PARTER SUCCESS STORY – ADVANCED SUPPORT FOR PARTNER



Application Management Group Services (AMG Services) is a Microsoft exclusive, CSP Direct Bill Managed Services Provider operating in Canada for over 13 years. As a "born in the Cloud" Partner, AMG Services' success was challenged by the "winds of change" that has

come from the evolution of the Cloud. The commitment to **Advanced Support for Partners (ASfP)** and subsequent years in the program have helped transform AMG Services in many ways. Lance Wilson, CEO of AMG Services recalls of his three years in the ASfP Program:

"Our experience in ASfP has been invaluable and is directly correlated to our ability to serve more customers, across more technologies, and with higher levels of customer satisfaction, which has allowed us to exceed our growth targets and properly plan for the future."

This increase in revenue and capability and an overall stronger partnership did not come overnight.

AMG wanted to maximize their ASfP investment and focused on three key areas of the

Program: Partner Success Account Manager (PSAM), Cloud Enablement Services, and through the various Technical Cloud Support Enhancements ASfP offers.

Partner Success Account Manager (PSAM)

AMG's PSAM supports them through a myriad of resource coordination efforts and is front and center to field their Microsoft related queries. From programs to promos, to orchestrating learnings and growth initiatives, AMG opted for heavy usage of their PSAM, with Mr. Wilson stating:

"Our PSAM is a Trusted Business Advisor who has helped us in diversifying our business. We lean on him to assist AMG in navigating the Microsoft waters."

Cloud Enablement Services

Through Cloud Consults (one-to-one, in-depth technical cloud consultation) and Technical Account Planning exercises, AMG is more "Cloud-nimble". With a growing Azure business and expanded capabilities around both Modern Workplace and Business Applications, new technical competencies have led to double digit growth year over year and an increased confidence from their customers that AMG can handle their digital transformation needs. These new technical capabilities have contributed to new revenue streams beyond expectations.

"We were not always optimistic that ASfP could provide us with what we needed, but that feeling changed as we leveraged the benefits more and more. With the Cloud Consults and consulting benefits, we can take information and apply them to multiple projects across multiple customers, with a compounding effect on our growth potential." – Lance Wilson

• Technical Cloud Support

Resolving technical cloud support cases more quickly was documented in AMG's ASfP Services Delivery Plan, a go-forward plan developed with their PSAM. This collaboration led to a revamping of their internal help desk processes which increased the Partner's overall customer satisfaction and a 300% increase in managed service revenue for AMG Services.

"We are very satisfied with the break-fix enhancements we receive every day with ASfP. Support cases are resolved more quickly, which has reflected positively on our customer satisfaction scores. Additionally, the 24/7 escalation capabilities are a "must-have" benefit. We know if there is a customer issue day or night, we can escalate cases and have support work with us and our customers in a timely manner. We feel very comfortable knowing we have the right Partner support plan to address our reactive support needs."