

Nominee: Outsourcery

Nomination title: Commitment to the channel through education, the advancement of our offerings and support

Outsourcery is a UK-based leading Cloud Service Provider that has been delivering cloud services to partners of all sizes since 2007. Outsourcery is ISO 9001, ISO 14001, ISO 27001 accredited, it is certified against the Cloud Industry Forum's Code of Practice and Outsourcery's extensive cloud offerings are available on the CloudStore as part of the G-Cloud Framework.

From the beginning Outsourcery has recognised that in order to maximise the scale and reach of its cloud proposition, an effective CSP needs a dynamic and "best in class" channel strategy and this has remained a core priority for the business. As resellers increasingly recognise that they have a lot to gain from delivering cloud services, and as end-users are increasingly requesting cloud solutions and seeking advice, Outsourcery has taken it upon itself to educate resellers and prepare them for the market through several schemes. Outsourcery realises that to meet end-user demand, partners need to get to market quickly to stay ahead of their competition so it provides information and support through a range of partner models.

With this in mind, Outsourcery has dedicated itself to helping partners along this route. In October 2013 Outsourcery has launched and developed its InSite Partner Portal to help partners with their cloud sales initiatives and support their sales people to provide end-users with what they request. With InSite, partners are able to access marketing collateral, sales material, support and communications as well as provision their customer solutions via this self-service portal. InSite acts as a 'one-stop-shop", bringing together all of the information they need, in one location, accessible via a single sign-on, to expedite their routes to market with cloud solutions specific to their customer needs.

Since the introduction of this portal 6 months ago, partner sales teams have found the platform very beneficial. With many partners approaching cloud for the first time, the portal has offered partners an all-encompassing base to refer to when advising end-users to ensure that they can provide exactly what they need and this in-turn gives the partners an advantage in being able to add a highly sought cloud-technology to their portfolio.

Outsourcery began its partner education efforts with the launch of the InPartnership programme, which was designed to enable partners to move into the cloud by preparing them with the skills to adopt new technologies and enter new markets whilst remaining competitive, and it has continued to progress ever since. Outsourcery's partner ethos as a whole is built on 3 core values; flexibility, support and products. They give partners access to

an integrated, secure suite of cloud services to build and deliver high value, compelling solutions to their customers.

Outsourcery has dedicated itself to creating partner initiatives with specifically designed support and training for different companies. There are options to sign up as a Standard, Approved or Premier Reseller. Benefits include sales training, product training, access to a dedicated partner business manager and product trials to demonstrate cloud solutions to customers. Partners are given as much or as little control as they require and Outsourcery's partner programme has been built to reflect this. In the past year alone, Outsourcery has signed partnerships with Virgin Media, Vodafone and Ingram Micro along with approximately 500 other partners, signalling the depth of knowledge and the quality of services it has to offer partners and end-users through its reseller channel.

In the next 12 months, Outsourcery aims to continue focusing on its partner portfolio, to build on it by recruiting more partners, but also more importantly to continue improving it through the advancement of its offerings so partners continue to have the market advantage.

Why nominee should win

- Development of applications specifically designed to help partners in their sales efforts
- Commitment to educating partners about the cloud market
- Offering dedicated people for all-round support to partners
- Continuing to improve upon its offerings to meet the needs of the end-users of its partners
- Proving its capabilities through adhering to the relevant accreditations