

Competitive Edge Sharpened with Service-led Sales

Customer Case Study



Vohkus uses Cisco Smart Care as platform for developing value-added services, increasing customer loyalty, and driving sales

EXECUTIVE SUMMARY

Customer Name: Vohkus

Industry: IT Solutions

Location: United Kingdom

Number of Employees: 114

Challenge

- Make sales proposals more attractive and competitive
- Create new value-added service offerings

Solution

- Cisco Smart Care Service

Results

- Differentiation from other partner-managed service offerings
- Bottom line improvement through shorter sales cycles and faster time-to-revenue
- Greater customer intimacy, strengthening position for future IT projects

Challenge

As a company that specialises in hardware and software integration, Vohkus works with a variety of vendors and clients to fulfil wide-ranging IT engagements: from origination of concept through to implementation and support of the installed solution. As a Cisco Registered Partner, Vohkus knows all about giving customers extra value for money. "In most bid situations, it's about bringing something different to the table," says Steve Brand, services director at Vohkus.

Well known for its expertise in data center and virtualization technologies, the company decided to develop its networking capabilities with the aim of creating new customer value propositions. "We continue to have great success selling traditional break-fix maintenance contracts, but we felt we were missing a trick," says Brand. "Although our customers value these services, they tend to be sell-and-forget in nature. They are also fairly commoditized so offer very little in terms of making a sales proposal stand out."

Eager to achieve sharper competitive edge, Vohkus approached Cisco to explore the advantages of Cisco® Smart Care, specifically how it could complement and augment the company's current managed services portfolio.

"Once we realized that Smart Care enhanced rather than competed with the services we already offered, it was a very easy decision," says Loay Lawrence, commercial and marketing director at Vohkus. "Many of our bigger and more established rivals tend to overlook Smart Care, preferring instead to use their own processes and tools for network monitoring and assessment. Here was a genuine chance to differentiate."



“Smart Care has been really great for us. It can take a lot of time and money to develop a new service. With Smart Care, you can basically take it off the shelf, run with it, and grow managed services on the back of it.”

Loay Lawrence
Commercial and Marketing Director
Vohkus

Solution

Using Cisco Smart Care as a collaborative services platform, Cisco certified partners can rapidly build networking expertise, methodologies, technical tools, and capabilities to create new, value-added services for their customers.

Smart Care gives partners everything they need to provide the in-depth network insight, traditional maintenance, and proactive network services that customers demand. It uses automated software-enabled capabilities to collect network information, which is then checked against Cisco databases to provide actionable insight. This service can take the form of assessing the state of the network and devices, optimizing network performance, improving operational efficiency, and simplifying and automating ongoing IT operations.

With Smart Care, Cisco partners can offer:

- Remote monitoring and repair of a growing variety of Cisco devices and software applications
- Proactive health checks and assessments of Cisco network foundation, voice, and security technologies to identify potential issues
- Assessment and preparation of services to simplify the addition of new technologies, such as voice and applications over time
- Disaster recovery services

Vohkus engineers simply connect their laptops to the customer’s network. The pre-loaded Cisco client then collects data from directly connected devices. The audit can identify each piece of equipment, down to the device type, IP address, serial number, and location.

“By confirming products without service cover, or approaching end-of-life or end-of-support, the appliance gives us that accurate, facts-based view of the network we need to create new customer conversations around proactive managed services,” says Lawrence. “In doing so, we differentiate our business from other organizations and cement our role as a strategic business partner.”

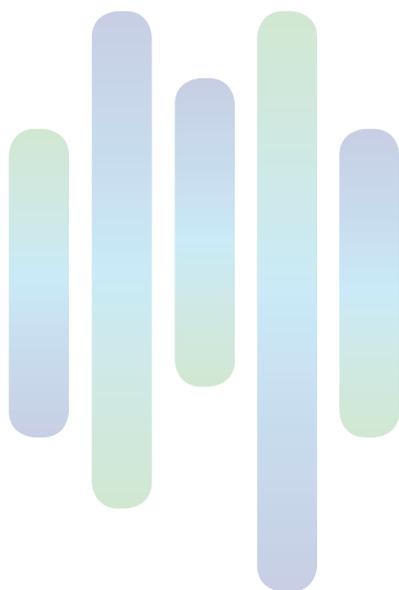
Results

Vohkus has seen first-hand a number of business advantages, not least a reduction in time-to-market and the need to consume fewer internal resources on service creation. “Smart Care has been really great for us,” says Lawrence. “It can take a lot of time and money to develop a new service. For example, you may have to invest in tools and software or training staff. With Smart Care, you can basically take it off the shelf, run with it, and grow managed services on the back of it.”

With many partners proposing shared support models, Vohkus was delighted that Cisco Smart Care could offer the competitive edge that it was seeking. “It’s one of the market’s best kept secrets,” adds Lawrence.

The automation of inventory management can unlock a treasure chest of benefits for customers. IT lifecycle management and planning and budgeting instantly become more effective. That’s also good news for the partner.

“By providing value-added services that help customers improve their IT management, we’re seen as a trusted advisor and the first point of contact when it comes to discussing future technology refresh projects,” says Brand. “And, because both parties share the same view of the installed base, we can often shorten the sales cycle, which has an obvious benefit in terms of getting revenue in quicker.”



“By using Smart Care, the customer received automatic cover and immediate peace of mind, It also consolidated several service contracts into one easy-to-manage master services agreement.”

Loay Lawrence
Commercial and Marketing Director
Vohkus

In the case of a global logistics client, Vohkus was able to find and remedy previously hidden network risks, while also removing unnecessary administrative burden. A network audit of the customer’s sites in the Netherlands, the United Kingdom, and the United States revealed uncovered equipment ranging from 50 to 86 per cent of the installed base. In the event of a fault, this situation created regular entitlement issues and made it difficult to open cases with the Cisco Technical Assistance Center.

“By using Smart Care, the customer received automatic cover and immediate peace of mind,” says Lawrence. “It also consolidated several service contracts into one easy-to-manage master services agreement.”

Next Steps

Not content with this success, Vohkus is already looking to evolve Smart Care by extending its remote monitoring capabilities. “We can go beyond the network to anything with an IP address: servers, desktops, and even mobile devices,” says Brand. For Vohkus customers, it seems managed services are about to get even more interesting.

For More Information

To find out more about Cisco Smart Care Services, please go to:

www.cisco.com/go/smartcare

To find out more about Cisco Services in general, please go to:

www.cisco.com/go/services

About Vohkus

Vohkus delivers IT-enabled business solutions and services, and is a trusted technology partner for both private and public sector clients, many of whom operate across the globe.

Founded in 2001, Vohkus has quickly become a leading UK technology company. Pushing the boundaries with a refreshingly agile and flexible approach, it has developed a reputation for outstanding customer satisfaction, underpinned by cutting edge technology expertise and facilities.

The company finds better, more inventive, answers to business issues by getting closer to its clients and sharing ideas and knowledge; finding innovative new ways to transform their businesses.

When Vohkus advises it consults and collaborates at a high level to architect compelling technology designs that deliver improved business performance. When Vohkus moves to execution it builds, maintains and runs holistic IT solutions, drawing on practical, hands-on experience of day-to-day delivery, together with the breadth and depth of knowledge to create solutions that work across all industries.



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