



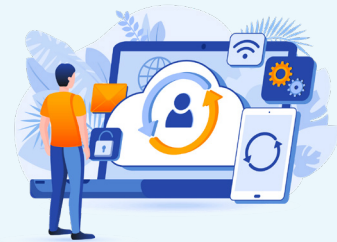
NEXTGEN Group partners with NZ MSP GoCloud

About the customer

As one of only four AWS Advanced Partners headquartered in New Zealand, GoCloud Systems is a consulting firm delivering technology, innovative customer experience solutions and managed services. With AWS as their primary strategic cloud partner, GoCloud Systems creates tailored solutions designed to accelerate the digital transformation for New Zealand Government Departments, non-profit organisations, and the private business sector.

GoCloud Systems has adopted Amazon Web Services (AWS) as its cloud provider, leveraging the power of AWS to transform its business operations. The company utilises a range of AWS services, including Amazon Simple Storage Service (S3) for data storage, Amazon Elastic Compute Cloud (EC2) for compute resources, and Amazon Virtual Private Cloud (VPC) for secure network isolation.

When the time came to find a reliable solution to manage its customer support operations, GoCloud Systems turned to Amazon Connect, a cloud-based contact centre service from AWS. Amazon Connect offered the ideal solution for GoCloud Systems challenge while managing costs and ensuring simple scalability. With Amazon Connect, GoCloud Systems can now quickly and easily set up a modern contact centre, complete with advanced features such as automatic call distribution, call recording, and real-time reporting. The company can leverage the flexibility of AWS cloud to ensure it can keep up with its customers' growing needs.



The Challenge

GoCloud Systems is a small but ever-growing business. Like many small businesses, Go Cloud Systems struggles to compete at scale against bigger firms who have fortified backend processes, disproportionately larger resources, and tech-fluent providers born in the cloud. That's why it made business sense to partner with NEXTGEN Group as their chosen Channel Services Provider.

For a small business, navigating AWS can be time-consuming. And GoCloud Systems, similar to other small AWS partners, was unmanaged and lacked the internal resources needed to remain competitive in the marketplace. That's where NEXTGEN Group came in.

NEXTGEN Group offers strategic channel services that connect across our Group in a one-team approach. We combine our suite of sales enablement, marketing, advisory and billing services to help businesses manage, deliver, and grow their company in APAC, all with one point of contact. This reduces the time and complexity of establishing and building your business, so Partners can focus fully on delighting customers. Whatever your needs as a Partner, we tailor our Group services to fit your goals.

Without this partnership, GoCloud Systems' Products and Services Manager, James Pettitt says they would never have reached the AWS Advanced Partner Tier, which has had a profound impact on transforming their business goals and elevated their market position. Especially against larger competitors.

The Solution

NEXTGEN Group appoints a dedicated Partner Development Manager (PDM) to all Partners. We understand the growth of AWS can be overwhelming to manoeuvre. GoCloud Systems attests the expansion in their AWS practice to the guidance of their PDM. Our Partner Development Managers provide extensive business development support, including market analysis, competitive insights, and go-to-market strategy development.

They do this through:



Sales support:

They work with partners to create sales strategies and provide support throughout the sales process. Including training, lead generation, and deal support.



Marketing assistance:

The AWS Partnership Development Managers help partners generate marketing plans and execute campaigns that drive demand for AWS solutions. This includes co-branded events, webinars, and digital marketing efforts.



Financial incentives:

PDM's are also equipped to provide partners with access to financial incentives and programs that help accelerate their AWS practice growth with training and certification programs, joint marketing funding, and deal registration.

With their PDM's guidance, GoCloud Systems has been able to successfully identify new business opportunities and develop a comprehensive AWS strategy, positioning the company for growth and success in the AWS ecosystem.

'The AWS knowledge and insights from our Partner Development Manager at NEXTGEN Group was invaluable in helping us grow our AWS offering and become an AWS Advanced Partner'.

James Pettitt, Products and Services Manager, GoCloud.

'Our Partner Development Manager and NEXTGEN Group's support services helped our business grow quickly within AWS', James explained. 'We were able to achieve Advanced partner status within 6 months. For GoCloud Systems, it's like having a personal AWS consultant. In addition to fortnightly calls, their PDM and team at NEXTGEN Group are super responsive to GoCloud Systems.'

