



BRENNAN IT

**Australia's Leading
Managed Service Provider**



CLOUDMORE CASE STUDY



Brennan IT have utilized the Cloudmore platform to:

- Deliver billing accuracy, securing a clear picture of their customers' purchases, how much they are spending, and their profitability.
- Improve customer service and retention, through enabling self-service.
- Reduce the time and complexity of customer relationship management and provide real-time insights.

The Client

Brennan IT is a managed IT services provider offering a complete range of outsourced IT services, from four locations to businesses across Australia. The company designs, manages, and optimizes the entire IT environment for its customers. Their comprehensive range of products and services includes hardware and infrastructure, voice and data, cybersecurity, software, cloud and end-user support.

Many clients have moved their IT infrastructure and telephony over to Brennan IT's private cloud network, entrusting Brennan IT to manage everything for them.

“It used to take up to four days to put everything together and issue invoices. With Cloudmore, from start to finish, the whole process only takes about a day.”



The Challenge

Brennan IT has been a Microsoft Cloud Solution Provider (CSP) since 2015. Historically, this has been at both a Tier 1 and Tier 2 level, meaning they procure software licenses directly from Microsoft and via an indirect reseller.

As Software Product Manager for Brennan IT, Kushal Bang is responsible for partner relationships, both as a vendor and distributor. He recounts the issues the company had in selling licenses for Microsoft 365 and Azure using both Microsoft CSP tiers, with invoices coming in from two separate suppliers, it was tough to reconcile the billing for each customer. We had to meticulously check where their licenses were being procured from and then manually reconcile them.” This was inefficient and meant it could take as long as four days of manual work each month to process the billing.

But there was another issue too: Brennan IT did not have a clear understanding of each customer’s profitability. Explains Kushal, “We weren’t maintaining that level of reporting, so had no way of obtaining accurate gross profit figures at the customer level.”

Why Cloudmore?

Kushal says that Brennan IT’s Tier 2 reseller was in the process of setting up a portal for its partners. “But,” he recounts, “After our very first demo of Cloudmore, it was obvious that there was no reason to look further into other options.” Cloudmore answered all the company’s questions and met all its needs. “So,” Kushal adds, “We decided, let’s just go with Cloudmore.”

The company has expertly white-labeled the Cloudmore platform. It is called BOSS – for Brennan Online Self-Service and manages the customers’ Microsoft 365 and Azure licensing. It matches the design of the company’s procurement portal. Says Kushal, “We worked with a designer to integrate the Cloudmore self-service portal with our procurement portal to ensure customers could easily identify it as a Brennan IT platform..”

Once they had fully set up Cloudmore, Brennan IT spent some time moving all its license procurement over to Tier 1, becoming a direct provider of Microsoft 365 and Azure for all its customers.



Time-Savings of More Than Two Days a Month

After the first proper billing cycle using Cloudmore, the benefits were apparent. Kushal confirms, “I could absolutely see the difference in how we had been billing before, and manually putting everything into a P&L - versus the automation and data transparency that Cloudmore gave us.” The billing accuracy provided by Cloudmore now gives Brennan IT a clear picture of their customers’ purchases, how much they are spending, and the profitability contributions from each one.

He describes how the monthly billing cycle has reduced dramatically, too: “It used to take us three or four days to issue invoices. But now that Cloudmore is automatically integrated with Microsoft, I just download the report, review it quickly and then send it to our finance team.” He continues, “So with Cloudmore, from start to finish, the whole process only takes about a day significantly reducing the effort.”

Before implementing Cloudmore, when customers wanted a confirmation of any license details or user account changes they had made in the past, there was no automatic log. Staff had to trawl through emails to find the relevant detail. Now though, Cloudmore provides everything for the customer, and those that are using the self-service portal can easily access it themselves. Even for those that have not yet transitioned to the new

BOSS platform, it’s simple for Brennan IT to find the information and send a quick screenshot to the customer. This has improved customer service. Staff are no longer spending the time directing customers through the complex process of uncovering the detail about their licensees. Kushal spells out how hard it was before: “We would get a lot of requests from customers looking for this sort of information. But the Microsoft reporting is not straightforward, and we had to repeatedly explain to customers which website to go to, then where to click. It was difficult, and the report wasn’t easy to understand. Now it’s just one click and we - or they - have a clear user report.”

The self-service feature was one of the key drivers of Brennan IT’s choice to partner with Cloudmore, and it has helped to win business. Kushal reveals, “In the past, we had potential customers looking for a self-service portal that would let them provision their own licensing, check their billing and get real-time insight into their usage. But we lost those customers because we couldn’t provide what they were asking for. However, in the last couple of months, we have secured several new clients because with Cloudmore we can now offer those features.”

Kushal elaborates, “The clients love the self-service portal. It makes it very easy to provision licenses.”



What's Next for Brennan IT and Cloudmore?

For the future, Brennan IT is looking at ways in which Cloudmore can integrate with other systems in order to deliver even more value.

Kushal is delighted with the results so far. He concludes, "Cloudmore has made my life and our procurement and finance teams lives easier. It's simpler to manage and review our customers rather than going through multiple partners and providers. I'm very happy with Cloudmore and would recommend them to others."

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