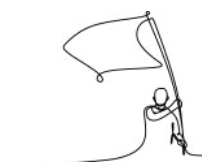


ACORA: SOLVING THE MID-MARKET DILEMMA



THE CUSTOMER CHALLENGE

As organisations move further toward Managed Service Providers (MSP) to deliver their IT operations, it is becoming increasingly apparent that choosing the right MSP is critical to their success.

The challenge when selecting the right MSP is to ensure they have the necessary skills, experience and cultural alignment.

The Tier 1 MSP will be able to provide the appropriate levels of compliance and governance. However, they struggle to build strong personal relationships with their customers which is a key part to customers scaling their business.

WE ADDRESS THE GAP IN THE MARKET YOU ARE THE MARKET IN THE GAP

At Acora, we combine both; we have a team of highly experienced individuals whose role is to understand the business needs of our customers and who are measured on building real, tangible and value-driven relationships.

For over two decades, we have been intent on building long-term customer relationships. It is in our DNA. We believe that face-to-face interaction is the best way an MSP can truly align with their customer. This is never more apparent than in the current climate, where many of our competitors rely exclusively on Audio Visual (AV) communication.

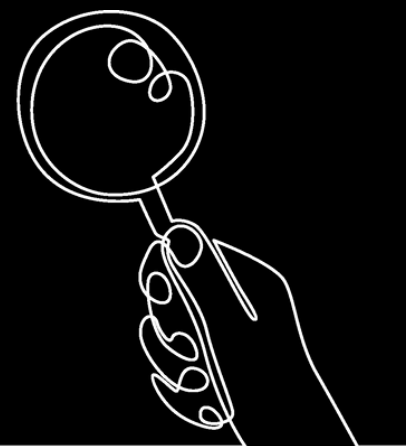
Throughout our tenure, we have continually developed our services. By implementing the necessary governance and compliance principles, we are able to deliver high-quality, repeatable services for all our customers. This includes adherence to a global IT Service Management platform, annual ISO accreditations, numerous security penetration and validation certifications and service quality measures.



HIGH EXPECTATIONS LEFT UNFULFILLED

Having moved to a Tier-1 MSP, the customer expectations are high. Having an MSP that has the scale to accommodate the customer's growth plans is critical to success.

However, all too often, what really matters to the Tier-1 MSP is revenue. Unless the customer is many thousands of users or has very deep pockets, the personalised service evaporates, and the customer becomes just another number.



PERSONALISED SERVICE AT THE CORE

Frequently, the Tier-1 MSP will look to cost optimise by reducing the quality of resources, changing operational delivery geographies and reducing the day-to-day management overhead.

At Acora, we stand shoulder-to-shoulder with our customers. We have considerable experience delivering a personalised service and understanding the ins and outs of your business.

We bring new services to bear that expedite due diligence on potential acquisition targets and draw on over two decades of knowledge to quickly and effectively minimise operational drag and maximise integration benefits.



**WE SOLVE THE MID-MARKET DILEMMA
BY COMBINING A PERSONALISED
SERVICE WITH ASSURED COMPLIANCE
AND GOVERNANCE.**



AS THE **#1 MSP** IN EUROPE, WE ASK OURSELVES 3 KEY QUESTIONS

WHAT CAN WE BE THE BEST IN THE WORLD AT?

DELIVERING SECURE, END-USER EXPERIENCES.

We do this through our unique Led by Experience Managed Service whereby we measure our success through the perception of the users who consume our service.

WHAT DRIVES OUR ECONOMIC ENGINE?

LONG-TERM RUN SERVICES.

We can't achieve this goal unless our customers renew their managed services contract with us. They won't do this unless they feel they are receiving a great service that is value for money.

WHAT ARE WE DEEPLY PASSIONATE ABOUT?

SOLVING THE MID-MARKET DILEMMA

We do this by combining a personalised service with assured compliance and governance.

NOW ASK **YOURSELF** 3 KEY QUESTIONS



- 1** Do you have the right level of engagement with your current MSP?
- 2** Is your current MSP delivering a personalised service?
- 3** Can your current MSP deliver on your future business needs?

