Pax8 Helps New MSP Develop Strategy and Provide Superior Service

THE PROBLEM
Finding a Reliable Partner for a New Company

In the summer of 2019, four of the country's leading regional IT firms merged to create a new managed service provider (MSP). Together, Capstone IT, Choose Networks, LIVE Consulting, and Networking Results became Iconic IT, an MSP that offers technology support services for small and medium businesses nationwide.

With four companies now under one roof, Iconic IT faced the task of standardizing and consolidating different practices to create a unified approach for their services.

This included developing a standard technology stack to offer their clients. It also meant choosing a cloud distributor that could not only deliver the best solutions for that stack, but also provide the type of support and relationships that could help guide Iconic as they grew.

THE SOLUTION
A Trusted Partnership with a Cloud Expert

LIVE Consulting, one of the Iconic IT's predecessors, had been a Pax8 partner for several years prior to the 2019 merger. With the new companies joining the fold, Iconic IT looked to Pax8 to handle cloud distribution and help create their new technology stack.

> " **Post-acquisition, we selected core partners to build the new company around. Pax8 was at the top of our list.** "
>
> — Nick Nyberg, VP of Sales for Iconic IT.

Starting with the Microsoft CSP program through Pax8, and going further with cloud security and backup solutions, Iconic IT valued the opportunity to work with Pax8 reps who were responsive, readily available, and able to provide key insights for technology decisions.

BENEFITS
A Standard Stack, Developed With Pax8

When Iconic IT compared the technology stacks of the four companies that had merged, they were surprised at the number of differences between them. In developing the new standard stack, Iconic IT's VP of Sales, Nick Nyberg, worked closely with his Pax8 rep and based his selections around products offered by Pax8.

> " **We truly believe in what Pax8 is building—the relationships that they have with vendors and the relationship we have with them. It's important for us to build our stack around the technology vendors that Pax8 offers.** "

At the same time, Pax8 was attentive to what additional solutions they could provide to meet Iconic IT's business needs, listening to their suggestions for new vendors and working to secure deals for new products like Zoom.

Platform And Integrations That Streamline Operations

Simplified billing through a centralized platform proved to be another significant benefit for Iconic IT when they partnered with Pax8. Being able to easily handle bills through a single pane of glass meant less hassle and time spent for their finance department.

> **Being able to audit what we're paying versus what we're using— which is not something we've had in the past—is a huge advantage that we get from Pax8.**

Iconic IT also utilized ConnectWise, a PSA integration offered by Pax8 that enabled them to bill, provision, and order all within the PSA interface they were already using.

Streamlining the day-to-day logistics not only alleviated many headaches for Iconic IT, it also gave them valuable time back so they could use those hours supporting their clients instead.

Relationships You Can't Get Anywhere Else

Above everything, the one thing that Iconic IT says they value the most about working with Pax8 is the relationships that bring them access and enablement.

> **"Pax8 really has our best interest in mind. They are in it for the long haul with us. That is true partnership. It goes along with our mantra of 'better together.'"**

By acting as a bridge between the MSP and vendors, Pax8 gave Iconic IT a "modern partnership" in which they could get everything they needed from their cloud vendors – and so much more.

In one instance, Iconic IT needed to consolidate their MPN numbers, a difficult process that requires direct assistance from Microsoft. After nearly giving up, Iconic IT reached out to see if Pax8 could help make it happen. Sure enough, reps from Pax8 were able to work with Microsoft and get Iconic IT what they needed, escalating their voice and removing the hassle of the process.

THE RESULT
An Ideal Partnership

In the same way that Iconic IT is focused on helping their clients succeed, Pax8 has focused on helping Iconic take off as a new company.
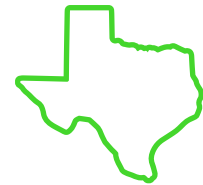
> **"It truly is a win-win partnership and one of our most valued partnerships that we have, which is why we continue to push as much business [to Pax8] as we can."**

Since the founding of Iconic IT, Pax8 has been there to provide a true partner experience every step of the way. With tools and support provided by Pax8, Iconic IT was able to standardize their tech stack, simplify their processes, and rely on a trusted cloud partner for anything that they needed.

ABOUT ICONIC IT

In July of 2019, four leading IT firms joined forces to create Iconic IT, a new managed services firm with a passion for enabling and elevating client success. Iconic offers a variety of comprehensive IT solutions, helping businesses find the right fit for their needs regardless of size or industry. With the presence of a nationwide company and the friendly, personalized service of a local firm, Iconic takes the stress of IT away from their clients, going above and beyond to help them succeed.

ABOUT PAX8

Pax8 simplifies the way organizations buy, sell, and manage cloud solutions, empowering our partners to achieve more with cloud technology. Our born-in-the-cloud platform modernizes the channel's cloud journey with consolidated billing, automated provisioning, and industry-leading PSA integrations. And our technology is backed by a partner experience that provides responsive support alongside the education and resources you need to grow your cloud business.

Headquarters

Texas

Pax8 Partner Since

JULY 2019

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