completecloud
POWERED BY AVATARA

centrality

Centrality is a Louisville, KY based managed service provider (MSP) that partnered with Avatara in late 2015 to provide CompleteCloud as their primary private cloud and VDI solution to current and potential customers. As soon as Centrality became a partner with Avatara, they hit the ground running. We were able to help provide the resources and direction they needed to have immediate success.

A Complete Solution:

Centrality, like many MSPs, provided various cloud services that could be pieced together. Before CompleteCloud they offered Office 365 and Microsoft Azure, but now they can provide their customers with an all-encompassing private cloud solution. The CompleteCloud's per user price includes:

Private Cloud Environment

Dedicated Microsoft Exchange

Unlimited Cloud Storage and Backups

24/7 US Based Support

Industry Leading Cyber Security

Robust Disaster Recovery

All Server and Desktop Microsoft Software Licensing, Maintenance, and Updates

Complete Mobility On Any Device Without VPN

With CompleteCloud, customers get their entire IT environment in one place. They don't have to piece it together like it's a makeshift puzzle hoping everything will fit together and work efficiently. In addition to providing an entire IT system, CompleteCloud can also provide an integrated phone system that seamlessly blends together.

Marketing Support:

Partnering with Avatara provided Centrality with incredible marketing support that increased their brand awareness and continued to put them in front of new clients. We immediately started email campaigns for them, which helped generate leads. We also co-hosted webinars and lunch and learns, which we helped them plan and promote; in conjunction with the email campaigns.

We were able to work hand in hand to bring multiple new business opportunities, new leads, and increase their brand exposure in their area.

Branded Solution

Centrality is now able to provide an entire private cloud service that is personalized and branded to them. All of our promotional marketing material, customer login screens, and support tickets are branded with our Centrality's company logo and information so that they stay the focal point from start to finish.

Collaborated Sales Approach

Each of our partners want various levels of sales support from us, so we are involved as much as they want or need. For Centrality, we work together through the entire sales process. Our dedicated Regional Sales Manager works closely with Centrality to provide an in-depth pitch and proposal to their prospective customers. To help ensure those deals close, our executive team can be highly involved. They have visited Centrality's prospects and we've flown those prospects to our office as well. In addition to our executive team's participation, we also build demos and test environments for prospects so they can see how their specific applications will perform in our private cloud environment.
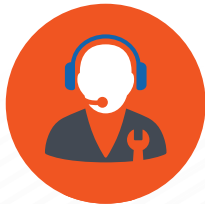
Integrated Support Team

Since partnering with Avatara, we have been able to work together as one fluid team. Centrality remains vital in the support of their CompleteCloud customers and they not only act as the Virtual CIO, but are also heavily evolved in account management meetings and provide all onsite support. Avatara aids Centrality and their CompleteCloud customers by providing Tier 1, 2 and 3 support, an Orders and Support team, an internal Account Manager, and visibility into network performance and all support cases.

Great Margins and Scalability

Before CompleteCloud, Centrality targeted smaller companies that they could service locally. Incorporating CompleteCloud into their business allowed them to scale their business reach overnight. One of their first pitches was a company with over 200 users in 20 locations all across the country. Through our partnership, we were able to help close that deal with them, generating $35,600 in monthly reoccurring revenue.

> " Being able to provide enterprise level solutions into the small and mid-size markets at an affordable and predictable cost is something that has really differentiated us from the competition in our area. We are excited to now be able to provide a complete hardware refresh and provide all business line Microsoft software to our clients without them facing large capital expenditures, not to mention it allows us to look at opportunities in markets that have compliance requirements that we were not able to penetrate prior to our partnership. Avatara's team is first class and we look forward to continuing our partnership for many years now that CompleteCloud is a huge part of our future. "
> **- Noah, President of Centrality**