

# Hawk Ridge Systems' Journey to Azure Success with SPK and Associates



When issues occur within the cloud, it is vital to solve them as quickly as possible to prevent negative impacts on employees or customers. This is exactly what happened to Hawk Ridge Systems when their current Azure cloud setup started having issues within the server. They knew this had to be fixed as soon as possible. Hawk Ridge Systems is a leading service provider offering technologies, software solutions, training, and support. Their main focuses are selling Dassault licenses, offering comprehensive SolidWorks PDM consulting, and selling 3D printing technologies. As they are consumer-based, issues like this can make or break customer trust, resulting in lost revenue.

## CHALLENGE

Hawk Ridge Systems' was dealing not only with infrastructure issues, but unhappy customers. These customers were frustrated that issues weren't being resolved promptly. This was due to the managed service provider Hawk Ridge was employing at the time. While this MSP was in charge of monitoring their servers and troubleshooting issues, it was not as proactive as it needed to be. Miscommunications between IT teams ultimately resulted in unhappy customers.

## SOLUTION

To resolve this issue, Hawk Ridge Systems reached out to SPK in the hope of better infrastructure support. Our team took over their existing Azure cloud environment and helped develop and strengthen the processes between Hawk Ridge and ourselves. We changed the way both teams handled issues including how they were escalated and ultimately resolved. This corrected the communication issues they were experiencing before, resulting in a much quicker resolution.

In addition to this, SPK helped strengthen the documentation around these processes. Specifically, we came up with a standardized way to share information about customer environments as well as secret information like passwords without compromising security.

We leveraged Microsoft Teams and Sharepoint to achieve this. Furthermore, we improved their FinOps processes to ensure customers are billed accurately and on time. This also helped sort out any customer questions regarding invoices or charges.

**"SPK's experts were able to implement the systems and resolution workflows our customers deserve. Not only are our issues lessened, but they provided a great revenue stream through Azure and their services."**

*Wasay Noori*

## RESULTS

Before calling on SPK for help, Hawk Ridge was dealing with multiple vendors who struggled to communicate. Working with SPK streamlined vendors, as we are a one-stop shop for our consulting and Azure services. This saved their team 4 hours per week due to this new way of communicating. Additionally, our experts helped resolve issues in 1-2 days whereas before it could take up to 2-3 weeks. Lastly, customer complaints due to issues lessened from 5 a week to just 1. Overall, SPK saved Hawk Ridge time, made their workflows more efficient and secure, and increased customer satisfaction.



**ISSUES RESOLVED 8X FASTER**



**INCREASED CUSTOMER SATISFACTION BY 80%**



**SAVED 4 HOURS PER WEEK IN COMMUNICATION TIME**