



Sparking Care Computer's Growth

Care Computers are an IT support and managed services company based in Windsor UK. Their primary product is friendly managed IT support along with project management and delivery. Complementary to this they supply their customer base with cloud services, connectivity, and other IT related procurement and services.

Quick Stats

- Partner Since: **2019**
- 2023 Revenue Growth: **46.44%**

The Challenge

- Care Computers had an Azure Virtual Desktop opportunity, but lacked prior experience and confidence with the product.

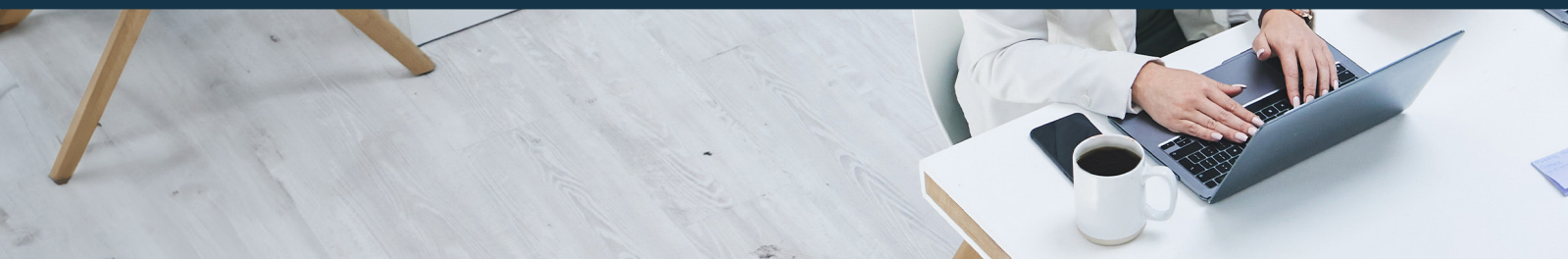
The Solution

- Our PRO team guided Care Computers through the project
- Care Computers used our other services to support their growth

“Infinigate Cloud have been there to hold our hand through learning how to work with new products we didn't have experience with. Helping us to deliver our first Teams Phone system and helping us learn how to manage the next Teams Phone system project ourselves. This was also true for our first Azure Virtual Desktop deployments.”

- **Peter Barsdell**, Technical Manager, Care Computers

Case Study



The Challenge

Care Computers were looking for help on an Azure Virtual Desktop (AVD) project for their customer who needed a small virtual desktop environment for a newly purchased product. Care Computers was initially hesitant to undertake the project due to their lack of experience and confidence in AVD. They began considering outsourcing the project to a third party. Upon discussing this with their dedicated Account Manager at Infinigate Cloud, they were introduced to our PRO pillar of support for assistance.

Azure Virtual Desktop

Azure Virtual Desktop is a flexible cloud-based virtual desktop infrastructure (VDI) platform that securely streams Windows 10/11 desktops and remote apps to users' local devices from Azure. AVD can be quickly deployed, fully optimised and configured with maximum control, to provide a secure remote working environment for you and your customers, offering them the same Windows experience as they would have on a local desktop or laptop.

[Learn More](#)



It's great to see our engineers feel more confident in growing their experience having someone who knows the technology leading them through their first deployment. In fact, that's how we normally work internally but when we don't already have an engineer internally with the experience it's nice to lean on Infinigate Cloud architects."

– **Peter Barsdell**, Technical Manager, Care Computers

Professional Services Offerings

Infinigate Cloud offered two options:

Option 1

To provide Care Computers with a Professional Services offering meaning that our cloud architects carried out the AVD deployment for Care Computers' customer.

Option 2

To guide Care Computers through the process, thereby enhancing their understanding and boosting their confidence for future deployments.

Care Computers opted for the second option and learn from our PRO cloud architects to guide them through the process, investing in a few days of professional services hours from Infinigate Cloud and involving several of their own engineers in the project. Although this approach reduced the profitability of the project, the knowledge and confidence Care Computers gained were of much greater value. They now have the expertise and assurance to handle AVD projects independently.

In fact, Care Computers have successfully completed over 10 projects since their first assisted deployment and AVD has become a consistent offering in their portfolio. The engineers at Care Computers have also benefited from this experience, by expanding their skills under the guidance of our cloud experts.

Customer Acquisition and Lifetime Value

Our marketing and sales support program, 'GROW', provides ready-to-go campaigns, and sales enablement tools – plus it's free to all Infinigate Cloud Partners. We also provide paid options for increased levels of support. Care Computers have been a GROW Premium Partner since the inception of the GROW Program and have been able to utilise resources such as blogs, emails, social medias and eBook content specifically related to AVD to generate new leads and uncovering cross-sell and upsell opportunities within their current customer base.

“We are very engaged with the GROW program, not only does it take a minimal amount of time for us to regularly post quality blog and social media content it also helps keep our account management staff and customers informed. Our account managers have used the content in conversations with customers, especially the eBooks. The eBooks are very professional, in our brand and the topics are always something we are actively trying to talk to customer about. Not only has this content helped us grow our existing customers it's also attracted new customers to us. It's great when a new customer starts the conversation with us quoting the content from our latest eBook or the blog.”

Continued Skill Development

Our award-winning partner education and development program, EDGE, delivers essential skill and capability development to our partners to ensure their teams have the knowledge they need to succeed, keeping customers secure and delivering solutions which help them achieve their business objectives.

Care Computers previously engaged with EDGE to train up their engineers for a Microsoft Teams Phone system offering, in the last 12 months, Care Computers has engaged in a further 9 courses with EDGE, to further Azure knowledge in the business.



“EDGE has been invaluable to us, supporting our engineers to build knowledge and confidence, we also had one of the engineers on the EDGE course which helped them through the training to get certified as AZ-104 – Microsoft Azure Administrator.”

– **Peter Barsdell**, Technical Manager, Care Computers

Case Study: **Care Computers**

Billing and Provisioning

CORE, our award-winning Infinigate Cloud marketplace and integrations platform, uses the latest technology to provide online marketplaces, service provisioning and billing automation for our partners to stay in control and streamline their operational processes, helping them save time and money.

“We use CORE for billing all our cloud services, though we do plan to bring this in house to simplify our own internal bundled billing models. CORE has been an excellent product for us to simply grow our cloud subscriptions without having to deal with the headaches of the billing and provisioning. Just login to CORE, select the customer, purchase the licence for them, at the end of the month they get the invoice, and the direct debit collects. Some customers even log in to our own branded customer front end and purchase the products themselves. CORE really helped us focus on ourselves instead of billing. Now that we are looking to bring our cloud billing in house CORE will still play a big part, it's easy to integrate with, and sync products and subscriptions into our PSA.”

“As the next big thing rolls out, we will be using EDGE to train our engineers, PRO to help us deploy the first couple of projects and streamline our processes, GROW to market it to customers and CORE to provision the services.”

– **Peter Barsdell**, Technical Manager, Care Computers

Let's Spark Your Growth!

At Infinigate Cloud we believe that value-add services are delivered by real people, supported by efficient systems. That is why every Infinigate Cloud Partner receives a named Account Manager, focused on your success.

Born in the cloud, before it was called the cloud, our heritage and experience alongside partner feedback and data insights shapes all elements of the value-add services we deliver through our partner programs – CORE, EDGE, GROW and PRO.

Our portfolio of services brings together cloud, managed and professional services, and an ecosystem of partners selected to help spark your growth and keep your customers productive and secure.

To take the first steps to becoming a partner, [visit our website](#), or [contact us](#) and we can work together to help you make the most of the Microsoft opportunity.

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