

CASE STUDY

Data#3 accelerates service value and increases cloud billing efficiency with CloudBolt's Cost Management Platform

Data#3

Company Overview

\$2.2 billion
2022 Revenue

1,200+
Global Employees

Azure Expert MSP
One of only ~150 globally to receive
this designation

Data#3 is a leading Australian IT services and solutions provider, focusing on helping its customers solve complex business challenges using innovative technology solutions. With the trend of public cloud adoption in the past decade, Data#3 has invested in meeting the market by introducing strategic service offerings and obtaining significant attributions such as Microsoft's highly regarded "Azure Expert MSP". Now, in partnership with CloudBolt, Data#3's Cloud Services team is advancing its Cloud Resale and Cost Management capabilities to support the modern challenges of an advancing cloud landscape.



Working with CloudBolt has been a positive experience for all members of the Data#3 team, be it sales or service delivery."

Adapting to a changing cloud landscape

In recent years there has been a significant shift in what clients are asking of their cloud service providers. The rapid increase in cloud adoption has led to a higher focus on visibility into cloud spend and cost management for organisations. With this rise, businesses of all sizes are looking to their IT-managed service partners to help them proactively control and protect their cloud investments. Solutions such as managed cloud distribution (also known as cloud resale), FinOps services, and others - are in high demand. Global leaders in the cloud provider space, such as Data#3, are innovating through expertise, outcome-driven delivery, and a careful selection of partner technologies to support their customer base.

As an established service provider, Data#3 knows first-hand the complexities of managing organisational cloud costs. Over the past few years, the pressure to step in and support customers' cost management functions has mounted. In response, the Data#3 managed services team has invested heavily in developing their FinOps competencies and designing services that answer the call. [Data#3's Cloud Optimiser service](#) is a shining example of this investment. The Optimiser offering focuses on helping customers **"gain a deeper understanding of existing cloud services and provides in-depth visibility to consumption, preventing unnecessary expenditure through usage and billing trends."**

Need for sophisticated and unified cloud cost control capability

Phil Redmond has led the Cloud Services team at Data#3 for the past five years. In our conversation with Phil, he recalls that in 2021, his Cloud Management team faced a significant challenge; the well-known platform they leveraged to support cloud resale and cost management was not hitting the mark. As their services advanced, the platform's limited feature sets and functionality became apparent. Some of the primary gaps included,

- Reporting and optimization capabilities were limited and lacked feature consistency across clouds.
- Platform missed the self-service facility that internal and external stakeholders were looking for in day-to-day operations.
- Cloud billing administration was inefficient and required manual intervention from the team.
- Automation functionality was missing altogether, blocking avenues to expand delivery efficiencies.

These product gaps resulted in an increase in manual efforts and wasted cycles from the Data#3 team in a landscape where efficiency is a primary driver of success. In Phil's words, ***“the availability of suitably skilled resources, coupled with the continued growth of our business, required an increasing focus on automation across cloud management systems.”***

Data#3 team members and customers increasingly demanded more. Unfortunately, the support and responsiveness provided by their existing provider could not keep pace with the increasing requirements of customers and staff. By the end of 2021, Redmond and his management team had confirmed the current arrangements were no longer suitable, and that they needed to evaluate an alternate solution.

The search for a sophisticated and unified cloud cost control platform

In 2022, the team set out to research platforms better equipped to handle complex hyperscaler billing models and bring additional value to their cost-related service offerings. Working from direct customer feedback and FinOps market trends, Phil and his team compiled a 'best-case' feature set to guide their search, atop that list were the following criteria:

- **Data Processing at Scale:** As a cloud distributor (CSP), billing inaccuracies and slow processing times can harm the customer experience. The team knew it was vital that their billing engine be able to process large datasets quickly and accurately.
- **Elevated Optimization Analysis:** Data#3's "Cloud Optimiser" service is designed to go beyond the baseline IaaS savings recommendations that first-generation tools provide. Their next platform needed to serve as a magnifying glass to model estate-wide savings at scale and uncover hidden opportunities.
- **Provider-Focused Admin Functionality:** To effectively manage their global customer portfolio, Data#3 required robust management controls and capabilities - including multi-tenancy, margin and discount customization, currency conversion, access control, and more.
- **Advanced Automation Features:** As Data#3's customer base grows, it is vital to reduce manual processes and increase efficiency. These criteria focused on feature sets that enable faster, more consistent delivery across service lines.
- **Platform Customization:** The ability of Data#3 to create a bespoke and branded experience for its customer was another consideration. Platforms with extensive white-label functionality across the platform and artifacts reduce a fragmented customer experience and keep the Data#3 brand top of mind.



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- Phil Redmond,
General Manager Services,
Data#3

Delivering higher service value and increasing team efficiency with CloudBolt

With an understanding of what was required, Phil and the team met with a number of vendors that touted numerous capabilities. **"We reviewed the features and functionality of several cloud management platforms"** says Phil. This ranged from native tools offered by public cloud vendors, to cloud management platforms offered by specialist providers. Unfortunately, they quickly realized, whether due to features or price, that none of the contenders was the right fit. Phil states he was unwilling to make concessions for his team or customer base. **"I wanted a single solution. One vendor to work with."** Phil stressed, **"We were surprised at how few vendors offer both comprehensive infrastructure cost management together with automation and even governance capabilities."**

Continued research into a suitable platform, uncovered CloudBolt. **"We had initial conversations with CloudBolt, and we were ready to investigate the platform and features in more detail"** commented Phil. Seeing the technical capabilities firsthand, it was clear that the product checked all the boxes. Beyond functionality, what impressed Phil was the engagement his team received from CloudBolt. In his words, **"working with CloudBolt has been a positive experience for all members of the Data#3 team, be it sales or service delivery."**

By July 2022, Data#3 was confident they had found the partner they were looking for with CloudBolt and were ready to enter into a partnership that would greatly benefit the Data#3 team, as well as their customers.

