



Case Study | **Evolve IT Australia Rides Digital Transformation Wave with Parallels**

Melbourne-based IT consultancy taps new Parallels Partner Program to enhance portfolio of services and drive business expansion.

Business Situation Summary

Evolve IT Australia is an award-winning IT services company based out of Melbourne. The company has a long history of providing innovative and effective managed technology and support to small and mid-sized companies throughout Australia. Established as a family business back in 1993, Evolve IT Australia continues to deliver the latest digital transformation solutions to its clients while keeping up with the latest technology trends.

Solution Summary

The newly upgraded Parallels Partner Program is re-designed for the evolving channel landscape and a new breed of channel partners committed to helping their customers succeed in cutting-edge technology, such as enterprise mobility and cloud computing. Centralized tools and dedicated channel support help channel partners cut operating costs, accelerate sales growth, and increase profit margins.

Results Summary

By embracing the new Parallels Partner Program, Evolve IT Australia has expanded its portfolio of managed service offerings to successfully deliver more impactful cloud and mobility solutions to a broader group of customers. The company has seen 20 percent year-on-year revenue growth for the past three years, doubled its staff, and is on track to further expand its services to cover more cities and territories in Australia.

Introduction

Established in 1993, Evolve IT Australia is an award-winning IT services company based out of Melbourne. The company has a long history of providing innovative and effective managed technology and support to small and mid-sized businesses throughout Australia.

Evolve IT Australia believes in adopting innovative approaches to help clients solve genuine business problems by putting together impactful IT solutions.

“We’re not a company interested in just slapping together a few software tools and calling it a solution,” said Bernard Moran, general manager of Evolve IT Australia. “This isn’t helping anyone and certainly not bringing any positive business outcomes for our clients. The IT challenges that many businesses face today require more than Band-Aid solutions. That’s why we pride ourselves on a close partnership with our clients to resolve their business pain points through the focused application of technology solutions.”

In particular, the company helps clients demystify the cloud by putting together simple-to-use cloud computing solutions that empower them to be more agile and secure while reducing IT costs.

“Thanks to the power of cloud platforms like Microsoft Azure and Amazon Web Service™, we can quickly deploy and implement customized solutions such as Office 365 and Parallels® Remote Application Server,” Moran added.

Evolve IT Australia serves clients across all industry verticals, including distribution, manufacturing, finance, real estate, medical, and legal, as well as many charities and not-for-profit organizations. Over the years, they have developed bespoke IT solutions for hundreds of clients across Australia, managing thousands of technology assets.

Business situation and challenge

While Evolve IT Australia has enjoyed consistent business growth since inception, the IT landscape in Australia is becoming increasingly competitive and complex. Many channel resellers are being kept on their toes as they attempt to scale up to provide higher-value services to secure reasonable margins, while others find themselves running after volume sales to cover low margins.

During this industry-wide disruption, the traditional challenges that channel partners grapple with persist.

For example, consider the following classic dilemma: a great software engineer may not be the best at sales, while a great salesperson may not effectively understand the technical wizardry behind the products he or she is selling. This means substantial investment in constantly training and re-training all staff to ensure that staff teamwork is seamless and skillsets are kept up to speed.

Partners may also find marketing and business development efforts a challenge due to the breadth and depth of products and solutions they offer. In these cases, they will typically leverage the resources of vendors like Parallels in areas such as the production of marketing materials and collaterals, new product demonstrations and training for its staff, and technical documentation and support for end users.

Despite these challenges, Evolve IT Australia remains committed to delivering nothing but the best IT solutions tailored for its customers' business needs. According to Gartner, IT spending in Australia is projected to rise to almost \$85 billion AUD in 2017, and Evolve IT Australia is determined to emerge as one of the industry's success stories.

“Much of our success is driven by word-of-mouth referrals, and most of our clients are recommended by people who love who we are and what we do,” said Moran. “With the right partnership and support, we're confident that we can grow to greater strength in the coming years.”

“Parallels has always been a steadfast partner and an integral part of our success, so we're happy to see them constantly making enhancements to how they collaborate with partners for mutual success.”

Tapping on the upgraded Parallels Partner Program for business growth

Launched in November 2016, the upgraded Parallels Partner Program and portal is a simple, fast, and cost-effective way for Parallels Partners to accelerate sales growth and increase profit margins.

The upgraded Parallels Partner Program instruments allow partners like Evolve IT Australia to leverage a “one-stop shop” approach, using the following key features:

- Partner Business Plans to assist resellers in setting targets and tracking progress in real time
- Partner Readiness with a built-in Learning Management System (LMS), where partners can get technical and sales certification while checking their certification status
- Partner pipeline management—including Deal Registration and Lead Acceptance & Renewals Management—fully integrated with Parallels Customer Relationship Management (CRM) portal
- Single source for the latest Parallels Remote Application Server (RAS) licensing, technical support, and sales and marketing materials for partners' consumption
- Two-way partner communication platform with automated notifications

Having been a Parallels Partner for the past nine years, Evolve IT Australia welcomed the improvements with open arms.

“Parallels has always been a steadfast partner and an integral part of our success, so we’re happy to see them constantly making enhancements to how they collaborate with partners for mutual success,” said Moran.

The Partner Program also saw Parallels working closely with Evolve IT Australia to design and tailor solutions for focused business applications, resulting in large, successful deployments that would otherwise be too complex for any single party to handle.

“One of our first big wins together in Australia was a client that needed remote application delivery for 1,000 seats across 90 sites in the country,” Moran recalled. “Our partnership has gone from strength to strength since then.”

“Most recently, we collaborated with Parallels to deploy its Remote Application Server to deliver business-critical apps to more than 100 end users in the Victorian Aboriginal Community Controlled Health Organisation (VACCHO), with several hundred more in the pipeline, up to a total of 1,500 seats across the state of Victoria,” Moran added.

The fact that Parallels RAS is already a strong market-leading solution was another key factor for Evolve IT Australia’s success. In fact, Parallels RAS was recently ranked by IDC as a “Major Player” in the worldwide virtual client computing software space, receiving praises for its simplicity and integration with other platforms.

“Our clients loved the fact that Parallels RAS was so disruptively simple to set up and easy to use, and really affordable compared to competing solutions,” said Moran. “Parallels RAS supports both Microsoft RDS and major hypervisors, so it could also be seamlessly integrated into most of our clients’ existing infrastructure, further adding to their cost-savings.”

Revenue on track for double-digit growth

Thanks to the support of key partners like Parallels, Evolve IT Australia’s revenue has grown 20 percent year-on-year for the past three years, and it’s on track to achieve the same growth this year.

To keep up with its business growth, Evolve IT doubled its staff in those three years, which is a great testament to the continued faith and trust its clients have in them and the service they provide, allowing them to grow their operations consistently.

“One of our favorite features of Parallels RAS is its low total cost of ownership, which often allowed our clients to have leftover budget from their deployments,” said Moran. “This is where we can recommend additional value-added services and further increase our profit margin potential.”

Kevin Greely, general manager of Parallels Asia Pacific, said, “Parallels is 100 percent committed to the success of channel partners like Evolve IT Australia. Our Parallels Partner Program is strong evidence of our drive to help our resellers accelerate sales growth and increase profit margins.”

“Partners can take advantage of our free online technical and sales training and certification, and we provide not-for-resale licenses for their internal use. We also have a vast library of sales materials and guides to help partners drive new customer business conversations and sales,” Greely added.

Through several strategic partners, Evolve IT Australia is on track to expand to more Australian territories and cities over the next few years. The company intends to continue letting its good work speak for itself, attracting new business that way and growing alongside long-term partners like Parallels.

