

# PAX8 ENABLES MSP'S CLOUD-FOCUSED INITIATIVE BY PROVIDING STRATEGIC PARTNERSHIP

## THE PROBLEM

### SUPPORT FOR AMBITIOUS GOALS

As cloud technology continues to advance for innovative businesses, [ManhattanTechSupport.com LLC](#) saw an opportunity. The market shift to cloud created a need for new solutions, including software licenses, cloud management services, and migration projects. Realizing the opportunities to drive incremental growth, ManhattanTechSupport created a strategic business focus on cloud technology.

**“We definitely took an aggressive stance as the public cloud began to evolve,” said Alexander Stavdal, Vice President of Strategy at ManhattanTechSupport.com LLC. “We familiarized ourselves with M365 Business Premium, Azure, and Intune, taking a very cloud-focused approach to our business.”**

Unfortunately, their distributor did not offer the level of service required to support this ambitious initiative. Without a dedicated contact who understood the company's background and goals, there was no collaboration on strategy.

ManhattanTechSupport was left feeling like just a number on a list of accounts. Additionally, their growing cloud practice was causing billing and invoicing to become a cumbersome task.



## THE SOLUTION

### A RELATIONSHIP BUILT IN THE CLOUD

To empower their cloud initiative, ManhattanTechSupport began searching for a distributor to enable them with advanced technology, dedicated service, and a collaborative approach. They heard many exciting things about Pax8 and wanted to learn more about this born-in-the-cloud distributor gaining the channel's attention. They discovered a company dedicated to enabling its partner community by offering best-in-class service, an expansive vendor offering, and integrations with industry-leading PSA tools. ManhattanTechSupport began working with Pax8 and quickly realized the relationship created an optimized experience.

“We were aware of Pax8 from seeing them at industry events and began having some initial discussions. We only migrated a portion of our licenses over at first, but we soon realized the incredible value of the partnership and quickly moved the rest of our licenses over to Pax8.”

## BENEFITS

### AN ACCOUNT MANAGER PROVIDING SUPERIOR SUPPORT

The relationship between ManhattanTechSupport and their dedicated Channel Account Manager (CAM) proved the superior value of Pax8 from day one. The CAM's deep understanding of their background, concerns, and initiatives allowed him to offer strategic recommendations and provide solutions unique to their situation, resulting in a long-lasting partnership that continually drives outstanding results. The CAM introduced ManhattanTechSupport to other departments within Pax8, facilitating collaboration for various projects and initiatives.

**“The ability to pick up the phone and talk directly to someone whose name we know and who understands our company is massive, since everything we do is strategic and long-term. Our CAM has introduced us to many Pax8 departments, providing several additional technical, billing, and marketing resources. The relationship-based sales approach has been beyond helpful.”**

## **BENEFITS**

### **INCREASED PROCESS EFFICIENCIES**

**“Our small number of seats at the time were already making billing reconciliation an enormous task. Additionally, we experienced bleeding revenue, wasted resources, and inaccuracies. The ability of Pax8 to alleviate these issues by integrating with our billing system was an enormous and immediate benefit from an efficiency standpoint.”**

The billing automation provided through the Pax8 Platform's integration with leading PSA tools was one of the most impactful benefits for ManhattanTechSupport. It allowed for efficient and exact billing, and eliminated the hours of manual work required for invoicing reconciliation. Previously a two-day task, billing is now an automated and simplified process, producing one consolidated monthly invoice, comprising all clients and vendors. The efficiency enabled ManhattanTechSupport's successful growth and stopped the revenue loss caused by human errors.

**“At the beginning of our partnership with Pax8, our cloud business was a quarter of the size it is today, and billing reconciliation was a two-day process. As we have grown, so has the breadth of our licenses. I cannot imagine the time manual reconciliation would take at our current size. The Pax8 PSA integration has definitely enabled our ability to scale effectively.”**

## **BENEFITS**

### **ADDED SUPPORT THROUGH PROFESSIONAL SERVICES**

Over the last few years, ManhattanTechSupport has performed many significantly sized Azure migrations for their clients. Knowing the amount of time and effort required, they leveraged Pax8 Professional Services to help facilitate some of these projects when required. The added staff, expertise, and resources increased bandwidth and optimized the process, allowing for quick and seamless migrations.

**“Leaning on the Professional Services team for our Azure migrations was valuable to ensuring successful completions. Their transparency, efficiency, and accuracy were extremely effective, and something we will leverage again in the future.”**



## RESULTS

### A DELIBERATE PARTNERSHIP FOR LONG-TERM GROWTH

Fueled by their dynamic partnership with Pax8, ManhattanTechSupport's business has grown by 400% since 2018. The automation available through the Pax8 Platform has streamlined their processes and increased cost-savings. The relationships they have formed throughout the company have enabled efficient Azure deployments and compliance archiving. As part of the Pax8 Advisory Council, ManhattanTechSupport collaborates on future innovative solutions and technology iterations with other top industry leaders, driving cloud technology transformation and impacting the channel. The alignment, enablement, and dedication ManhattanTechSupport received through Pax8 is exactly the type of strategic partnership they required. And with the launch of Pax8 in the UK, ManhattanTechSupport can now extend their superior, innovative solutions to their European clients. With Pax8 as their Wingman, ManhattanTechSupport.com LLC will continue scaling their co-managed cloud and infrastructure practice, resulting in incredibly successful growth.

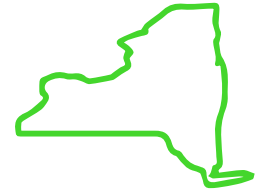
**“With Pax8, we know our feedback is welcome, heard, and taken seriously, which is not something you can say about other distributors. We are often included in meetings to collaborate on new and innovative solutions for issues directly affecting the channel. Out of all our relationships, the one we have with Pax8 is the most valuable.”**



## ABOUT MANHATTANTECHSUPPORT

ManhattanTechSupport is a New York City-based, multiple award-winning IT support company. They provide managed IT services, outsourced helpdesk, network, and cloud operations, cybersecurity solutions, and digital transformation services. As a flat-rate all-in-one technology partner, they make it easy for clients to reach all their information technology objectives. You can learn more about ManhattanTechSupport [here](#).

### Headquarters



New York

### Pax8 Partner Since

**AUG**  
**2018**

## 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 the Wingman Experience that provides responsive support alongside the education and resources you need to grow your cloud business.

**GET STARTED TODAY AT PAX8.COM**