

CASE STUDY

improving 

 Microsoft
Solutions Partner

The AZEK Company

THE **AZEK**
COMPANY

PROJECT

Cloud Solution Provider (CSP)

OVERVIEW

The AZEK Company, a leading manufacturer of building supplies, approached Improving for assistance with their cloud solution needs. They were particularly interested in optimizing their Microsoft licensing through a trusted partner who could also provide value-added services. This collaboration showcased Improving's capability to not only sell software licenses but also offer extensive advisory and support services, ensuring a comprehensive and secure cloud environment for Azek.

BUSINESS PROBLEM

The AZEK Company faced challenges with their existing Microsoft licensing, which was not only improperly managed but also costly. They were over-licensed in some areas which led to unnecessary expenses. Additionally, they lacked a dedicated partner who could provide ongoing support and advisory services to maximize their investment and maintain optimal security.

OUR APPROACH

Improving's approach centered around a thorough assessment of AZEK's current licensing situation and needs. We worked closely with AZEK's CIO, Michelle Kasson, leveraging a relationship built on previous successful collaborations. Our goal was to align AZEK's licensing with their actual usage, thereby reducing costs. Furthermore, we emphasized building a long-term relationship by providing continuous security assessments and advisory services to ensure AZEK remained compliant and secure.

BUSINESS BENEFITS

- **Optimized Licensing Costs:** Reduced overall licensing costs by aligning licenses with actual usage, eliminating unnecessary expenses.
- **Enhanced Security:** Provided quarterly security assessments, ensuring AZEK's cloud environment remains secure and compliant with best practices.

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- **Trusted Partnership:** Established a trusted advisor role with AZEK, fostering a comprehensive, multi-dimensional relationship that extends beyond transactional interactions. This partnership enables AZEK to confidently seek guidance on various IT-related matters, positioning us as an integral part of their internal IT strategy and team.
- **Improved Support:** Offered a reliable escalation point for any issues, ensuring timely and effective resolutions.
- **Scalable Solutions:** Positioned AZEK to scale efficiently with future growth, by providing adaptable and scalable licensing solutions.

TECHNOLOGIES AND METHODOLOGIES USED

- **Microsoft 365:** Provided optimized subscription services for productivity and collaboration.
- **Azure Subscriptions:** Managed cloud services for scalable computing resources.
- **Security Assessments:** Conducted regular evaluations to maintain and enhance cloud security.
- **Advisory Services:** Offered continuous guidance and support on IT strategy and best practices.
- **Licensing Management:** Ensured proper alignment and optimization of software licenses.
- **Relationship Management:** Built and maintained a trusted partnership through consistent communication and support.

PARTNERSHIPS

The success of this project hinged on the strong partnership between AZEK and Improving, facilitated by their CIO, Michelle Kasson. Michelle's prior positive experiences with Improving at her previous company, Smucker, laid the foundation for trust and collaboration. This relationship was crucial in understanding AZEK's needs and delivering tailored solutions that went beyond mere licensing transactions.

LESSONS LEARNED

1. **Importance of Detailed Assessment:** Conduct comprehensive evaluations to understand client needs and optimize resources.
2. **Building Trust Takes Time:** Establishing a trusted advisor role requires consistent, reliable support and communication.

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3. **Tailored Solutions Add Value:** Customized solutions that address specific client challenges can significantly enhance client satisfaction and outcomes.
4. **Security is Paramount:** Regular security assessments are vital in maintaining a secure cloud environment and building client trust.
5. **Client Expectations Drive Improvement:** Client feedback, particularly from those with high standards, helps refine and enhance service delivery.
6. **Collaboration Fosters Success:** Successful projects are built on strong, collaborative partnerships that go beyond transactional interactions.

CONCLUSION

This case study of The AZEK Company underscores Improving's unique capability to deliver more than just software licenses. By providing optimized licensing solutions, ongoing advisory services, and robust security assessments, we have established ourselves as a trusted partner. Our comprehensive approach not only reduced costs for AZEK but also enhanced their overall IT strategy and security posture. This project exemplifies the value of building lasting, multi-dimensional client relationships, positioning Improving as a leader in delivering tailor-made cloud solutions.

GET STARTED

Learn more about how Improving can help you get started by contacting us today at sales@improving.com