serve more customers, more efficiently, in less time. The results, needless to say, speak for themselves.

## Business Results

BlueWave Computing’s unique approach ultimately helped lead to the deployment’s success. While many partners concentrate on making their numbers, BlueWave Computing focuses on anticipating the customer benefits, delivering value, and creating customer confidence in the Cisco cloud and managed services solutions it implements.

BlueWave Computing went beyond solving USAuto Sales' initial problems. It empowered the entire organization and stimulated new sales. As a result, the dealership realized numerous tangible benefits from its IT investment.

The results of such an approach are telling. The following points illustrate the favorable position BlueWave Computing now finds itself in.

- It has one of highest customer retention rates among IT providers.
- Net Promoter scores indicate customer loyalty is double that of its competitors.
- The customer trust it's built has extended to cloud solution sales.
- It now anticipates many new opportunities as a result of the deployment.



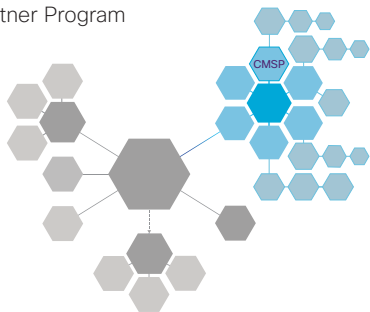
But BlueWave Computing couldn't have accomplished all this without the support of its Cisco Cloud and Managed Services Provider—Cirrity. Through Cirrity's Cisco Powered service, BlueWave Computing offers a portfolio of secure cloud services to its customers, and wraps them with its managed services as well, without the need to tie up customer capital in hardware, software, and people. The CMSP comprehensive framework recognizes, enables, and rewards partners, such as Cirrity, that offer cloud, managed, or virtual managed services based on Cisco technologies.

**“By exchanging traditional computers for cloud-based desktops on thin clients, we can afford to expand the number of desktops available to our salespeople, which lets them process more sales, more quickly. We are breaking every record we ever had.”**

— Travis McKeone, Director of IT and Facilities, USAuto Sales

**The Cisco Cloud and Managed Services Program is part of our partner ecosystem that provides our partners with a broad spectrum of advantages. The partner ecosystem connects partners to advanced architectures, solutions, software, and services, and the Cloud and Managed Services Program puts partners at the center of an exciting new world of opportunity.**

Channel Partner Program



### For More Information

Learn more about the Cisco Cloud and Managed Services Program and how it is evolving to meet the changing needs of partners at [www.cisco.com/web/partners/pr11/mscp/index.html](http://www.cisco.com/web/partners/pr11/mscp/index.html).