RESULT

ConvergeOne provided $2.9 million in cost savings across five years by taking over the nonprofit's entire unified communications (UC) environment.

TIMELINE

November 2017 - July 2018

OUTCOME

The customer transitioned its UC environment to a ConvergeOne Cloud Experience (C1CX) Private Cloud, fully managed by ConvergeOne.

BENEFITS

- Fully integrated UC

- Centralized architecture, reducing IT/technology footprint and cost of ownership/operational spend

- Predictable cost model, speed to integration, and expansion opportunities

Customer Case Solution: Healthcare Nonprofit Organization

Customer Issues

A nonprofit organization in the healthcare industry relied on its communications systems for donor recruitment and retention. The organization had grown from about 20 sites to over 160 sites within the last five years, mostly through acquisitions, but its technology strategy failed to evolve accordingly. Despite now serving more than 3,000 users, the IT staff remained a team of only five employees. The IT environment consisted of solutions from a variety of vendors, including Avaya, Cisco, Microsoft, and Mitel, in different sites due to the abundance of disparate applications used by acquired companies that had not yet been properly integrated. The organization continued to struggle with the challenges of integrating its existing businesses while also handling new acquisitions.

The executive team recognized that the IT strategy was lacking. The small IT group was overwhelmed by the task of managing the complex environment, which was highly susceptible to risk because there were so many distinct systems requiring a broad range of skill sets that the IT team lacked. The organization was also unable to access new technologies and streamline them through the environment. Because of these factors, simplifying the environment and offloading management of the systems were key priorities for the organization.

The organization was also plagued by exorbitant capital costs because it was not in a consumption-based cloud model. It was paying different rates for each of its sites, as they were all on different platforms, and there was no uniformity or control over the spend. The chief information officer (CIO) had identified the aforementioned issues and was looking for a solution. However, the main obstacle preventing him from improving the organization's situation was the lack of budget to spend on enhancements. In fact, the CIO questioned why the nonprofit was spending so much just to support its communications systems in the first place.

ConvergeOne

The CIO decided that it was finally time to make a change because the recently appointed president had a vision to bring all the acquired companies together as one unified organization. To do so, the president was initiating a comprehensive rebranding effort. Traditionally, the company had not used technology to unify the business, but the CIO wished to change that approach and perception. He wanted to share a revitalized IT strategy with the employees as part of the rebranding effort.

The Customer's Desired Outcome

"How can we control the cost of maintaining the communications systems we need to run our organization? Can we offload the responsibility for managing these systems?"

– Customer's CIO

The ConvergeOne Response

Cary Nichols, ConvergeOne National Account Manager, had an existing relationship with the organization, so there was an established level of trust in the ConvergeOne team. Members of the nonprofit's executive team also had relationships with Cisco team members, so ConvergeOne and Cisco partnering together for this project was a natural decision.

Throughout the process, the CIO remained transparent about the areas where the organization was struggling, including costs and gaps in its technologies and skill sets. The ConvergeOne team listened and continued to make adjustments to the proposed solution according to the customer's desires. Because the customer was drawn to a consumption-based cloud model that would allow it to predict operational and capital costs, the ConvergeOne Cloud Experience (C1CX) Private Cloud, powered by Cisco, emerged as the optimal solution.

"It was a confluent and candid dialogue throughout, and there weren't many sales discussions or demonstrations. The technology was not the focus. We used a solution-first approach that centered around solving the customer's problems: Where are the holes, and how can ConvergeOne fix them while minimizing disruptions? We looked at the business agenda from leadership on down. The next step involved diving into the financing details that would drive the decision-making, because the customer lacked the budget for these enhancements," said Cary.

ConvergeOne partnered with a third-party consultant to develop an ROI assessment. While ConvergeOne could have gathered the same data in-house, this was a strategic decision to ensure the customer would see the assessment as an objective review of the business. This led to the CIO asking ConvergeOne to develop a price-to-win of $2.1 million in cost savings. Since the customer had no budget to work with, the deal would only be able to go through if ConvergeOne could reach that number.

ConvergeOne identified the duplicate and excess costs in the customer's current environment. Rather than simply providing discounts across the board, ConvergeOne and the customer's internal team worked hand-in-hand and made trade-offs to come to the right solution. It was a team effort that spoke to the strength of and trust in the partnership.

"There's often this perception that a managed services provider is taking over the internal team's role, and therefore the internal team would be less willing to help. In this case, the internal team members were instrumental to the opportunity moving forward. They were stretched so thin that they couldn't take on another project. They're now managing us, and we're managing the environment and supporting everything on their behalf. They have other projects, which are not the mundane day-to-day tasks, that they can now focus their expertise on. We made them feel valuable," said Kristina Kazlausky, ConvergeOne Managed Service Expert.

ConvergeOne

As it turns out, ConvergeOne was able to over-deliver, delivering nearly $2.9 million in cost savings over the next five years to the customer. Because ConvergeOne championed the CIO, he worked hard to sell the solution to the rest of the executive team on ConvergeOne's behalf. After the presentation, the CEO turned to the CIO and asked, "Is there any reason we wouldn't go through with this deal?" The CIO's response was telling: "I can't think of even one."

Results

ConvergeOne is solving the customer's issues with its overwhelmed IT team by taking over every aspect of its unified communications (UC) environment, including long-distance calling, Primary Rate Interface (PRI), and local trunking, as well as a small internal contact center. The deal includes professional services and managed services, as the systems are fully supported through the C1CX Private Cloud solution.

ConvergeOne is sharing best practices that allow the customer to optimize its communications systems. A nonprofit organization that relies on donor recruitment and retention, the customer requires the technology to provide a consistent and reliable platform to work from. Internal collaboration is incredibly important to the organization, as well. The customer did not have a unified approach to video conferencing and collaboration before partnering with ConvergeOne. The executive team is thrilled with the innovative Cisco Webex Room and is looking forward to having the ability to video conference with users across all sites. The executive team travels frequently, leading to excessive travel costs, so a secondary benefit is that the collaboration tools will help bring the business together while requiring the executive team to travel less often.

In addition to the new technology and unified platform to work on and collaborate from, the user adoption experience is important to the customer. ConvergeOne is not placing phones on desks and walking away. The ConvergeOne team will manage the experience to ensure users make the most of the new technologies.

Moving forward, the customer has a multitude of contact centers from different acquisitions that still need to be unified. The customer is considering moving to a consolidated corporate facility by 2020, resulting in a tremendous amount of opportunities around collaboration, data networking, and cybersecurity. ConvergeOne plans to deeply embed itself with the customer to create a new Raving Fan.

We are committed to providing you with more information, answer any questions you may have, and create an effective technical solution for your business needs.

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