Finding immediate value

Data#3 and CloudBolt wasted no time getting the partnership moving. Data#3's investment into the CloudBolt solution has quickly paid dividends in overall engagement compared to their prior vendor. **"My team is much more engaged and find CloudBolt much easier to use,"** comments Phil, **"The support we get from the CloudBolt team is just outstanding!"**

Additionally, CloudBolt did not limit support to the standard technical help. Instead, CloudBolt has been a sales enablement and solution development partner since day one. Phil notes, **"What we found when we started to work with CloudBolt is they went past just selling us an application platform and saying there you go."** By the end of 2022, Data#3 and CloudBolt finalized integrating their Cost Management Platform into their current offerings. CloudBolt worked intimately with Data#3 to perform sales enablement via the creation and delivery of sales training webinars, videos, enablement assets, and much more. Phil notes, **"What that means is that we have 100+ plus sellers across the country trained and ready to sell!"**



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General Manager Services,
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A forward-looking partnership

As we begin 2023, Phil, his team, and CloudBolt have a lot to look forward to - starting with the rigorous Azure Expert MSP renewal audit. The Azure Expert MSP is an accolade that little over a hundred providers maintain and is designed to recognise partners who embrace and embody the concept of the next-generation MSP. Being a validated Azure Expert MSP sets partners apart in an increasingly competitive market and helps customers easily identify highly capable providers. In Phil's words, ***“during that process, [the auditors] look comprehensively at how you're engaging with customers, and you're required to demonstrate the use of all the tooling features.”*** When asked about his feeling about the upcoming audit, Phil feels confident in a smooth renewal with CloudBolt as a partner. ***“CloudBolt has much more mature functionality,”*** he comments, ***“we're excited to demonstrate the customer service improvements we've implemented through the use of CloudBolt.”***

Data#3's service team has plans to expand their offerings in the coming months, with a focus on multi-cloud ***“We have brought new resources into our Microsoft practice,”*** Phil says, ***“and, we will be well and truly running with AWS in the early part of 2023.”*** With their adoption of CloudBolt, Data#3 is well positioned to bring their cost service offerings to support more customer outcomes across Azure and AWS. In addition, the roll-out of CloudBolt's Cloud Management Platform will add self-service and automation capabilities to the business. The shift to multi-cloud and automation services will profoundly improve the team's ability to service their current customer base, as well as acquire new ones.

As a business leader, Phil also looks forward to increased team efficiency as time progresses. ***“The features and increased levels of support CloudBolt provides will allow my team to spend more time focusing on the delivery of quality customer outcomes.”*** He adds, ***“CloudBolt is going to help us move away from the manual processes we have in place and drive efficiencies through automation. This is better for staff, better for customers and better for business performance”.***

With global economic headwinds and expertise scarcity, opportunities to do more with less at this magnitude are invaluable.

Whether through re-certification, increasing team efficiency, expanding solution portfolio lines, and more, CloudBolt is supporting Data#3 to continue driving necessary and valuable cloud outcomes for customers.

Data#3

A Leading Australian IT services and solutions provider, Data#3 Limited (DTL), is focused on helping customers solve complex business challenges using innovative technology solutions. Built on a foundation of over 40 years of experience, combined with world-leading vendor technologies, Data#3 delivers an integrated array of solutions spanning the cloud, modern workplace, security, data & analytics, and connectivity. These technology solutions are delivered by combining Data#3's services across consulting, project services, and managed services.

More information about Data#3 and its solution and service offerings is available at www.data3.com.au.



CloudBolt helps companies automate easily, optimize continuously, and govern at scale in hybrid and multi-cloud, multi-tool environments. Pulling together islands of automation, our framework helps unify disparate capabilities for DevOps, ITOps, FinOps, and SecOps. Backed by Insight Partners, CloudBolt has won numerous awards and has repeatedly been recognized as one of the fastest-growing private companies on the Deloitte Fast 500 and the Inc. 5000 lists. The company has found tremendous success in its global partnerships. A cornerstone of this success stems from the growing number of Managed Services Providers who leverage our capabilities to service their client base.

For more information, visit www.cloudbolt.io.

Solve your cloud ROI problem

Thanks to the early success Data#3 has experienced with CloudBolt, growth targets have been increased, sales and support teams have been staffed up, and the company continues to rapidly expand the value it brings to its customers.

Learn how CloudBolt can help you!

[Request a demo](#)

CloudBolt is The Cloud ROI Company™. We are singularly focused on solving the most pressing problem with cloud today: increasing return on investment (ROI). With the introduction of our Augmented FinOps capabilities, CloudBolt is leveraging AI/ML-informed insights and applying intelligent automation and orchestration proactively and retrospectively to make complete cloud lifecycle optimization a reality. CloudBolt enables organizations to realize the full potential of any cloud fabric by closing the “insight to action” gap. By streamlining, clarifying, and optimizing spend and control, we help organizations place value at the center of every cloud decision.

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