



IT consultancy speeds and enhances cloud migrations with customer success service

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Generation-e, an Australian IT consultancy that specializes in cloud migrations, enhances its customers' experiences and outcomes by taking advantage of Microsoft FastTrack. It saves time and steps by using FastTrack for everything from mail migrations to training collateral, resulting in more cost-effective projects. Generation-e has moved away from commoditized migration services and instead focuses on delivering more strategic value to customers and helping them derive greater benefits from Microsoft Office 365.



Generation-e

www.generation-e.com.au

50 employees

Australia

IT consulting and outsourcing

Company profile

Melbourne, Australia-based Generation-e is an IT consultancy that focuses on driving positive business outcomes through advanced communications technologies.

The new way of working

For smart companies, embracing the cloud increases collaboration, boosts business flexibility, reduces IT expenses, and provides myriad other benefits. But making the move itself can be daunting. The transition to the cloud may require specialized knowledge for tactical elements, such as smooth mailbox migration, and also for more strategic efforts, such as tailoring collaboration sites to meet the specific needs of a particular organization. Add in the fact that cloud services are constantly changing and improving, and the result can be a recipe for anxiety.

That's why many companies around Australia turn to Generation-e for consulting, architecture, deployment, and managed services. The Melbourne-based IT consultancy is a Microsoft Cloud Accelerator Partner with Gold competencies in Communications, Messaging, and Management and Virtualization. "We have worked closely with Microsoft for years, and we were one of the first partners to provide Microsoft Office 365-related services, so we're extremely well-versed when it comes to helping companies make the most of their cloud investments," says Loryan Strant, Cloud Chief Technology Officer at Generation-e.

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Streamlined migrations

Generation-e works with each customer to identify and deliver the maximum benefit from moving to Office 365. But it found that tedious tasks such as file migrations often took precious hours away from consultants' ability to focus on adding strategic value. So the partner explored the potential benefits of Microsoft FastTrack—a service that provides planning and onboarding resources to help companies successfully move to the cloud without stress or frustration—as soon as the service launched.

Given the considerable experience Generation-e already had in handling Office 365 migrations, the partner was initially skeptical about the merits of FastTrack for its consultants. "Once we started working with FastTrack, we quickly saw the value of using the service," says Strant. "It helps us shift from talking with customers about the technical details of a migration to educating them on all the ways they can use Office 365 to improve their business. With FastTrack, we become a more strategic advisor for our customers."

Although FastTrack includes comprehensive migration resources, Generation-e selects specific elements of the service for each engagement, based on the customer's needs. Most often, the partner relies on FastTrack for success plans, adoption plans, best practices, and quick reference cards. In all cases, Generation-e chooses to be the conduit between FastTrack and the customer. "For us, FastTrack is completely behind the scenes and invisible to customers, which simplifies things for the customer," says Strant. "We keep a single voice and stay directly accountable to the customer, so it's our relationship to maintain."

Accelerated project timelines

Generation-e staff members appreciate that they can use FastTrack for some of the more mundane aspects of a project, such as mail and file migration. "It's low-revenue, boring, time-consuming work, and by turning over those migration chores to FastTrack, we can accomplish other tasks, thus speeding up the overall project schedule and reducing the costs of the commoditized work for our customers," says Strant. "Most often, migration work represents 30 to 40 percent of our hours on a project. Using Microsoft FastTrack saves us up to 90 percent of that time."

In addition, the partner frequently runs its designs past FastTrack Architects when it makes sense to do so. "By validating our designs through Microsoft FastTrack, we're assured of bringing the very best architecture to our customers," says Strant. "We also

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ask for guidance around some of our processes and use FastTrack recommendations as quality assurance against our own processes, so our customers get our combined best practices." For instance, Generation-e looks to FastTrack Architects for up-to-date insight as to which tools to run at which points in the migration process for optimal results.

Scalability and consistency

The partner has found that the scalability available from FastTrack helps it address larger migrations more quickly. "We are a midsize company, and it's quite an advantage to be able to extend our available resources by working with FastTrack Engineers and Architects," says Strant.

Generation-e has noted that it receives reliable, excellent service from FastTrack resources. "The consistency of service is absolutely solid—it doesn't vary from engineer to engineer—which is important because it's a part of the overall service that we're providing to customers," says Strant.

Business evolution

For Generation-e, the most significant benefit of using FastTrack is that it helps the partner focus more effort and attention on its customers and their unique needs. "Using Microsoft FastTrack makes it possible for our business to evolve and to help our customers evolve along with us," says Strant. "With FastTrack, we save about 30 percent of our time on any one project, which we factor into our costs. That means that we can either drive down project costs for customers or put that time into helping customers gain greater value from their Office 365 investment by adding more services. We become more valuable to customers because we bring them more success. Plus, by using Microsoft FastTrack, we're seen more as a strategic partner, rather than just a tactical company, and that leads to more follow-on work."

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