

## Centilytics Helps a Multi-Billion Dollar MSP Ace the Azure Expert MSP Audit

Read how a leading MSP found the perfect Cloud Management partner in its quest to clear the Microsoft Azure Expert MSP Audit.

### At a Glance

#### Industry

Information Technology & Services

#### Location

India

#### Challenges

Lack of expertise needed to clear the Azure Expert MSP Audit.

#### Solution

Centilytics not only provided the MSP an intelligent Cloud Management Platform, but also ensured that the MSP aced the Azure Expert MSP Audit and got constant support before and after the audit clearance.

#### Results

Guaranteed clearance of Azure Expert MSP Audit with dedicated support during and after the audit process. Access to Partner enablement by Centilytics after clearing the Azure audit.

### About

The MSP firm is a multi-billion-dollar Indian multinational tech company and a part India's largest industrial houses. The firm boasts of a presence in 90 countries with over 125,236 employees and is counted among the top 5 IT companies of India. As of April 2020, the firm is a \$5.2 billion company with a huge list of 973 active clients.

### Need for Azure Expert MSP

The Azure Expert MSP tag is one among the most coveted distinctions in the managed services industry. Microsoft itself defines the members of Azure Expert program as "highly evolved" managed services partners. Leave alone the huge uptick in business that the MSP would get after the Azure Expert MSP certification, the badge alone adds massive credibility to any services provider.

As an added bonus, the Azure Expert MSP certification also brings various advantages for MSPs including heightened customer engagement, priority in Microsoft's referral engine, and sales and business growth. Hence, it was only natural that a multi-billion-dollar giant such as the MSP firm had aspirations to become a part of the Azure Expert MSP program.

## Challenges

- The Azure Expert MSP tag brings a bucket of advantages for an MSP, but achieving the certification is quite a complex task. Our MSP partner was also facing difficulties in navigating the stringent audit process.
- The major control point that needed to be addressed for the audit was 5.20 (Automated Cloud Management Platform [CMP]), which falls under Category 0 of the requirements and is the most complex aspect of the audit.
- Other than 5.20, the MSP also needed to clear other control points such as, 2.1, 5.21, 4.10, 5.12, 5.13, 5.16, 6.8, 7.5, and 7.6.
- Aware of its software development limits, the service provider could not build a CMP from scratch, rather it needed to purchase a qualified CMP.

## Centilytics Steps In

- Being aware of the difficult challenge that lay ahead of them, the MSP Partner was certain that it needed to join hands with a trusted and reliable partner. This is where Centilytics came in with its intelligent Cloud Management Platform.
- While our Partner was already using a CMP, and had evaluated multiple other CMPs, it needed a CMP that was all-encompassing, intelligent, automated, and above all willing to walk the extra mile for Azure Expert audit clearance.
- Centilytics fit the bill perfectly as it provided everything, cost-monitoring, to visibility, to automation all in one complete package that could further be customized as per our Partner's needs.
- The qualified nature of Centilytics' solutions and the detailed level of integrations offered ensured that our MSP Partner never had to think twice about choosing their CMP.

## Strategy for Success

- The MSP needed a qualified partner for audit clearance, a partner that would not only help it with the audit, but would also ensure that its CMP is adopted by their customers.
- Centilytics took up the task of bringing the Partner up to speed with the most stringent control point in the audit checklist -- 5.20
- Centilytics went over every minute aspect of the audit requirements for the Partner and ensured no gaps were present in their audit clearance strategy.

## Solution Delivery

- The MSP Partner adopted Centilytics' CMP after multiple rounds of careful deliberations and testing.
- Centilytics provided customized integration of OTRS -- the Partner's ITSM tool of choice -- in the CMP within a month as ITSM integration is one of the important requirements under control point 5.20.
- Centilytics not only aligned itself with partner's multiple teams -- ITSM team, scripting team, project management team, CMP team, etc. -- while bringing them on the same page regarding audit clearance.
- Centilytics also roped in the Partner's workforce to hold thorough training sessions regarding the cloud management platform.
- Then Centilytics worked with the MSP Partner to create detailed narrative as well as evidence for clearance of the audit.
- Centilytics went through every aspect of the audit checklist, helped create a pitch and narration for the minutest of the audit requirements, and held mock audits for the partner.
- Centilytics also assigned a named Partner Development Manager to the MSP, who held regular sessions to address MSP's concerns and share progress of the audit.