

## Creating key differentiators - Bizo uses Cortex to get ahead and thrive in the managed services market



Bizo is revolutionizing provisioning of technology for commerce, transforming a wide range of historically localized business tools (such as Payroll, Accounts, Timesheets, Email, etc.) into online services. Bizo specializes in designing and delivering Online Business, Managed Security and Application services that are at the forefront of internet technology and business..

Auckland based managed services provider, Business Online Limited (Bizo), looked no further than EMS-Cortex for its provisioning needs. As a service provider of a range of services exclusively to the business market, Bizo needed a provisioning platform that would allow them to initially gain access to the market and get a 'leg up on the rest'. Customers today want a 'one stop shop'. They want to subscribe to a group of services that are holistic and will result in one supplier, one bill, and one point of contact.

At a basic level, the Cortex platform provides provisioning for Bizo's hosted exchange, hosted sharepoint services, identity management, and user directory management. Chief Executive Officer, Wayne Dartnall, stresses the fact that with Cortex, Bizo are able to deliver a suite of services that share a common look and feel, and having them delivered over the same platform significantly reduces complexity.

This simplification all round has enabled the running of a very simple back end operation with one provisioning system, one management system, and one set of reporting tools. On the other side of the operation, the sales process has been made a lot easier by not trying to sell disjointed products. The common look and feel between Bizo's product offerings gives them flexibility to up sell and cross sell from the original point of pain.

*"The key thing from a business point of view is that it allows us to continue to maintain a point of differentiation" says Dartnall. "We're not about just providing software-as-a-service, we're about providing IT-as-a-service".*

*Wayne Dartnall, CEO,  
Business Online Limited*

### Advantages of extensibility

Differentiation or standing out from the crowd. Spend any amount of time with the Bizo team and you will realize that this is their driving notion. Bizo have successfully leveraged the extensibility of the Cortex provisioning platform through the SDK and APIs by creating plug-ins to all their numerous service offerings therefore maintaining a single integration point.

Dartnall emphasizes that this is a key advantage as the Cortex platform doesn't lock them in. Instead, it has allowed the team at Bizo to build their service offering still further, giving them a key point of differentiation.

Dartnall says of their service offerings, "it's not islands of services, it's an integrated suite of services that makes it very easy to up sell and cross sell". Again, a key differentiator setting Bizo ahead of their competitors.

### Ability to re-brand a must

The Cortex architecture supports the concept of white labeling whereby a reseller has the ability to re-brand a product to fit with their own look and feel. This is a huge advantage for Bizo as it allows them to tap into sales through an indirect reseller channel. The white labeling capabilities that Bizo offers is very attractive to many resellers in the market and has led to the sparking of relationships with several very large companies including tier-1 Telcos. Dartnall insists that these relationships would never have come about without Cortex. ▶

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*"If we didn't have Cortex, we would have had to spend a lot of time, effort and dollars creating something. It gave us a great leap forward in terms of being able to get to market and start offering services".*

*Wayne Dartnall, CEO,  
Business Online Limited*

### Giving customers visibility and control

Bizo have simplified their customers' billing through online reporting and billing functions. The Cortex system has enabled them to create a system whereby customers have access to bills online and they are able to drill down into bills and query areas of information. Dartnall explains, "they can see it online, they can drill down, they can slice and dice it and reapportion costs to different departments or groups within their own organization".

Online billing has given Bizo's customers the information needed to understand how their bills are actually made up and also given them the ability to dissect the information in whichever way they need. They are able to break the information down for their own analysis and reporting requirements. ■

## Highlights

### Summary

The use of Cortex's provisioning platform has resulted in two key benefits for Bizo. The first is their ability to provide IT-as-a-service rather than just software-as-a-service. Through Bizo, customers can subscribe to all their IT infrastructure and software requirements just as is done with a utility service. The second key benefit is the white labeling capabilities enabled by the Cortex platform. This has given Bizo access to many sales channels that wouldn't have been available without that capability. Overall, the Cortex provisioning platform has enabled Bizo to create the key points of differentiation that they now thrive on.

### Key features used

- Microsoft Hosted Exchange
- SharePoint
- Reporting
- Interface
- Branding/white labeling

### Key requirements

- A provisioning platform to automate business procedures
- The ability to provision a large range of managed business applications, including many of their own offerings (not Cortex 'out of the box' solutions)

### Key benefits

- Reduction in provisioning time
- Dramatic reduction in customer support time and costs
- Integration between the provisioning platform and the many services offered
- Access to indirect reseller channels through white labeling
- Enablement of Bizo to grow through the creation of key differentiators

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**For more information please contact:**

EMS-Cortex Sales  
[sales@ems-cortex.com](mailto:sales@ems-cortex.com)