

# Comms-care Multi-vendor Support Services

Maximising the value you deliver to your  
customers via 3rd party, Multi-vendor  
Support Services



**comms-care**  
an INGRAM MICRO company



# Introduction

The market opportunity for Multi-vendor Support Services is substantial and while organisations are moving some of their IT systems to the cloud, hybrid architecture is here to stay. This means that Multi-vendor Support Services remain relevant to partners even in a cloud-first world, whether your customers need to support a single or multiple vendors.

End-customers will have an on-premises infrastructure for many years to come, and even those organisations that have fully migrated to the cloud and hybrid working will still have office infrastructure, wireless connectivity, firewalls and gateways that needs to be supported, maintained, monitored and managed far into the future.

By utilising a single source provider to deliver wide-range Multi-vendor Support Services, you can:

1. Maximise the sales opportunity by offering Hardware Maintenance across the widest vendor set
2. Reduce supplier and management overheads by utilising a single source for these services
3. Deliver the right mix of services based on your end-customer's individual needs
4. Scale the value delivered to your customer by bolting on additional services to shape and scale your product offering
5. Flexible term contracts to align with project timelines

# Why read this guide?

You will:

- Build your knowledge of why Multi-vendor Support Services are still relevant to your product portfolio
- Understand Comms-care's approach to Multi-vendor Support Services
- Increase your awareness on the breadth of services available from Comms-care
- Identify opportunities to grow revenues on Sales opportunities and add additional value to your customers

# Who should read this guide?

**Established Partners** – Interested in understanding the wider approach to Multi-vendor Support Services

**New Partners** – Looking to unlock additional revenue streams by delivering support on additional vendors and technology

**Prospective Partners** – Partner with a forward-thinking services organisation to grow revenues within their customers



## Did you know?

Comms-care currently has hardware from over 80 vendors under support

Our average contract has 33 devices under cover, and our largest contract has over 22300 devices

