

# IT Managed Services Provider Boosts Core Offerings

Partner Case Study



Jenaly Technology Group gains competitive edge with Cisco Small Business Support Service and Cisco products.

## EXECUTIVE SUMMARY

**Customer Name:** Jenaly Technology Group

**Industry:** Outsourced IT Services, Technology Reseller

**Location:** Portsmouth, New Hampshire

**Number of Employees:** 8

### Challenge:

- Offer support services for Cisco equipment sold to clients and managed by Jenaly
- Achieve competitive differentiation with superior support offering
- Compete with telecommunications companies moving into IT space

### Solution:

- Cisco Select partner certification delivers product training
- Cisco Small Business Support Service gives customers confidence to purchase new equipment
- Simplified IT infrastructure management with Cisco OnPlus portal

### Results:

- Improved competitive advantage with high-value support services and access to Cisco expertise
- Successfully deployed large communications project with expert support from Cisco
- Reduced competitive threat from telecoms with Cisco Unified Communications

## Challenge

When Jenaly Technology Group President M.J. Shoer founded the outsourced IT services firm in 1997, he was responding to a need on the part of small and medium-size businesses for not just IT management but IT *leadership*. Acting as IT staff for its clients, Jenaly quickly developed a loyal following among small and medium-size businesses by offering “hassle-free” IT services to companies for which just setting up an IT department could be a very big hassle.

“For companies that don’t have the resources to run their own IT departments, we do everything,” says Shoer. “We take a very careful approach to reselling technology and are very particular about who we partner with. We won’t commit to any program that requires a quota for selling a particular vendor’s products. And we won’t put any product into our clients’ IT infrastructures unless we can provide a strong support offering to back it.”

In 2006, the company Jenaly had been purchasing firewalls from was taken private. And as a result, its product support soon suffered. This led the IT team to look for a new firewall provider.

## Solution

It did not take long for Jenaly to choose Cisco. With a Cisco server in its own prototype environment and high-end Cisco Small Business switching products in a number of its smaller clients’ IT installations, Jenaly was well aware of the quality of Cisco products and services. After evaluating a Cisco Security solution in-house and seeing excellent results, the company quickly standardized on that solution.

Since then, Jenaly and its clients have relied on a range of Cisco technology, including switches, firewalls, wireless solutions, and the Cisco® Unified Communications Platform. When Shoer and two of his Jenaly colleagues underwent training to become Cisco Certified Select partners, the Jenaly team became aware of the true benefits Cisco afforded for small and medium-size businesses.



**“We consider Cisco Small Business Support Service to be so vital and cost-effective for our customers that we just position it as part of our offering, bundling its cost into the price of the total services plan.”**

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M.J. Shoer  
President  
Jenaly Technology Group

“When our trainer introduced us to Cisco Small Business Support Service,” says Shoer, “I was elated to have an easy, affordable support option tailored specifically to the needs of non-enterprise customers. The quality of support makes or breaks a partnership for me, and this sealed the deal.”

With Cisco Small Business Support Service, the customer pays just one price for three years of Cisco support and access. Says Shoer, “We consider Cisco Small Business Support Service to be so vital and cost-effective for our customers that we just position it as part of our offering, bundling its cost into the price of the total services plan.”

What’s more, says Shoer, “Thanks to Cisco OnPlus Service, the more Cisco gear we have, the easier it is to manage, because we can automate all of the updates and ongoing service through the Cisco web-based OnPlus portal.”

### Results

When Jenaly closed a large sale after acquiring its Cisco Select Certification, it turned to Cisco almost immediately for support. Says Shoer, “Although we had a lot of high-level product knowledge, we had zero implementation experience when we were tapped to deploy a large telecommunications infrastructure. Cisco connected us with a local engineer, provided us with remote training via Cisco WebEx video conferencing, and walked us through a hands-on, lab-type implementation with actual customer equipment. And even when we felt self-sufficient, we were still able to rely on Cisco Small Business Support Service to supplement our knowledge. The easy access to Cisco expertise made our client feel well-cared for and our staff confident that they could successfully implement the solution.”

A year after beginning to sell and employ Cisco Small Business Support Service, Shoer is convinced that the offering has given Jenaly a competitive advantage. “Now that Cisco has an entire business unit focused on small and medium-size businesses,” Shoer says, “it’s easy for us as their partner to bring top-of-the-line technology to small businesses at a price point and with a level of service previously unavailable. This is a clear differentiator for us; it makes our entire offering more valuable.”

### Next Steps

Going forward, Shoer believes Cisco will continue to play a big part in Jenaly’s success as the company expands its use of the Cisco Unified Communications Platform to ward off the competitive threat posed by telecommunications companies looking to get into the IT space. “Every client has a phone system, and sooner or later they’ll all have to be upgraded,” he says. “If we can show them how they can integrate Cisco UC to bring more functionality and interactivity into their call systems, we have an incredible toolset at our disposal for blocking competitive threats and owning that entire infrastructure.”

### For More Information

- To learn more about Jenaly Technology Group, visit: [jenaly.com](http://jenaly.com).
- To learn more about the Cisco Small Business Support Service, visit: <http://www.cisco.com/web/partners/sell/smb/products/services.html>

### Product List

- Cisco Security solution
- Cisco Small Business products
- Cisco Unified Communications Platform

### Services List

- Cisco Small Business Support Service
- Cisco OnPlus Service



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