



## Partner Case Study



# Introduction

Formed in 1996 and based in Central London, Pensar is one of the capital's premier IT Management Companies. A Microsoft Gold Certified Partner and Zen Platinum Partner, Pensar have rapidly established themselves as one of ThinkGrid's most trusted partners. Providing an outsourced IT Management & Support service to SMBs of up to 70 users, Pensar is an engineer driven business and takes a pro-active approach to managing their clients, taking time to understand their business and its genuine requirements rather than simply reacting to problems on a break/fix basis.

In the words of founder and Managing Director, Mark Williams, "I'm passionate about delivering a quality service to our clients. Our engineers are our primary client contact, so they are recruited with great care. We don't just look for technical expertise and experience, we also look for people who are good communicators, who can take a complex IT issue and explain it to our clients in plain English, not baffle them with tech talk."

## Pensar Client Profile

SMB Customers

1 – 70 Users

Multiple Vertical Sectors

London region

## Services Provided

IT Management

Backup / Disaster Recovery

Support

Office / IT Relocation

Hardware & Connectivity

## ThinkGrid Services Utilised

Hosted Desktops

Hosted Exchange 2007

Hosted VoIP

Dynamic Virtual Servers

## The Challenge

To ensure they're able to put together the best solutions for their clients, Pensar have long been focused on building strong partner relations. Conscious of the evolution of IT services and the growth of Cloud computing, Pensar were keen to find the best possible partner to help provide these services to their customers. What's more, the successful growth of Pensar in recent years has seen them take onboard a large number of new customers and they were aware that Cloud services were perfect for being able to meet client needs with unparalleled speed and ease of deployment.

As Mark Williams says, "We like to move with the times and aren't afraid to be early adopters of new technology. That said, we're always extremely careful to test run all new solutions before offering them to our clients to ensure not just that they're fit for purpose but that they're significantly better than what's already in place. A lot of people are excited about the Cloud right now, but the key for us isn't to deploy new technology just for the sake of it, it's to ensure that it can actively improve the customer's IT on an everyday basis".

"The economics of Cloud services make sense, particularly for SMBs. Price, along with improved connectivity, makes hosted services truly viable now."

As such, Pensar took gradual steps into the Cloud, trying several different providers before settling upon ThinkGrid as their Cloud platform of choice. Initially starting with a handful of Exchange accounts, the relationship immediately proved mutually successful and within a matter of months had deployed the complete range of ThinkGrid services to their clients.

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“ThinkGrid were definitely the right choice. Both the technology and the relationship has worked really well, and they’re attuned to the needs of the SMB market.”

As their Account Manager, Richard South says, “Pensar are pretty much the model partner for us. They’re led by a highly capable engineering team and have quickly become experts in deploying our services. That’s great for me, because I know that I can pass them the customer opportunities I get – whether that’s Exchange, VoIP, Hosted Desktops, or even just if we come across customers who need services that we don’t provide – knowing they’ll do a great job of the installation, migration, wraparound services and on-going support.”

## The Services

Finding ThinkGrid’s services the perfect fit for their SMB customers, both new and existing, Pensar rapidly deployed a wide range of services. Hosted Exchange has proved an obvious easy win, but the simple economics of services like Hosted VoIP and Dynamic Virtual Servers has meant Pensar have been easily able to meet their customer’s requirements with improved services at lower prices. “That’s the thing about ThinkGrid”, say Mark Williams, “because they offer the full portfolio, it means that pretty much any requirement a customer has can be addressed”.

“Deploying new Exchange accounts takes literally seconds, even for dozens of users, and the VoIP interface is way ahead of any of the other providers we’ve tried.”

To assist in their efforts and help bring them up to speed with the possibilities of Cloud services, Pensar have received dedicated sales support from ThinkGrid from the outset. As Mark says, “Richard came in to present to the whole team here to make sure everyone’s up to speed on the services and how to deploy them and he’s fast and responsive any time we need any assistance. Anyone here at Pensar can pick up the phone and immediately speak to someone at ThinkGrid and, more importantly, someone who really knows what they’re talking about”.

“The customers’ experience can be described in a few words - enterprise class services without any capital expenditure.”

“For us, those efforts are well worth it because it’s about building relationships over the long-term”, says Richard. “Happily for me, Mark’s got an extremely bright team who are able to take our building block services and convert them into real life customer solutions. Their customers get fantastic support and, because we’re keeping the services running, everything is extremely low-touch for both parties.”

Such has been the versatility of Cloud services, Pensar have even deployed Hosted Desktops and Hosted File Server to a Russian customer, providing the client with a unified infrastructure across multiple countries.

As Pensar's Service Delivery Manager, Hiten Patel, explains, "From our perspective, it wasn't much more than a click-of-a-button ordering process. ThinkGrid then built and deployed full VDI desktops for our customer, and automatically linked them into the customer's existing Hosted File Server. We could then go away with complete freedom to apply specific customisations for our customer, and then all they had to do was go to a webpage, log-in, and they're away, a totally seamless experience."

## The Result

Guaranteed Recurring Margin

Rapid Deployment of Services

Dedicated Sales & Technical Team

Early Adapters, Highly Experienced At Deploying Cloud Services

Passed Opportunities from ThinkGrid

Full Ownership of Customer Relationship & Billing

The relationship between ThinkGrid and Pensar has been a great success to date and, with both companies enjoying rapidly accelerated growth thanks to the appetite for Cloud services in the SMB marketplace, is one that can continue to blossom. "By being pro-active and familiarising themselves with the benefits of Cloud services early on, Pensar have ensured they're in a position to help customers into the Cloud quickly, confidently and successfully, whilst many of their competitors can only offer cumbersome and cap-ex intensive alternatives", says Richard South.

"ThinkGrid have made it easy for us to onboard customers and as an organisation they're very focused on understanding and meeting the needs of their partners."

As Mark Williams says, "There's no doubt we'll be deploying a lot more services in the future, it's as simple as that. It's been about as painless a process as I can imagine, yet we've added a complete range of cutting-edge services to our portfolio."

"As appetite for these services grows, we get more and more leads every day, and it's great to have partners like Pensar to pass these to, safe in the knowledge that they'll do a great job for the end customer and help evangelise the cloud", says ThinkGrid CEO Rob Lovell. "We know a lot of

organisations in the IT Channel are wary about the Cloud and what it means for their business, but the success of forward thinking organisations such as Pensar shows that it doesn't need to be scary at all. In fact, it's a great way to improve the customer's IT services, earn attractive margin and continue to provide the services they're used to providing, all at the same time."

# Contact

If you'd like to speak to ThinkGrid about partnering, please feel free to call us on [+44 \(0\) 20 3393 7370](tel:+442033937370) or you can reach our dedicated partner team at [partners@thinkgrid.com](mailto:partners@thinkgrid.com). Alternately, please see the partner page of our website for more detail – [www.thinkgrid.com](http://www.thinkgrid.com)

If you'd like to speak to Pensar about deploying Cloud Services, or their range of other offerings, you can reach them on [0845 402 6797](tel:08454026797), or via email at [enquiry@pensar.co.uk](mailto:enquiry@pensar.co.uk). Alternately, you can visit their website at [www.pensar.co.uk](http://www.pensar.co.uk)

