

OnRamp Customer Case Study

GCS Technologies

Partnering with OnRamp to build new revenue streams for their business.

BUSINESS OVERVIEW

GCS Technologies, Inc. is a managed service provider that specializes in solving challenging technology problems that other IT firms aren't willing to take on. Owned and operated in Austin, Texas since 2000, GCS improves the efficiency and consistency of IT through responsive service, advanced technical expertise and common sense solutions to address the unique challenges local businesses face.

BUSINESS CHALLENGE

In 2003, GCS chose OnRamp as the company's colocation provider and later began to incorporate OnRamp's cloud-delivered services into their IT environment as part of a truly hybrid hosting solution.

"We have three basic types of clients: (1) businesses without any in-house IT resources, where GCS will act as their IT Department, (2) businesses with IT teams which support the daily needs of the business but need help with larger initiatives that require a detailed business case aligned with multiyear goals, and (3) mature IT departments that, based on capacity restraints or a lack of expertise in a particular project, will call on GCS to assist with priorities that require a turnkey solution," explained GCS VP of Sales, Marty Satterfield. "What's common

amongst our customer base is the understanding that cloud solutions can help their business. The 'sticking point' for these companies, and this is where we come in, involves how to effectively leverage a cloud hosted environment with their budget and how to migrate to their new environment without disrupting workflow."

[Read more on Page 2](#)

“OnRamp has given our clients budgeting flexibility they didn't have before. Regardless of whether our clients have previously invested in a cloud infrastructure, or are starting from square one, we know that we can tailor a solution to their unique needs. This provides a cost-effective means of running their IT operations and also enables our clients to take advantage of new technologies, without being limited by past or future IT decisions.”

- Marty Satterfield, VP of Sales

GCS
TECHNOLOGIES, INC
FOUNDED IN 2000

Founded: 2000

Headquarters: Austin, TX

Industry: IT Services

Compliance Requirements:
Hybrid Hosting

Status: OnRamp Channel Partner

Website: gcstechnologies.com

ABOUT ONRAMP

OnRamp provides computing infrastructure for companies that require high levels of security and availability. As an SSAE 16 / AICPA SOC 2 certified, PCI DSS certified, and HIPAA compliant company, OnRamp operates multiple enterprise class data centers where we deploy hybrid solutions built on cloud-delivered computing capacity, managed hosting, and colocation services. We specialize in working with companies to ensure compliance in the healthcare, financial services, and other industries with high security needs.

“Based on their ability to provide customized, secure solutions that enhance our offerings as a service provider, and for the numerous benefits we receive in working with their company, we consider OnRamp our preferred hybrid hosting partner.”

- Marty Satterfield, VP of Sales

With the advent of virtualization and cloud computing technologies, GCS had formed partnerships with other data storage providers to expand the company's offerings to their growing client base. However, none offered the flexibility to scale and adapt to a customer's unique situation in terms of what hybrid hosting could provide. GCS Technologies, Inc. wanted a data center partner that was skilled in building and deploying cloud-based IT environments and understood the varying IT security needs of businesses that interact with sensitive data of all types.

SOLUTION

Recognizing OnRamp's focus in delivering hybrid hosting solutions, GCS began to explore new ways to enhance their relationship while bringing new value to their company and customer base. In 2014, GCS saw an opportunity to enhance the delivery of their services and reach new market verticals through a partnership with OnRamp.

Established in 2013, and named to CRN's Managed Service Provider (MSP) 500 list in 2014 and 2015, OnRamp's Channel Partner Program enables approved partners, across all industry verticals, to incorporate data center services into their current product and service offerings to build a more robust

solution for their end-users. Whether acting as a Referral Partner or Reseller, OnRamp partners are given the ability to capitalize on the fast-growing data center market to meet their business goals and are rewarded by for bringing new customers to OnRamp. For GCS, becoming an OnRamp Partner presented a twofold opportunity. As an IT consulting firm, GCS was not only able to add a new stream of revenue by referring new customers to OnRamp where a hybrid cloud solution made sense, but the company has also taken advantage of OnRamp's reseller model.

Satterfield went on to state, "OnRamp has given our clients budgeting flexibility they didn't have before. Regardless of whether our clients have previously invested in a cloud infrastructure, or are starting from square one, we know that we can tailor a solution to their unique needs. This provides a cost-effective means of running their IT operations and also enables our clients to take advantage of new technologies, without being limited by past or future IT

BENEFITS

decisions." As an established OnRamp customer, reseller and referral partner, both GCS and its customers have benefited in working with OnRamp. Outside of cost savings and additional revenue streams,

GCS has been able to incorporate additional data center services into their current offerings to build a more robust IT solution. Of additional benefit is OnRamp's experience as an SSAE 16 / AICPA SOC 2 certified, PCI certified, and HIPAA compliant company, which provides added assurance for GCS and its clients, whose interactions with various forms of sensitive data mandates adherence to stringent compliance guidelines and requirements.

"Based on their ability to provide customized, secure solutions that enhance our offerings as a service provider, and for the numerous benefits we receive in working with their company, we consider OnRamp our preferred hybrid hosting partner," said

Learn more about OnRamp's Channel Partner Program
... contact us today!

800) 680-1408
partners@onr.com
www.onr.com/partners