5% of our contracts support multiple vendors

17% of devices covered under our support contracts are Non-Cisco

Our most diverse contract has 546 devices from 10 vendors under cover



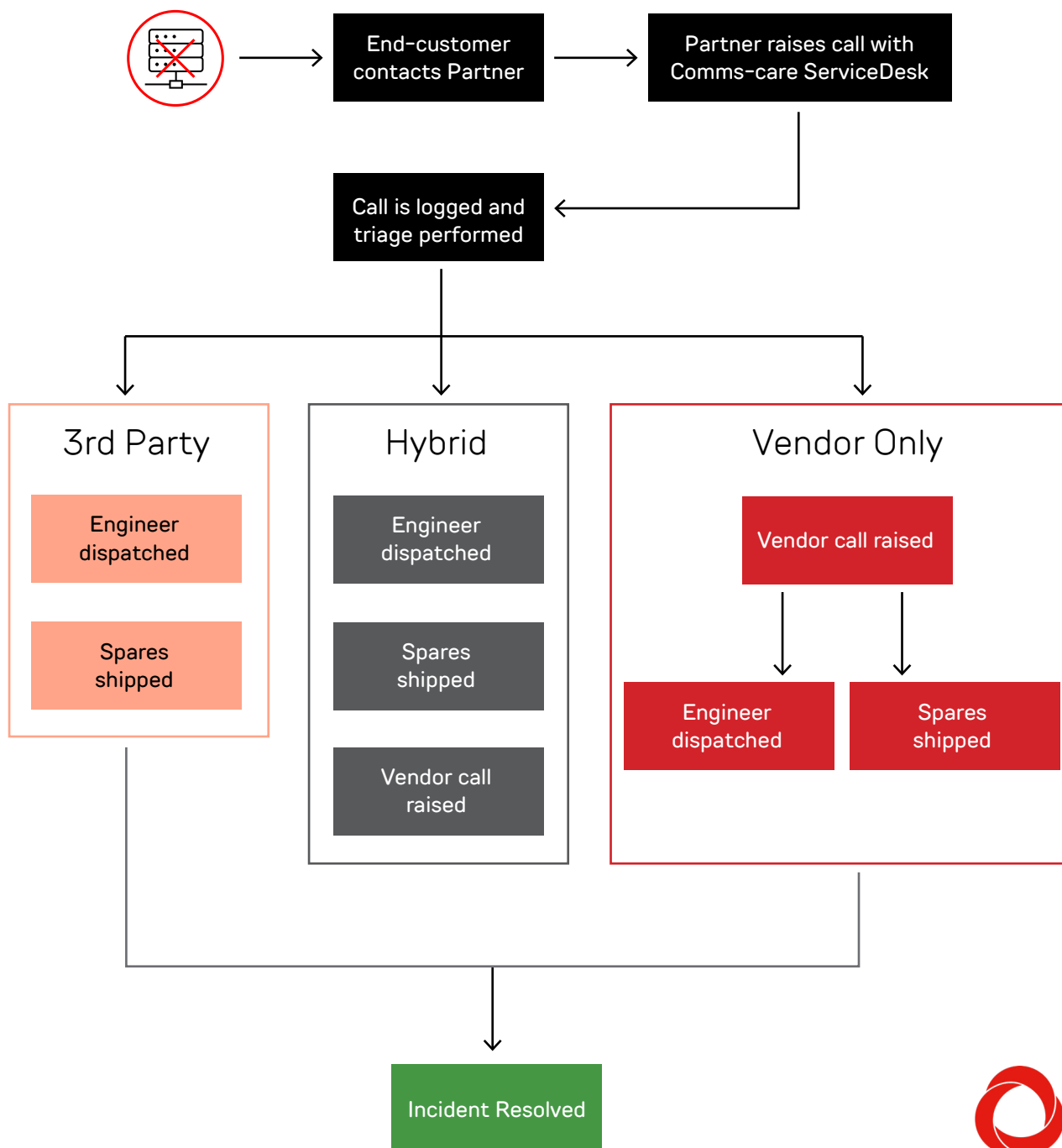
## Our Approach

Comms-care's **Multi-vendor Support Services** provide a single source for multi-vendor IT support across the entire technology stack.

With more than 20 years' experience providing hardware maintenance support, we have proven expertise in solving issues within industry-leading resolution times, supporting all leading vendors including HPE, Dell, IBM, Cisco, NetApp and Oracle.

### Key service features:

- Multi-vendor and multi-technology support via a single team
- Global coverage
- Network of accredited field-based technicians
- Service delivered 24x7x365
- Support for all IT infrastructure at a customer location on a single contract
- Wide range of SLAs available to customers including guaranteed fix and response contracts
- Replacement equipment located at 48 geographically dispersed forward spares locations
- Support for both in-life vendor supported systems and end-of-life (EOL) devices





## Our Service Types

We offer three types of Multi-vendor Support Services, these are offered with Parts-only, Response or Fix SLAs. Our service offering for partners enables their end-customers to mix and match services based on need and still maintain a single-source strategy to optimise costs and service levels.

### 3<sup>rd</sup> Party

Support services delivered by Comms-care, great for cost-conscious customers supporting End of Service Life (EOSL) and End-of-Support devices while waiting for refresh projects or cannot be supported in other ways.

Cost:	£ £
Vendors available:	✓ ✓ ✓
Parts:	Comms-care delivered
Onsite Resource:	Comms-care delivered
Software/ Firmware:	No
Vendor Escalation:	No

1

### Hybrid

Our Hybrid offering provides the best balance between 3<sup>rd</sup> party and Vendor-only services, and is great for customers needing to uplift their customer's agreements to Fix SLAs

Cost:	£ £ £
Vendors available:	✓ ✓
Parts:	Comms-care SLA uplift & Vendor backed
Onsite Resource:	Comms-care delivered
Software/ Firmware:	Yes
Vendor Escalation:	Yes

2

### Vendor-only

Utilise Comms-care vendor-only coverage to deliver the advantages of a full vendor contract, providing warranty continuity, managed alongside your other support agreements by a single support provider

Cost:	£ £ £ £ £
Vendors available:	✓ ✓
Parts:	Vendor delivered
Onsite Resource:	Vendor delivered
Software/ Firmware:	Yes
Vendor Escalation:	Yes

3



## Considerations

Hardware maintenance and support contracts are big business for original equipment manufacturers (OEMs). When technical support is needed, the process can be cumbersome and complex to navigate with stringent systems and processes. When a problem or support issue is identified, there can be confusion working through multiple vendors and equipment suppliers to fix the problem.

In this traditional IT maintenance model, OEMs control premature obsolescence through increasing maintenance prices along with premature product milestones such as End-of-Software-Updates (EoS) and End-of-Support.

Gartner reports that OEM hardware support spending can be reduced by leveraging a blend of OEM and third-party maintenance (TPM) in a hybrid solution<sup>1</sup>.

## The Third Party Maintenance Approach

As a third party maintenance provider, Comms-care's services are focused on simplifying and reducing the cost of IT maintenance and support while providing an expert technical service capable of supporting complex, multi-vendor IT environments. With this cost-savings approach, companies are able to begin to separate from OEM policy-driven models, keep control over their IT assets, and reduce maintenance costs.



<sup>1</sup> - Gartner Market Guide for Data Center and Network Third-Party Hardware Maintenance, Published 29 August 2019

## Our primary vendors





## Case studies – Power in Partnership

### Partner seeking scale and software

A mid-sized partner needed assistance to deliver a large public sector support agreement. The end-customer needed **regional support across a wide technology stack** which included a mix of in-life and end-of-sale products which the partner couldn't deliver. By leveraging Comms-care's Multi-vendor Support Services, they could select the right support level of each type of device and scale the support levels up and down as the projects required. By using a **single provider to deliver support on all technologies and vendors**, they reduced their vendor management overheads and streamlined their processes for raising calls, reducing the costs to deliver the contract.

