

# From Data Traffic-Jam to Super-Fast Small Business

## Why ATC Rent chooses Tech Data Small Business Cloud Server from CDM ICT?

**Social media might have all the headlines, but email is still where it's at for the majority of businesses today. From providing an audit trail for customer interactions through to delivering a professional, standardised way to communicate, email is often the first and last thing we check during a working day.**

For ATC Rent, this ability was being slowed down to a crawl due to mailbox size restrictions – essential in their interactions with service car and trailer rental service customers.

*“When ATC approached us” explains Christophe De Mesmaeker of IT specialist CDM ICT “their mailboxes were limited to between 2Gb and 4Gb. This was simply not acceptable – ATC’s team couldn’t reply to customers as quickly as they wanted to. They also did not have the option to delete old emails in order to free up space on the server – they needed to retain them to comply with regulation around customer offers and pricing deals.”*

With ATC’s specification stipulating that emails had to be available when employees were travelling abroad, CDM ICT recommended Office365 as part of the Tech Data Small Business Cloud Server offering – a cloud solution with a suite of the very latest market leading productivity applications (Office365), in combination with a secure and scalable Azure infrastructure.

### A sensible price comparison

Being a business with 5 employees, the cost component is important to ATC so they asked CDM ICT to run a cost comparison for cloud services vs their existing on-premise environment. *“ATC wanted to be sure that they were getting a great deal,”* says Christophe, *“so we created a comparison that included the cost of their original server, plus the electricity to power it, plus interventions that had to be made during the life-cycle of the server (including two disk replacements). This proved that Tech Data Small Business Cloud Server was better value for their business than their existing infrastructure, and in moving to OPEX, it was a better way to pay.”*

*“Tech Data Small Business Cloud Server was better value for their business than their existing infrastructure, and in moving to OPEX, it was a better way to pay.”*

Christophe De Mesmaeker

#### Best for Small Business

- Access important data and apps via any device, from any location
- Take email, documents and apps to the Cloud
- Move IT spend from CAPEX to OPEX
- Only pay for what you use
- No disruption to business-as-usual
- Low-touch deployment
- Provisioning in just 1 hour
- 10 x mailbox capacity



As part of the process, and to make sure they were choosing the right cloud service, ATC wanted to take a look at Amazon too – as Christophe explains: *“At first, Amazon appeared to be cheaper but compared with Tech Data Small Business Cloud Server, it’s incomplete. The power of the underlying Azure platform, coupled with Office365, remote desktop and optional NAS, plus the templates from Tech Data, is a far more complete offering. It definitely made the most sense for ATC technically, and commercially.”*

## Click to run and you’re done

Thanks to the ‘Click-to-Run’ set up process, provisioning ATC’s new Azure environment took just one hour, and with the move of the Exchange server increasing mailbox capacity to 50 GB, ATC couldn’t wait to find out what they could do next.

*“The provisioning process was fast and complete thanks to the templated approach, and the results were immediate to see – ATC asked straight away whether it would be possible to take their documents to the cloud,”* says Christophe. *“They could see that with a more workforce that was better connected to email regardless of location or device, they would be able to deliver an even faster service without having to always be in the office – perfect for a small, family-run business where every person’s contribution counts.”*

## From starting blocks to building blocks

Where Office365 put ATC in the starting blocks to take their business further, faster, Christophe and his team demonstrated to ATC that Tech Data’s Small Business Cloud Server would give them a solid foundation to take their business fully to the cloud.

*“It all fits together like building blocks,”* says Christophe, *“using the templates ensures you don’t forget anything. The monitoring tools are excellent, and by using BitTitan, the process of creating new profiles was seamless. All ATC employees had to do was enter their profile credentials and password – there wasn’t any migration upheaval.”*

The next big opportunity for ATC is to migrate its on-premise car rental programme to SQL before adding it to their cloud infrastructure. This will allow ATC to enjoy greater scalability and business efficiency at a lower price point – and without the risk of failure and business interruption that comes with an on-premise infrastructure.

## Perfect for Partners

For CDM ICT, Tech Data’s Small Business Cloud Server delivers a number of benefits – from protecting the customer relationship, through to making deployment much easier.

*“It’s so much better for us now”* Christophe explains, *“where previously we paid up front with Open Licensing or had to make use of syndication partners for earlier versions of Office365, we can now manage our customer relationships and come to commercial agreements that suit us, and our customers. The billing relationship no longer involves third parties, which is how it should be.”*

There’s also plenty of scope for Christophe to shape and scale his business too.

*“CDM ICT started out as Y2k web designers, and we’re now offering full cloud services to our customers. We have transformed our business and Tech Data has been with us every step of the way. With Tech Data Small Business Cloud Server, we’re extending our transformation and helping small businesses to achieve their own.”*

### Best for Channel Partners

- Retain the billing relationship
- Set your own commercial agreements
- Control your margins, pricing and billing frequency
- Bill, deploy and maintain online
- Reduce risk via templated approach
- Enjoy credit terms – no upfront payment
- Scan, Access and Prepare for a successful migration with BitTitan

**Small Business Cloud Server from Tech Data enables IT specialists to deploy and manage cloud-based infrastructure and productivity tools to their small business customers simply, and at a competitive price point.**