

UK based Solutions Provider Requires Enterprise-Class Cloud Partner.



“The SymetriQ partner program offers far more to our business than any other Cloud Provider’s. Not only from a financial point of view, although that is important but also from a usability and support point of view. The SymetriQ GUI is the most intuitive that we have seen, enabling us to provision complex environments within minutes”

- Paul Tindal, Managing Director

Company Profile

- Purity Business Systems
- UK Based IT Solutions Provider.
- Founded in 2008.
- Work with Corporate and SMB Customers across UK.
- Deliver consultancy, installation and support.
- Focus on cloud based solutions where possible.

The Challenge

Purity Business Systems, like many other IT resellers, identified that the traditional methods of delivering IT services using on site or co-located hardware was no longer viable. There are several reasons for this; IT departments no longer have the CAPEX for costly hardware, users expect services to be delivered in a timely fashion and the margin that resellers can make on hardware is being squeezed from both ends. The solution to this was to identify a Cloud Computing partner who could deliver scalable, secure cloud solutions and provide a satisfactory revenue stream for Purity Business Systems.

The Solution

Purity Business Systems investigated the partner programs from a number of leading Cloud providers. Most of these were rejected because they did not meet the key criteria of providing a satisfactory revenue stream. Other problems with some providers included, no UK support, no ‘White Labelling’ and difficult to use customer interfaces. In the end, Purity Business Systems opted for UK based Cloud Provider SymetriQ’s partner program.

The Business Benefits

The SymetriQ partner program brings a number of benefits. From a financial perspective, the program offers up to 25% margins, which are paid monthly and perpetually. The ability to have a ‘white labelled’ portal was important to Purity Business Systems as it gives their customers a consistent experience and allows Purity to retain full control of the customer relationship. Additionally the UK based, secure (N3) level accreditation of the SymetriQ datacentre means that Purity can now offer their services into the Public Sector, which is important from a strategic point of view.

Speak to us if you want to know more. We are happy to answer any question you might have.

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