### Service Provider

A large UK Telecoms service provider needed to deliver **reliable SLA-based onsite support** for their Customer Premises Equipment (CPE) across the UK. To source this via a Vendor-only service was cost prohibitive and couldn't provide the flexibility they needed. Comms-care has worked with the partner over a number of years to deliver a 3rd-Party only service **delivering the service levels the partner needed** for their business outcomes within a growing and evolving network landscape supporting many different network vendors.

### Large VAR - Hybrid

A large, global Value-Added Reseller (VAR) with a UK presence wanted to leverage the ability to sell Cisco Partner Shared Support services to remain competitive, but did not want to build the capability internally. To facilitate this, Comms-care worked with the partner to build a hybrid service under the partner's own shared support agreement, with Comms-care managing and delivering calls on their behalf. This allowed the partner to own and develop their relationship with Cisco, expand their service offering for their customers, while controlling head-count and internal expenditure.

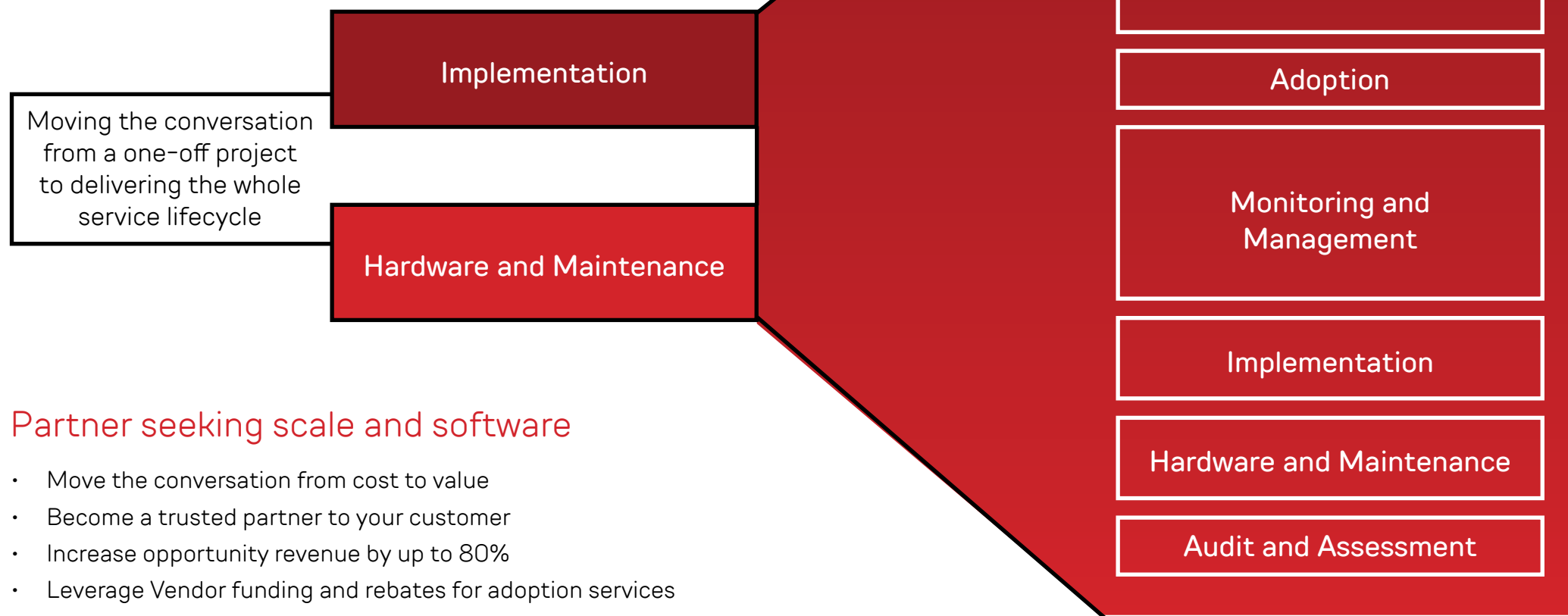
In Comms-care we have a partner that shares our same values and commitment to the end user experience, whilst providing an exemplary service. Our customers benefit from a high-quality support service delivered by a responsive and flexible team.

Tier 1 Managed Service Provider



## Scaling the opportunity further

Explore the wider service opportunity with your customer, expand your service portfolio by offering additional services from Comms-care which include assessments, adoption, monitoring and management. We also support customers analysing and reviewing their hardware estate for ongoing supportability, stability and security.



## Partner seeking scale and software

- Move the conversation from cost to value
- Become a trusted partner to your customer
- Increase opportunity revenue by up to 80%
- Leverage Vendor funding and rebates for adoption services
- Maximise on-going revenue by leveraging reoccurring billing



# Comms-care Multi-vendor Support Services

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