



# MJ Flood Technology



## The Client

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MJ Flood Technology is a leading provider of total ICT solutions and support services across Ireland and the UK, specializing in connecting people, processes, and technology to help organizations capitalize on the disruptive, digitized world. The company has addressed the constant change by pre-empting market change by continually innovating to keep the customer at the center of everything it does. It offers services and solutions such as IT infrastructure, virtualization, unified communications, mobility, cloud services, professional services, and IT managed services.

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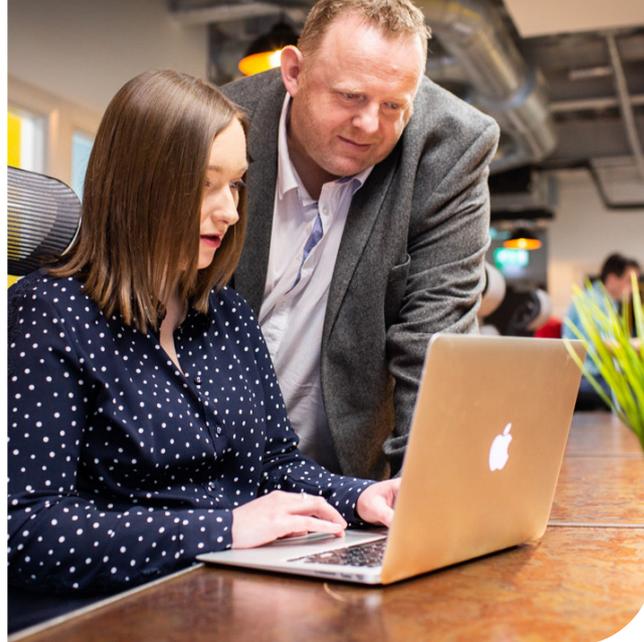
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# The Challenge

Anticipating the fast-growing customer demand for cloud services and to maintain a close customer relationship, MJ Flood Technology partnered with Microsoft and are now a leading Direct CSP provider delivering Office 365 and Azure-based Cloud Solutions.

Like many cloud providers, MJ Flood Technology reached a point where the management of these services was becoming a challenge. They knew that the amount of data that needed processing would become unmanageable and could affect growth and profitability.

Before Cloudmore, MJ Flood Technology managed the billing of their Microsoft Services manually. They sought to simplify the complexities of Cloud billing by introducing a commercial model where they were invoicing customers quarterly in advance based on consumption from the last month of the previous quarter. They then manually reconciled Microsoft data from the Microsoft Partner Centre to get a more accurate view of the actual usage.



One of the significant challenges of Office 365 billing is applying the same rules and logic to the sales price as Microsoft does for the cost price. Without that direct relationship, providing accurate billing to customers, finding margin leaks, and reconciling your supplier costs becomes almost impossible. James Finglas, at MJ Flood Technology, describes this process **“Managing billing was a challenge, it was prone to error and required the attention of the Finance and the Services team to complete.”**

Without a customer self-service portal, managing customer requests for a subscription service is a challenge. Often these requests are relatively easy to process, but due to the need to access the Vendor control panel, this can be time consuming for support staff. The combination of large customers and user-based services such as Office 365 can create a high volume of tickets eating into precious service margin. James continues, **“Customers had to log support tickets with us to make simple adds moves and changes. To speed up this process and offer customers visibility, we required a self-service portal.”**

## Choosing Cloudmore?

MJ Flood Technology inevitably reached the infection point that all cloud service providers get to, depending on their growth transaction value and available resources, and decided it was time to automate billing and provide a much-needed customer self-service portal. When researching a solution MJ Flood Technology reviewed several platforms. Again, leaning on their ability to see the way the market was heading, MJ Flood Technology needed a solution that was going to be fit for purpose for both now and into the future. After an initial visit, sometime before the actual sales engagement, to meet the team at MJ Flood Technology Mark Adams, Chief Customer Officer at Cloudmore recalls' **"MJ Floods Technology vision for their Cloud offering felt more mature and complete than many I have heard and I felt there was a great opportunity for Cloudmore to add value in a long term partnership"** James adds, **"Cloudmore was not just Microsoft focused, we could see the potential to bring other services into the platform."**

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Referring to his initial experience of the Cloudmore engagement process, James Finglas commented, **"It was very straightforward and uncomplicated. We felt there was a strong focus on partnership; we were impressed."**

# The Solution

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MJ Flood Technology quickly understood the importance of strong integration between vendor and the Cloudmore platforms. This is especially important with the Microsoft Partner Center where it is always possible that MJ Flood Technology personnel can make changes in both Cloudmore or the Partner Center. Having the two-way synchronization means that changes from either side are always synchronized eliminating the risk of missing a billing event. This is one of the main benefits for MJ Flood Technology. **“Accuracy is key, Cloudmore provides confidence internally that billing is correct, and it’s based on what’s consumed. Everything is accounted for in Cloudmore, where previously we were constantly concerned that we had missed something,”** states James.

Another essential part of the solution was to offer a white-label, MJ Flood Technology branded customer self-service portal. One of Cloudmore’s ongoing goals is to simplify the sometimes-complicated process of managing a cloud solution. Many of MJ Flood Technology’s customers are now using the self-service portal, which James says has been **“very well received. It gives the customer more confidence in where they are, and if they need to, they can take action and make changes on-demand.”** The self-service portal can not only increase customer satisfaction but can significantly reduce support costs, so it is a win-win.

Another major added benefit for MJ Flood Technology is the visibility Cloudmore provides internally, **“The big change that Cloudmore has made is providing visibility to account managers and the sales team, of what services customers are using.”**

# The Future

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One of the biggest challenges for customers to move to a public cloud solution like Azure is managing the potential cost risk. The more you use, the more you spend. Because Cloudmore provides visibility of consumption, as well as tools to set spending limits and granular spending warnings, these and other management features of Cloudmore are very important for MJ Flood Technology’s future vision of providing additional value for Microsoft Azure. James states **“The immediate priority is to increase confidence around Azure, using Cloudmore to keep customers advised on their consumption.”** James went on to say: **“As one of the top Microsoft resellers in Ireland of Microsoft Teams Voice services, we see Cloudmore having a very important role in the provisioning and the management of that service.”**

Building out the Cloud offering beyond Office 365 and Azure to increase both share of customer wallet and increasing recurring revenue very important to MJ Flood Technology. **“...more strategically and longer-term, we will be adding more services to the platform, extending self-service beyond the Microsoft piece.”** comments James.

Further quote, **“We see Cloudmore to be a critical part of this successful adoption of teams for voice services.”**



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