'I have a very proactive approach. It's why I'm passionate about working with customers like GoCloud who are small but mighty and receptive to new ideas. James and his team at GoCloud are completely dedicated to delivering the very best solutions for their customers, which is why I get excited about helping them on projects'.

AWS Partner Development Manager, NEXTGEN Group.

Our Partnership Development Managers take a comprehensive approach to your success. Using NEXTGEN Group's Accelerate Program, GoCloud Systems was able to fast-track their journey to becoming an AWS, GTM ready partner. The program has been designed to help partners achieve their AWS Partner Network goals in a shorter time frame. The program includes 5 key milestones, each tailored to the individual partner, with a focus on setting the foundation for success from the beginning.

It includes a Cloud Enablement Engine workshop, which provides a clear GTM strategy from a technical lens, as well as technical validation and mapping of AWS competencies and service delivery programs. The procurement path will also be evaluated to identify contract vehicles for selling into the public sector, and GTM readiness will be addressed to ensure the partner is confident in presenting their value proposition to the market.

With NEXTGEN Group's support, partners can become GTM ready and eligible for AWS opportunity sharing in just 4-6 months, compared to the average 18-24 months on their own.

In addition to business development, NEXTGEN Group offers technical expertise and guidance on AWS best practices with a dedicated AWS Solutions Architect. NEXTGEN has worked closely with GoCloud Systems' technical team to help optimise its AWS environment, improve its security posture, and ensure the company's AWS solutions comply with AWS policies and programs. James at GoCloud Systems, says it's like having an AWS specialist team member.

Larger companies have the luxury of employing internal solution architects. Partnering with NEXTGEN Group and working directly with their appointed Cloud Solution Architect, saved GoCloud Systems that additional headcount.

Results and Benefits

NEXTGEN Group's unwavering commitment to customers such as GoCloud Systems does not go unrecognised. CEO David Brabant credited NEXTGEN with assisting the company in launching ten new opportunities, which played a crucial role in their successful advancement to the next AWS tier. NEXTGEN understands the importance a Partner's involvement plays in AWS Partner Programs in building their technical expertise, gaining sales and marketing support, building a robust solution differentiation, and accessing new business opportunities. For GoCloud this had been evidenced in a 70% increase in revenue growth.

'Working collaboratively with a Cloud Solution Architect at NEXTGEN Group gives us immediate access to a wealth of AWS knowledge and technical experience. As we continue planning for future growth, we're excited about reaching the next AWS tier with the ongoing support from NEXTGEN Group'.

James Pettitt, Products and Services Manager, GoCloud.

The services of NEXTGEN Group go beyond AWS technical support. Through their partnership with NEXTGEN, GoCloud Systems gained access to NEXTGEN's in-house, IT-specific, marketing agency. The agency brought a fresh perspective and expert knowledge to the table, helping GoCloud Systems refine their messaging and positioning in the crowded cloud computing market. With their deep understanding of the industry and target audience, the agency was able to develop effective marketing collateral that engaged GoCloud Systems' target customers.

The marketing agency also helped GoCloud Systems streamline their marketing processes, freeing up valuable time and resources for the company to focus on their core competencies. The agency provided comprehensive and integrated services, including market research, messaging and branding, content creation, and lead generation. With their support, GoCloud Systems was able to launch their product successfully and quickly establish a strong presence in the market. GoCloud Systems' first digital outreach campaign with NEXTGEN led to 47 leads and 6 meeting requests in just two months. This work has enabled GoCloud Systems to not only reach their goals but also build a solid foundation for future growth.

Executive Summary

NEXTGEN Distribution continues to work closely with GoCloud Systems, helping the company expand its use of AWS services. The company has leveraged the power of AWS to improve its security posture, increase operational efficiency, and enhance customer experiences.

GoCloud Systems' success story is a testament to the value NEXTGEN Group brings to its clients. The company's expertise in AWS has helped GoCloud Systems transform its customer support operations, improving its quality and reducing costs, helping achieve the mission of maximising its clients' technology investments.



About the NEXTGEN Group

NEXTGEN Group is more than a distributor. It's a premium service provider. Utilising NEXTGEN's suite of tools, operational support, and strategic partner services, you're able to grow a sustainable AWS practice.

NEXTGEN can help advance your AWS cloud offering to compete more effectively in the cloud market, and scale your capabilities with unique AWS tool sets and services from the NEXTGEN Group. Helping you thrive, grow, and drive recurring revenue.