



Case Study:
Micro Logic

Meet our Customer

Micro Logic is a Value Added Reseller with a long history of success and forward thinking. Established in Quebec City in 1983 as a storefront for Apple products, they have evolved to become a retailer of major brands like IBM, Lenovo and Microsoft, and have also expanded into the managed services business.

Growing 20x in just six years, Micro Logic continues to forecast tremendous growth in managed services. Already offering IaaS, storage and on-site consulting, they have recently expanded and are now a cloud service provider.

Local Cloud Gap

In 2012 Micro Logic purchased space in a new datacenter. Although they had no immediate plans for the space, they considered it an investment in the future.

Not long after they noticed many of their customers were running VMware and yet there were no cloud providers in Quebec. They decided this would be their next business venture and built a VMware powered cloud, launching a hybrid cloud offering in early 2015.

Micro Logic meets AirVM

Micro Logic soon realized they needed a User Interface to support vCloud Director. After meeting with AirVM they were impressed by a demo of AirSembly and decided to investigate further.

Micro Logic is a high-touch business, often preferring to meet customers in person, and found that AirVM had taken a customer-centric approach with AirSembly. "We felt that AirVM had designed their software for customers, who are the core of any business," said Guy Gagnon, Director of Cloud Services for Micro Logic. "You understand that software designed to support a multi-channel sales model has to offer value to customers at every level in the channel."



Profile:

Micro Logic is a leading VAR and managed service provider in Quebec City.

Situation:

Micro Logic discovered their need for a cloud marketplace portal in order to resell vCloud Director to their current and potential customers. They were looking for a solution that provided as much value for their customers as it did for themselves.

Solution:

Micro Logic chose AirVM's AirSembly software to resell their cloud services and allow them to automate ordering, billing and provisioning as they grow.

Benefits:

- Automation to help them scale as the business grows, without adding operational costs.
- Billing and chargeback functionality built in.
- Ability to expand into new markets outside Quebec.

A provider like **Micro Logic** who is able to deliver exceptional customer service as well as reliable cloud services is the one who's going to be successful, and adding **AirSembly** helps them do both and a lot more.

This customer-centric approach was a natural fit for Micro Logic, and they were impressed with the AirSembly software. “95% of the features were there right from the start.”

Always Looking to the Future

Micro Logic knows they will need to rely more on automation as they grow, and AirSembly’s ability to automatically provision orders was a big selling point. With order fulfilment times shortened to minutes, and the ability for customers to order cloud services on-demand with the self-serve portal, scale is easily achievable.

Guy noted that they discovered after the fact that AirSembly solved one of their biggest problems. “Chargeback and cost structure was one of the most challenging things about launching our cloud provider business. It was a welcome surprise when we noticed that AirVM had taken care of chargebacks for us.”

Thinking Bigger

Guy admits that their business plan is still evolving, and they are busy educating customers on cloud as part of the process. They are sure of one thing, AirSembly has already shaped their thoughts around expansion. As Guy says, “Why do we only focus locally when AirVM can let us go wherever we want?” AirSembly has brought automation and efficiency to the table and unlocked a new way of thinking about their business.

Though currently selling direct to customers, Micro Logic knows that if they shift their business model AirSembly is flexible enough to accommodate them.

Conclusion

Micro Logic started out looking for a UI for vCloud Director and ended up finding a tool that opened up the possibility to expand to new markets. AirVM looks forward to working with our partners at Micro Logic as they take their business to wherever they want to go next!

“AirVM had designed their software for customers, who are the core of any business.”

- Guy Gagnon,
Director of Cloud Services

Not an AirVM Customer?

If you’d like to see how AirVM can help you unlock new sources of revenue, and maybe help you think about new markets like Micro Logic did, get in touch with us today. Let’s talk!