

Google Cloud Solution Provider Transforms Its Business With PSA

BACKGROUND

White Stratus was founded in 2010 with the vision of becoming a leading global partner for enterprises moving to the Google Cloud. They now operate around the globe and work with an array of multinational organizations.

Over the years their business has grown by helping companies take advantage of the Google Cloud infrastructure and they have significant expertise and investment in the Google Cloud and Google Platform. White Stratus has operated in a diverse range of sectors but they are now looking to become more competitive, differentiate themselves from their competitors and continue to grow their business.

CHALLENGE

From a business standpoint, cloud services for basic G Suite is becoming a commodity, with limited added value that can be achieved for clients. White Stratus believes that after companies move their basic functions to the cloud they will quickly begin to move business applications to the cloud, as well. White Stratus differentiates itself compared to the technology-driven (offshore/nearshore) partners with a 'business first' solution offering. These low cost outsourcing companies are focused on just the technology and not integrating it with a business solution approach.

White Stratus' goal is to expand their ability to help agencies and consulting firms move complex business and workflow processes into the cloud.

WHY VOGSY

White Stratus has been a Google partner since 2010, so they were thrilled with the fact that VOGSY is built on top of the Google Cloud platform, especially since they have significant expertise and investment in Google technology. It was a natural extension for White Stratus since they already had deep expertise in the Google technology and it required minimal time for their teams to learn the VOGSY solution.

"VOGSY is all you need to run your services business from quote to cash. Unlike traditional PSA solutions, we put the professional at the center of technology. It is your single source of engagement for anything you need to drive the desired outcomes for your clients and for your own business."

Mark van Leeuwen, CEO
VOGSY

WHY VOGSY (CONT.)

"What we introduced with VOGSY is an entirely new approach for owners and executives of PSOs towards managing their businesses for growth. VOGSY is unique in that it has been designed for the new generation of professional services companies who are predominantly mobile, need real-time information and collaboration to make decisions for their clients while transforming the back end of the business," said Mark van Leeuwen, CEO of VOGSY. "VOGSY provides all the functionality that goes into running the entire quote-to-cash process. However, unlike existing products, we ventured from the notion that we need to put the professional at the center of technology. For that reason, VOGSY acts as a single source of engagement for all service professionals, giving instant insight and access to all data, documentation and decisions required to drive the desired outcomes for their clients and for their own business."

VOGSY's ability to enhance Google G Suite by adding project, budget and resource management made the partnership an easy decision for White Stratus. According to Zuber Vindhani, Business Development, White Stratus, "VOGSY allows us to go beyond basic Google G Suite functionality and build in sophisticated workflows and automation that help our clients tailor the platform to their unique business requirements. This increases the value of Google G Suite and helps their businesses run far more efficiently and improves overall profitability. Most of our client pain originates from disjointed systems and teams, so we're excited to bring this platform to the UK."

EXPECTATIONS

"Being a service-based consultancy, we recognize the pain unstructured growth can present to an agency. That's why we're delighted to team up with VOGSY to bring this innovative PSA solution to the wider professional services market," said Jaco Koppelaar, Managing Director, White Stratus. "Our years of enterprise-level cloud experience means professional services companies of all sizes can lean on us to deliver a solution that will vastly improve project management capabilities, automate swathes of manual tasks, gain real-time visibility on cash flow and utilization and ultimately, improve the bottom line."

Since White Stratus are themselves a professional services business, they immediately recognized the value in VOGSY and are using VOGSY to manage their own business and prepare themselves for future growth. What better opportunity than to have your consulting firm using the same solution that they are implementing for you.

There are many avenues for White Stratus to grow, through extending their current customers' functionality, attracting new Google customers who can benefit from a PSA solution and even converting non-Google users into Google users due to the added value of the VOGSY solution. White Stratus now has an opportunity to deepen their client relationships and help their clients grow while on their own quest to becoming a true one-stop-shop from infrastructure to core business applications.

"We are delighted to team up with VOGSY to bring this innovative PSA solution to the professional services market."

"But we are also just as excited about using it internally at White Stratus to help us delight our customers and grow our business."

*Jaco Koppelaar
Managing Director, White Stratus*