

# Olson Technology Broadens its Cloud Footprint with Ingram Micro Cloud

Olson Technology is a managed solution provider (MSP) in the Twin Cities metropolitan area, providing managed IT services, networking support, backup services and monitoring to small and midsize businesses throughout the region. The company's goal is to put cloud technology to work for its clients by delivering the ideal combination of professional services and trusted cloud-based solutions. Ingram Micro Cloud is the cloud provider Olson Technology partners with to help it reach this goal.

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Alex Reilly, Sr. Engineer



## Industry

Managed Services Provider (MSP)



## Location

Minneapolis, Minnesota



## Employees

6

## Fully Committed to the Cloud

The company was on the lookout for a cloud partner that could provide the sales, marketing and support resources it didn't have the capacity to provide. *“We sometimes jokingly call ourselves a ‘Baby MSP’,”* says Alex Reilly of Olson Technology. *“There are just six of us so we all wear many hats, and we are all fully committed to the cloud. I don't believe I'll ever sell an on-premises server again.”*

## Education and partnership

Reilly was introduced to Ingram Micro Cloud at a Microsoft Azure training event for small partners. *“I received an invitation from Ingram Micro Cloud to attend and am glad I went,”* he says. *“It was very informative, and I was able to meet and connect with other smaller cloud partners and see how they are using technology in their businesses, what’s working and what isn’t.”*

Olson Technology attended the 2018 Ingram Micro Cloud Summit conference at the encouragement of many of the partners he met at the Azure training event. One of the goals of the company’s attendance at Summit was to explore new partnership opportunities. *“We’re always on the lookout for partnership opportunities,”* says Reilly. *“But given our size and locality, those opportunities aren’t always easy to pursue. At the Ingram Micro Cloud Summit event, though, we were able to meet partners from all across the country that are also seeking partnerships.”*

Reilly says he is having conversations with regional Internet Service Providers (ISPs) seeking to incorporate cloud services into their offerings, or that want to be able to provide customers with more personalized, localized cloud services. *“We’re discussing partnering with these ISPs to provide Microsoft Office 365 on Azure to their customers. There are definitely partnership opportunities out there, and Ingram Micro Cloud helps bring those to light.”*

## Building a strong recurring revenue stream

Olson Technology started its foray into the cloud providing Microsoft Office 365 on the Azure platform, and this winning combination remains the company’s most popular offering. Once a client is comfortable outsourcing vital parts of its infrastructure, Olson Technology finds they are willing to consider moving other on-premise applications to the cloud, making infrastructure as a service (IaaS) a rapidly growing part of the company’s business model.

*“We’ve added additional complementary cloud solutions like email backup tools, encryption tools, security solutions and spam filtering,”* says Reilly. *“These solutions are all available to us through the Ingram Micro Cloud Marketplace, so they are easy for us to access and sell. Companion solutions and IaaS migrations are helping us build our recurring revenue stream.”*

## Fast and fluid

Ingram Micro Cloud offers Olson Technology a branded portal where they can conveniently view billing and license information for all of its clients, and quickly provision new cloud-based solutions.

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Reilly describes an example of the speed and dexterity Olson Technology’s relationship with Ingram Micro Cloud promotes. One of the company’s clients, a large freight broker operating a busy call center, was experiencing email problems that impacted its ability to operate efficiently. *“They called us to ask if we could roll out a new email solution for them and how quickly it could happen,”* Reilly recalls. *“I called our account manager at Ingram Micro Cloud, and together we rolled out email, spam filtering, encryption and backup services for the client by the end of the day. Our client was very happy and truly impressed. We could not have made it happen without our relationship with Ingram Micro Cloud.”*

## Shaping the future

Reilly concludes, *“Ingram Micro Cloud is a solid company staffed with cloud experts. Their commitment to partners and partnership is evident, and I think they are helping shape and lead the future of the cloud.”*