

# Partnering Value Point, a West Coast small-time MSP successfully implemented large and complex projects for clients.

*This engagement brought in Value Point's experience, expertise, reference architecture, continuity of manpower, skillsets and best practices*

## **Challenges encountered by the MSP**

Being small in size the organization lacked highly talented professionals and experts. Cost of hiring would go up exponentially if they had to be hired for limited time periods. Signing up short-term projects was not financially viable for the MSP, despite number of business opportunities in the US market. Moreover, even if they took up a small project, in such a situation, working on tight timelines and budgets without extending the execution timeline seemed a big challenge.

Furthermore, the organization had to invest additional time, money and manpower for even standard IT processes, policies and documentation besides best practices, without which the business suffered, taking a hit on the revenues and growth.

## **Viable Solution provided by Value Point**

Being a Master MSP with highly talented professionals, Value Point could immediately provide access to SMEs, infrastructure and technologies for the MSP to leverage. Based in Bangalore, India, and housing experts with domain expertise in Microsoft, virtualization, Network, storage, mail solutions, database, security among others, Value Point provided flexible pricing options to suit the MSP's budget challenges.

Like icing on the cake, Value Point provided the MSP the services on a business model that was OPEX based delivery, with shorter lead time. This significantly reduced the delivery cost for the MSP which then became competitive in the market.



*The benefits of not having to invest on CapEx and OPEX for the MSP were tremendous, as they could now pay to the technical and professional manpower on the go.*



Experienced manpower of Value Point ensured quality delivery from day 1, with no requirement for redesigning or reworking of the systems and processes. SMEs were available 24X7X365 and provided the much scheduled delivery of projects, thereby improving speed to market for the end customer. As and when the business demanded, Value Point had the flexibility of scaling up resources or scaling them down.

## Benefits and business outcomes

The MSP enjoyed the gains by partnering Value Point for a far less cost than hiring someone locally. The flexible pricing options – on monthly and hourly basis gave the opportunity to the MSP to control the cost of the project. The benefits of not having to invest on CapEx and OPEX for the MSP were tremendous, as they could now pay to the technical and professional manpower on the go. This also resulted in better wallet share from the existing customers.

Leveraging on the time-zone advantage with Value Point based in India, the MSP could be made available 24X7 to customers.

## Key differentiators of Value Point

The MSP could add new revenue stream by leveraging Valuepoint SMEs for planning, designing, solutioning and executing of projects.

### About MSP

A small time west coast based MSP now confidently takes up projects for medium and large enterprises, across verticals and ensures successful completion well within the deadline. This was made possible after it became a MSP partner of Value Point Systems where the latter provided required expertise on different technologies as well as tool solutions. Many of these projects were one-time setup activity for clients. Value Point, on the MSP's behalf provided one-time implementation, migration and configuration support to the end customers.

### About Value Point Systems

Value Point Systems, one of the leading "Digital Systems & Services Integrator" companies in South Asia, providing end to end digital transformation Solutions & services with best in class technology partnerships. Dedicated on delivering innovative, optimum, effective solutions and services to over 15,000 large enterprises and SMEs including Fortune 500 customers through its 3,000 + strong professional workforce.. Following no rulebook policy when customers are in crisis. Always flexible and scalable, aligning with their priorities than ours. "Customer Success" in digital world is our motto.

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