



Connection
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Gold
**Microsoft
Partner** | **Azure
Expert
MSP**
Microsoft

Client: Bridgetree

Industry: Marketing

Size: 250 employees

Profile: International marketing and data analytics organization that focuses on delivering outcomes that matter to marketers through profitable customer acquisition, development, and retention

CASE STUDY

Unlocking the Full Potential of the Azure Platform

Teaming Up with the Right Managed Services Provider Can Make All the Difference

The Challenge

When Folko Kleinitzke, Director of System Services, joined Bridgetree, he saw several opportunities for improvement in the way Bridgetree was managing their workloads. Right away, he realized they needed to unify their IT processes and tools, and he suspected that they were not getting the most out of their Microsoft Azure environment.

Bridgetree is an international marketing and data analytics company that works with their clients to help them better understand their customers through various marketing strategies and data insights. As an information-driven organization, Bridgetree hosts a significant amount of data on-premises as well as in the cloud, and Folko wanted to be sure their licensing for SQL and Azure were optimized.

The Solution

Folko first reached out to his Account Manager for guidance on Bridgetree's existing SQL licensing. Once they had the SQL licenses resolved, the Connection team recommended exploring Bridgetree's Azure instances—and Folko agreed. He and his staff needed more visibility and access to the Azure environment than their current CSP partner provided, and Folko believed he could lower overall costs for the company as well.



Bridgetree estimates that they're paying about 10% less for their Azure services—so they now have more resources for strategic IT projects down the road.



“The Connection experts are more like my co-workers than vendors. When I have questions, I can ping them on Teams, and they respond right away.”

Folko Kleinitzke
Director of System Services
Bridgetree

Connection completed a Virtualization Assessment to help give Folko a clearer picture of Bridgetree's Azure environment and to make recommendations for how to structure further additions down the road. The team then came up with a migration strategy and worked with Folko to test and refine it, ensuring the new environment on Connection's platform would function just as Bridgetree needed. “Connection really did a great job planning the migration,” Folko said. “We dug fairly deep into options and pricing. It was a complex project, but the team ensured it all went smoothly.”

As an Azure Expert MSP, Connection will continue to support Bridgetree's workload and cost optimization. Connection will also provide cloud security and compliance alerting, a self-service platform for actionable governance, and enhanced 24x7 access to Azure experts.

The Results

Working with the experts at Connection's Cloud Center of Excellence, Folko and his team now have more clarity and insight into Bridgetree's Azure usage and costs. They have access to the cost management portal with full billing transparency, where their previous partner had only delivered generic invoices. Now, they have a holistic view of their Azure environment and can make adjustments themselves, rather than asking their CSP partner for access. As they decide to shift other workloads to the cloud, Bridgetree can count on Connection for guidance on how to optimize, as well as to keep their Azure environment secure through Connection's Cloud Managed Services.

Folko estimates that they're paying 10% less for the same Azure services than they were with their former partner, which means his team now has more resources for strategic IT projects down the road. With access to costs and billing, they can also provide better cost analysis to their own customers. All in all, Folko has been very satisfied with Connection and feels almost as though he's added new members to his own IT team. “The Connection experts are more like my co-workers than vendors,” he said. “When I have questions, I can ping them on Teams, and they respond right away.”

Folko and Connection are already discussing next steps for Bridgetree's Azure environment, supporting the team as they continue to find new and exciting ways to deliver timely, data-driven insights to customers.

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