

Bang Industries leverages MSPComplete to sell and onboard SMB customers to Office 365



Overview

Bang Industries is a bilingual Canadian managed services provider offering cloud-based solutions. Bang recently revamped its Office 365 sales process for greater effectiveness. Leveraging BitTitan MSPComplete, Bang successfully improved sales conversion, increased project efficiency to save on staffing costs and delighted users with a pain-free migration to the cloud.



Challenge

Looking to grow their business, Bang decided to scale up their capabilities across not only their core services but also through the sales process. Because of the paradigm shift in cloud/technology sales, Bang knew it needed to evolve to stay ahead of the competition. This meant improving the sales process and using automation across the entire business.

At the same time, they were looking to upgrade their tools over the manual experiences. Case in point: a project that was done using standard Microsoft tools, the transfer speed was so slow that the project was delayed. "We missed the deadline because Microsoft was throttling the connection, so we began exploring options to get around those problems," explained Shane Monty, vice president, Bang.

Solution

After learning of BitTitan products, Bang began with MigrationWiz to automate email migration.

After multiple successful migrations of email and public folders at multiple clients, they tried adding BitTitan HealthCheck for Office 365 to the sales process. The sales team developed an offer that included a pre-migration assessment project. They also tested coupling MigrationWiz with DeploymentPro to automatically configure users' Outlook profiles.

Bang standardized this new process and implemented it with their SMB customer.

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Shane Monty | Vice President, Bang Industries

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Results

Bang has successfully created a scalable sales and automated migration process using this new approach for its customer.

"We've increased productivity for sales, and save time for our technicians by using BitTitan products," said Monty. "We've embraced this process of HealthCheck for Office 365 as part of pre-sales, and doing the actual migration with MigrationWiz. For larger customers and those with remote offices, we use DeploymentPro to finish up and set up Outlook profiles."

The Bang sales team now runs HealthCheck for Office 365 at the start of all Office 365 projects. "HealthCheck for Office 365 has transformed our sales process for the better," he said. "It's a nice, easy way to get validation of the project scope. It can be installed easily, so customers don't even notice it happening, and we get all the detail we need to create an accurate statement of work."

When the HealthCheck assessment leads to a migration project, the Bang technician will first run a trial migration using MigrationWiz. "It's easy to run a trial and validate our access, check that mailboxes are setup properly, and pick up any errors in Office 365," Monty said. "We can validate the internet connection speed too, so the time estimate we give to the customer is accurate."

MigrationWiz makes it easy to switch among projects.

"With BitTitan, we're able to efficiently use our technicians time. That's our whole business model—automate to scale. If we didn't have MigrationWiz, we'd probably still be using manual processes."

Monty says that he has used other migration tools and BitTitan compares favorably. "Other tools don't truly save time the way MigrationWiz does," said Monty. "We encounter too many problems and exceptions to make them worth the cost. MigrationWiz is the only migration tool to provide a quantifiable return on investment."

An additional benefit is the experience the customer has during a migration powered by MigrationWiz. "We can kickoff the migration in the middle of the day, and the customer is completely unaware of it. Our technicians can now manage multiple projects in MigrationWiz, at various stages, with ease. They can track everything and we can increase our per-project profit margin.

"BitTitan helped us become optimized with Microsoft, and focus even more on Office 365. Now that we can push our projects faster, we're reached Gold Level Certification with Microsoft, and we couldn't have done it without BitTitan."

Microsoft has taken notice of Bang's success. "By leveraging BitTitan products, Bang has achieved unprecedented growth and strengthened its relationship with Microsoft," said Frederic Senez, senior partner sales executive, Microsoft Canada. "We're excited that Bang successfully optimized on Office 365 through twenty-five transactions in a record-breaking 12 months, and look forward to a continued partnership."

BitTitan® empowers IT service professionals to successfully deploy and manage cloud technologies through automation. MigrationWiz® is the industry-leading SaaS solution for mailbox, document and public folder migrations between a wide range of Sources and Destinations. Since 2009, BitTitan has moved over 19 million users to the cloud for 43,000 customers in 187 countries and supports leading cloud ecosystems including Microsoft, Amazon, Google and Dropbox. The global company has offices in Seattle and Singapore. To learn more, visit www.BitTitan.com.



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