

IT Services Firm Gains Competitive Edge by Partnering with Cisco

Partner Case Study



Cisco partner Tecnida closes 40 percent more deals with customised Cisco Smart Care Service offering for customers.

EXECUTIVE SUMMARY

Partner Name: Tecnida

Industry: IT Service Provider

Location: Barcelona, Spain

Challenge:

- Expand client base and acquire customers in new industries
- Differentiate business with unique services offering
- Help ensure highest quality care and network support for customers

Solution:

- Annual Tecnida consulting service maintains continual network improvement and visibility
- Cisco Smart Care Service provides reports to proactively verify network security and reliability
- Tecnida offers remote monitoring and maintenance under service-level agreements

Results:

- Boosted revenue, with 40 percent of Smart Care deals leading to additional business with existing clients
- Eased contract administration and network maintenance for customers
- Gained competitive edge and expanded client base

Challenge

Headquartered in Barcelona, Spain, Tecnida is a growing IT services provider specialising in telecommunications. Known for a personalised, high-touch services approach, along with extensive experience in IT engineering, Tecnida offers a range of professional services, from wireless and unified communications, to video conferencing and virtual private network support. Today, the firm's client base includes many large companies in various industries.

When Tecnida first launched in 2010, its founding members knew that a product-focused approach to meeting customer needs would not be enough to make a name for the company. Says Daniel Zamorano, director of sales at Tecnida, "We needed to differentiate ourselves with a unique professional services portfolio that would truly resonate with customers. That's why we decided that whenever Tecnida sells Cisco equipment, we would always make sure to package that product with a service."

As part of this strategy, Tecnida partnered with Cisco on a service offering based on the Cisco SMARTnet® Service, which provides device-by-device service contracts, as well as proactive diagnostics and real-time alerts on select devices with a device diagnostics feature.

Customers realised the value of this offering, and Tecnida was eager to take its Cisco partnership one step further. To grow the number and breadth of its customers, Tecnida expressed an interest in leveraging the Cisco® Smart Care service offering.

Solution

"We saw it as a great opportunity to strengthen our services portfolio," says Zamorano. "With the Cisco Smart Care Service, we could simplify our customers' contracts by delivering one service contract for each service level in the entire network. In addition, we found great value in the proactive network support we'd be able to provide." With this realisation, Tecnida's growth strategy took a new turn: sell as many Cisco Smart Care deals as possible.



“We consider the Cisco Smart Care Service to be one of the pillars of our success. It allows us to continually win new business, and we plan to position it strongly with our customers moving forward.”

Daniel Zamorano
Director of Sales
Tecnida

Today, Tecnida offers its customers a service based on the Cisco Smart Care Service, with its own premium services incorporated into the deal. Cisco provides next-business-day advanced hardware replacement on problematic or end-of-life equipment, in addition to networkwide maintenance, monitoring, proactive notifications, and remote remediation. Tecnida adds to this value by also providing its own annual or biannual consulting service focused on optimising the network.

“Once or twice a year, we run an analysis of our customers’ networks using the reports provided by Cisco, then meet with them onsite to go over our own detailed network report,” says Zamorano. “We show them all the instances and alerts that were flagged by the Cisco Smart Care Service and use that information to prevent similar issues from occurring. In the end, what they get is more efficient problem resolution and a better understanding of their network and what they can do to enhance it.” And for Tecnida, these business reviews open the door to additional up-sell discussions.

Results

The Cisco Smart Care Service has been a success with customers since day one. “Our customers appreciate the easier contract administration that comes with the Cisco Smart Care Service,” says Zamorano. “Plus, they have greater peace of mind that the network is running properly and being maintained with 24x7 support.”

The premium services that Tecnida offers on top of Cisco Smart Care are what allow the company to truly differentiate itself from competitors. “We offer full-service remote monitoring and maintenance under service-level agreements (SLAs), which we’ve found extremely important in winning new business,” says Zamorano.

Tecnida is pleased with the new business opportunities provided by the Cisco Smart Care Service. “At least 40 percent of our Cisco Smart Care contracts are helping close other opportunities in the marketplace, so it is certainly helping our deal flow as a whole,” says Zamorano. “We consider the Cisco Smart Care Service to be one of the pillars of our success. It allows us to continually win new business, and we plan to position it strongly with our customers moving forward.”

Next Steps

Tecnida currently has an established customer base in numerous industries, including industrial, automotive, pharmaceutical, and public sector, among others. However, the company plans to continue expanding to new markets, with a primary focus on higher education. “With the Cisco Smart Care Service, we’re able to extend the high quality care and attention that we’ve built our reputation on, and we look forward to the continued growth that our partnership with Cisco will undoubtedly bring our company,” says Zamorano.

For More Information

To learn more about Tecnida, visit: www.tecnida.com.

To learn more about the Cisco Smart Care Service, visit: www.cisco.com/go/smartcare.

Services List

- Cisco Smart Care Service
- Cisco SMARTnet Service



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV Amsterdam,
The Netherlands

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