

Cordicate IT

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Abstract: Cordicate IT started in 2001 as an IT services company. Since then, the company has evolved into a solution provider offering software and hardware in conjunction with its services. Most solution providers approach the market the other way around—starting as a reseller and then adding services value over time. Is the Cordicate model working?

Cordicate IT

Today, services still account for more than 50% of Cordicate IT's revenue. During the company's first two years in business, it only provided services to clients and added hardware and software products to increase customer satisfaction levels. Customers benefitted from improved resource planning and greater control over project delivery. This business model was not implemented to increase margins on a per transaction basis, since margins on services outpace those of hardware/software. Cordicate IT's methodology is to architect and implement new technologies and turn them over to existing end-user staff for support as quickly as possible. The company's philosophy is that clients should be involved throughout the entire project process.

Cordicate works with 30-50 different IT infrastructures per month; whereas most companies just see their own. This cross vertical and application view gives Cordicate the ability to educate clients about what will work for them in their particular industry—in addition to IT in general. This applies to both the company's services offering and product solutions. Cordicate teams with "best of breed" hardware and software technology companies and invests heavily in training and certification.

Cordicate IT and EMC Partner on Data Management and Storage Systems

Cordicate decided to represent EMC exclusively in the areas of data management and storage systems. Cordicate could have represented other storage technology companies, but opted instead to focus solely on EMC technology and fine tune any associated services so they map to customer requirements. There is a clear risk in partnering solely with EMC as some would say that Cordicate is putting all of its eggs in one basket. However, the deep insight, training and experience gained by such focus drives value across the ecosystem. At this point, one could argue that EMC carries as much risk as does Cordicate. In the meantime, customers get the best of both worlds—an independent services company with a global manufacturer behind them.

Cordicate works intensively with both EMC and its customers to solve complex problems associated with data growth and with locating and securing information. In a recent ESG study focused on Electronic Data Discovery (EDD), 54% of respondents said that their organization occasionally fails to produce requested records.¹ Penalties and fines associated with this process challenge are stronger than ever. Cordicate understands the challenges faced by IT and has the professional resources—mapped with services—to address these data management issues.

Cordicate Plays in a Virtualized World

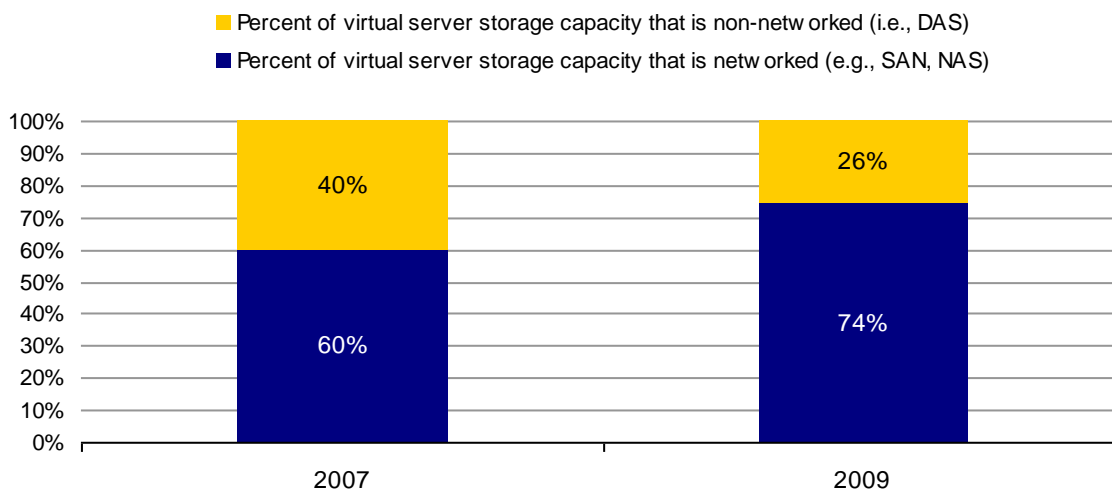
Server virtualization is being analyzed and deployed by companies of different sizes all around the globe. When companies consider virtualization, they are typically looking to virtualize their storage systems and take advantage of added features and functionality. Since most users have little to no experience in virtualized environments, many turn to the solution provider community for assistance.

¹ ESG Research Report: *Digital Archiving End-User Survey and Market Forecast 2006-2010*, 2007

ESG Research² shows that more new Network Attached Storage (NAS) and SAN technologies are being deployed as part of virtualized environments than Direct Attached Storage (DAS) (see Figure 1). From an end-user perspective, this represents a change in storage technology deployment. Leveraging the experience of an expert in this arena will ensure that the best business decisions are made. In the same ESG survey, 66% of respondents said they expect their NAS/SAN requirements to grow because these technologies enable the mobility of virtual machines between physical servers. Solution providers need to be able to understand the functionality associated with existing and roadmap virtualization features as well as what it means to IT.

FIGURE 1. VIRTUAL SERVERS WILL DRIVE NETWORKED STORAGE

Approximately what percentage of the storage capacity associated with your organization's virtual server environment is networked as opposed to non-networked? (Mean of respondents, N = 332)



Source: Enterprise Strategy Group, 2007

Being a service based consulting company, Cordicate has the instinctive ability to see the big picture and manage high level IT objectives. At the same time, the company leverages deep technical expertise to make sure that these objectives are properly implemented in a timely manner. Cordicate's approach blends IT service delivery and support processes with the right virtualization partners (EMC and VMware) and management tools. These partnerships enable Cordicate to provide products, virtualization management tools, implementation services and ongoing operational services to successfully manage build, run and operate virtualized IT infrastructure.

The Bottom Line

The customer / solution provider relationship is based on trust and execution. End-users look for deliverables—ranging from assessments to deployments—from the solution provider community. For the relationship to be most effective, the solution provider needs to be considered an extension of IT. Cordicate understands its role in ensuring that customers maximize their efficiencies—and is not shy about showing results.

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² ESG Research Report: *The Impact of Server Virtualization on Storage*, 2007