Idicos leverages Runecast Analyzer to help customers reduce risk, cut costs & grow their business.

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Company
Idicos GmbH
www.idicos.de
Industry – IT Services
Location –
Schriesheim, Germany
Employees – ~18
Overview
Idicos GmbH is a leading IT systems and services integrator for the German market.

"Being able to offer Runecast helps to position Idicos as a market leader that brings new technologies to help customers, resulting in greater trust and more business."

Dr. Michael Melter, Idicos Managing Director, Virtualization

Overview

Idicos was formed in 2001, when three founders with backgrounds in virtualization (VMware, Veem, Fujitsu) decided to provide high-level IT services to Germany, Austria, and Switzerland. The company has been successfully active ever since, with a primary business area of IT support for core systems, virtualization infrastructure, backup solutions and software development to simplify customers' business processes. Its business model comprises an approximate 50/50 split between product sales and services/consulting. Idicos employees are trained IT specialists or PhD scientists. For this case study, we spoke with Dr. Michael Melter, a Managing Director of Idicos who specializes in virtualization.

Challenge

Many IT-solution software providers do not understand the pain points experienced by partner resellers and their customers.

Growth. For most companies today, growth is strongly connected to investments in underlying IT infrastructure, such as more end-user services, faster and more scalable servers, and business process automation. All of these require IT offerings and expertise from highly qualified SIs and VARs.

Complexity. For virtualized environments, this means more Virtual Machines with additional (micro)services attached, as well as more data stored on vSAN clusters – leading to additional ESXi hosts, vCenters and vSAN storage. Any number of network issues from driver incompatibility to vSAN performance misconfiguration can lead to application latency, a bad user experience, or even the Purple Screen of Death and downtime for mission-critical operations.

Costs. These additional investments often overlook the time and costs associated to troubleshoot any issues that arise from the complex integration of these assets. In addition to the costs involved with reactive troubleshooting, 25% of downtime issues for a virtualized environment are caused by configuration errors (source: *Networkworld* server research) that can be avoided with the right proactive monitoring tools.

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HIGHLIGHTS

- Increased revenue via billable hours to fix issues discovered by Runecast

- Fair and lucrative partner commission model with many advantages

- Event leads and ad-hoc marketing support

- Fast response to requests for tech support or special pricing

- Direct feedback on product R&D based on customer pain points (e.g. BSI security standards)

Solution

Investing in risk mitigation can be a most-effective ROI-positive solution, since companies can save time and money and also protect critical revenue streams, customer relationships, and brand reputation.

To provide the best solution for its customers, Idicos began to offer Runecast Analyzer – a patent-pending, award-winning automated and predictive analytics, reporting, and remediation tool for Data Center Infrastructure Management (DCIM). Since 2016, Idicos has been able to leverage Runecast Analyzer to reach previously reluctant organizations by presenting an ROI-positive solution that works, which in turn provides Idicos additional opportunities with those clients – for example, billable hours to fix critical issues that Runecast Analyzer discovers, proactively, in customer environments.

The first Runecast Analyzer sale (approx. $10K) that Idicos made was a result of some issues the customer was having. "Runecast was demo'd on site, and it was easy to get budget for it at the IT level," said Dr. Melter, Idicos Managing Director. The Idicos success model with Runecast is "a mix of recommending, explaining, demo-ing, and new leads (mostly from events), followed by telephone and an online demo – unless it's a larger client, then it's a face-to-face meeting and demo on site." Idicos sells Runecast Analyzer as a standalone solution to VMware users (targeting IT engineers/admins) and reports that deals between 20-200 CPU sockets are, according to Dr. Melter, "a sweet spot" for Idicos.

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Partner Benefits

"Being able to offer Runecast helps to position Idicos as a market leader that brings new technologies to help its customers, resulting in greater trust and more business," said Dr. Melter. In one case, a customer requested that more of its environment be taken care of by Idicos, as the recommendation of Runecast made it clear that the Idicos team were the real experts.

The following are reasons that Dr. Melter detailed as to why Idicos offers Runecast Analyzer in its solutions portfolio.

Benefits for Idicos Customers

- ✓ Essential, high-quality solution that perfectly complements VMware
- ✓ Upon first scan, customers typically see a long list of issues needing resolution
- ✓ Improves security of virtual infrastructure by identifying issues/ failures early, to reduce impact
- ✓ Customers appreciate the ability to use Runecast Analyzer data for their audits
- ✓ Natural solution to bad experiences or fears with downtime, support, etc.
- ✓ A perfect extension of basic VMware Skyline capabilities (if using)

Benefits for Idicos

- ✓ Enables access to high-profile and larger-scale customers
- ✓ Lucrative commission model at the conclusion of contracts and contract extensions
- ✓ Fair partnership model, with many advantages for partners (e.g. no sales targets)
- ✓ Runecast is proactive about working directly with partners
- ✓ Ease of communicating to get special pricing on major deals
- ✓ Good, responsive tech support, which is critical
- ✓ No real competitors as Runecast Analyzer is unique
- ✓ Leads often provided by Runecast sales team
- ✓ Ever-increasing marketing support

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