

Partner Success Story: About Invictus X

Summary



Company Name:

Invictus X



Business Type:

Managed Service Provider



Location:

Macarthur, NSW



Business Challenge(s):

- **Lack of Customer Ownership, Sales Targets and No relationship with Incumbent Telecommunications Providers**



Technology Solution(s):

- **VoIP, Connectivity, Infrastructure as a Service, Data Centre Services.**



Business Result(s):

- **Scalability, Improved Communications, Customer Experience**

Company Overview

Invictus X is an all-inclusive Managed Service Provider delivering top-notch IT services to over 200 organisations across Sydney. Their MSP utilises innovative technologies and proactive and strategic thinking to prepare their customers for the digital age. Their goal is to help their customers plan ahead to prevent potential IT problems from occurring. Their highly skilled team strives to make IT processes simpler and more flexible for their customers to reduce downtime and enhance overall productivity.



Pictured: William McCormack, (IT Systems Architect Invictus X)

Fundamental value, compromised

One of the core values that guides Invictus X is "Under Promise, Over Deliver". To maintain both a good reputation and their customers' trust, they must fulfill their commitments and meet or even exceed customer expectations. Without a reliable partner they can work closely with, it is difficult to keep this value alive.

The limitations brought by working with big telco players greatly affected their image as a reliable "one-stop technology provider" as there were many times when they were unable to meet customer demands due to neglect and lack of urgency on the large providers' part. Without a close relationship with third-party providers, they were merely the 'middleman' between their customers and large vendors, continuously stuck in long queues waiting for responses. *"Previously, our falling down was the fact that we had to rely on big telcos to deliver our promise. We're stuck in the queue along with everybody else. There was no relationship with the providers and their cloud systems."* McCormack added.

To strengthen their position as a trusted end-to-end IT provider, they needed a partner as agile and committed as themselves in delivering what they'd promised to their customers. And just when they thought that there was no company out there to support them, they found exactly what they needed at Hosted Network.

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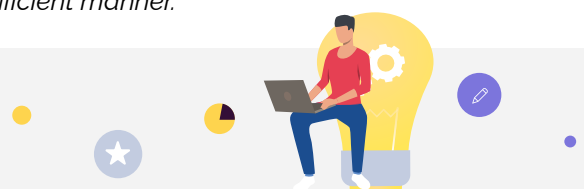
William McCormack
Invictus X

Delivering on commitments together

Not only Invictus X, but also their customers, noticed the difference when the company collaborated with Hosted Network. Their processes and internal systems improved, and all the headaches brought by the inefficiency of working with different market players were alleviated. Invictus X no longer had to depend on various providers, which often resulted in nonstrategic and inconsistent solutions that did not support the long term goals of their company or their customers.

Invictus X goal to be a reliable one-stop solution provider is now strengthened by working with a vendor who can deliver their services efficiently, and dependable and proactive enough to provide them the relevant support to maintain their MSP's nimbleness and credibility. *"Over the years, we have worked with other providers but not on the same level in any way that we have with Hosted Network. We've always been out there looking for the right company to partner with and there's never been anyone that has done the full package. The fact that Hosted Network has been able to provide us with pretty much everything I would say that we've ever really needed, in terms of voice, data, SD-WAN, hosting, it has been a game changer for us and it's been a fantastic experience,"* McCormack added.

Shifting from middleman to frontline, Invictus X now have full control of their customer relationships. Partnering with Hosted Network filled the large gap in their service delivery that they couldn't address while working with larger providers. This improvement in their MSP's efficiency helped them gain their customers' trust and enhanced their team's capability in providing better customer support. *"Now [Invictus X customers] they truly can come to us for all their issues and we, internally, are now able to provide the answers and the solutions and fix the problems in a much more streamlined and efficient manner."*



The benefits of automated tools and support from Hosted Network

Partnering with Hosted Network goes beyond bringing the right solutions for their partner MSPs. It's also about providing them with efficient tools and consistent support to ensure growth and profitability. The availability of automated tools developed by the Hosted Network Development Team helped Invictus X in simplifying service qualification and provisioning processes- including SIP trunking, connectivity, infrastructure and SD-WAN. This ability allowed them to consistently be on top of all their deals and meet end-customer expectations.

If further assistance was needed outside the tools' capabilities, they could always call Hosted Network for solutions, rather than being fully dependent on third-party providers, where they were often transferred to various call support agents, and received inaccurate information.

Opening more opportunities

A further downside of not owning customer relationships is the inability to nurture them therefore losing the opportunity to increase revenue. Without third-party providers holding them back, Invictus X has complete control of the services they deliver to their customers and a trusted partner their team can depend on for quick provisioning and reliable support.

This helps them make the most of each deal, maintain customer relationships, and earn more than just one-off commissions from their current providers. With Hosted Network, there's no pressure to meet sales targets whilst still having their team carry the...

responsibility of supporting the services as well. *"Hosted Network has really opened up opportunities for us. It's given us an additional revenue stream. There wasn't a solid opportunity for that [additional revenue] while we were working with third party providers. With the efficiency of Hosted Network's solutions, we were able to engage our clients and secure our standing as their reliable tech partner."*

A partner they can trust

With Hosted Network, there's no issue too big or too small when it comes to helping their partners. Although we live in an unpredictable world, Invictus X is confident they have a dependable partner when problems arise. The strong relationship they were able to build with Hosted Network and the guaranteed end-to-end support from their team were the things that set them apart from Invictus X' incumbent providers.

Hosted Network do more than just listen, they make the effort to understand problems and feedback and, most importantly, seek solutions and take action. *"I ask questions that I don't think I'm going to get the answer for, but you guys actually do the research in the background and come back to me with either a yes or a no or it's in the pipeline. It's not ignored; it's a great thing!"*

McCormack added.



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McCormack
Invictus X

About Hosted Network

Everything we do is based around building solutions for our partners to enable them to grow and succeed.

Starting off as a traditional MSP in 2003 and launching a number of direct to market cloud offerings, we quickly gained traction in the SMB market and were approached by a number of other MSPs asking if we could provide our services at a wholesale level.

We quickly realised a gap in the market for wholesale cloud services designed for MSPs to grow their service offering and reach new markets.

In 2013, Hosted Network transitioned to an entirely channel-only model, working hand-in-hand with MSPs to grow their business and win new deals.

Since then, our success is credited to and driven by the success of our partners. This has led to us adopting a simple mantra of **BUILD – GROW – SUCCEED**. Building successful partnerships and solutions, growing together, succeeding together.

For More Information:

To find out more about Hosted Network products and solutions, please visit



Call our friendly Sales team on
1300 781 148 option #1



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sales@hostednetwork.com.au



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