

## Agosto takes managed services to a new level with Google Apps



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### At a Glance

#### What they needed to do:

- Distinguish themselves as a cutting-edge managed service provider
- Grow the customer base in an unstable economy

#### What they did:

- Led with compelling stories around SaaS and cost-containment
- Used Google Apps to solve key pain points for customers

#### What they accomplished:

- Acquired customers like Dunn Bros Coffee
  - Created new opportunities to solve business problems
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### About Agosto

Since 2001, Agosto has provided managed services, technology resources, and CIO-level strategy and management to small and medium businesses. Agosto focuses on a simple yet effective process of aligning IT initiatives with business strategies and goals, and using technology to yield specific, measurable outcomes. This combined with its on demand business and IT expertise helps organizations lower costs and increase their competitiveness.

Today, Agosto's CEO Aric Bandy is committed to differentiating the company. He believes, "Managed service providers have to be out in front with a service set that's compelling in the SMB space. On-premise products or a better remote monitoring solution are no longer the answer."

### Opportunity: Standing out

Agosto first connected with Dunn Bros Coffee, a midwest franchise with 97 locations, when the popular coffee company was looking for a managed services partner to support its corporate office and stores. In competition with three other managed service providers, all of whom were selling similar services, Agosto knew it needed to identify and solve one of Dunn Bros' core business problems – communicating and collaborating between franchisees – in order to win the account.

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*"We're finding that people are willing to hear our story when we mention the strategies and technologies we're using. Google Apps is helping us grow our managed service business."*

**—Aric Bandy, CEO, Agosto**

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At the time Dunn Bros had a corporate email platform and file server, a separate franchise email and file storage solution, and an intranet, none of which were integrated with one another. The corporate office could not easily collaborate or share files with franchisees, committees, or various other teams. A separate FTP site also had to be maintained just to host training videos. In short, the systems had no integration, poor accessibility, and were very cumbersome to use.

Google Apps solved all of these problems with a single platform (Gmail, Calendar, Sites, and Video) which replaced the Exchange server, hosted POP3 server, FTP server, DotNetNuke (Intranet), and hosted file server.

Agosto feels strongly that it won Dunn Bros as a recurring managed service client primarily because of the combination of its consultative approach and Google Apps. Bandy recalls, "In the end, Dunn Bros chose us because, instead of pitching another on-premise solution or the typical managed services, we stood apart. We were solving some key pain points with Google Apps."

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## About The Google Apps Authorized Reseller Program

The Google Apps Authorized Reseller Program offers IT solution providers the ability to take Google Apps – a cloud-based suite of email, calendar, IM, and collaboration tools – to new and existing customers. Opportunities continue to grow as more and more businesses consider Google Apps and look to trusted partners for help. Google Apps empowers Authorized Resellers to acquire new clients, deepen relationships and lower operating costs, increasing profitability and delivering a great experience for their customers.

For more information visit:  
[www.google.com/apps/resellers](http://www.google.com/apps/resellers)

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## About Google Apps

Google Apps is an enterprise-ready suite of applications that includes Gmail, Google Calendar (shared calendaring), Google Docs and Spreadsheets (online document hosting and collaboration), Google Sites (team site creation and publishing), and Google Video (easy, secure sharing of video content).

For more information visit:  
[www.google.com/appsatwork](http://www.google.com/appsatwork)

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## Results: Getting in front of customers

Google Apps has been instrumental in helping grow Agosto's managed service and consulting business. Monthly contract fees for managed services account for 58% of the company's revenue, and professional services including technical projects and consulting make up another 13%. On Demand services such as Google Apps migrations bring in 11% with the remainder of revenue coming from product sales and hosting.

To continue its success, Agosto is looking ahead. The company has found that prospects are not interested in just talking about managed services, newer hardware, different backup solutions or server/workstation monitoring. Instead, cloud services such as Google Apps, cost-containment strategies, and social networking are topics that get its team in front of prospects.

For Agosto, the Dunn Bros story is not uncommon. Bandy says, "We're finding that people are willing to sit down with us and hear our story when we mention some of the projects, strategies, and technologies we're using with our clients. Google Apps is helping us grow our managed service business."

