



# Fast response from a team of experts

*Cavalry goes the extra mile for its customers with Advanced Support for Partners (ASfP).*

Microsoft  
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## Taking cloud support to the next level

For most people, happiness is a feeling or state of mind. For the people at Cavalry, it's their mission statement and core value. Everyone at the Sydney, Australia-based cloud services company singularly focuses on making customers happy. Working with mid-market businesses across Asia Pacific and Australia/New Zealand, Cavalry strives to "deliver what we promise and take ownership at all times."

As the cloud has become a trusted platform for businesses, Cavalry has been at the forefront of migrating customers to the cloud, moving current environments from local servers and placing them on Microsoft Azure. In fact, Cavalry was the first company in the Asia Pacific region to build a secure, multi-tenant, hosted desktop solution on Azure.

Because the company does a lot of work with Azure and Office 365, it employs a team of Microsoft Certified Professionals with extensive expertise. At certain times however, when in need of best practice advice or confirmation of a design, Cavalry needs more.

That's why the company subscribes to Microsoft Advanced Support for Partners (ASfP).

Advanced Support for Partners was designed to support growth stage and mid-market Microsoft Cloud Partners as they build their Microsoft Cloud Service practices.

"ASfP's a game changer," says Tharindu Ruwanpathirana (also known as TR), Chief Technology Officer at Cavalry. "We find a lot of value in everything they provide."

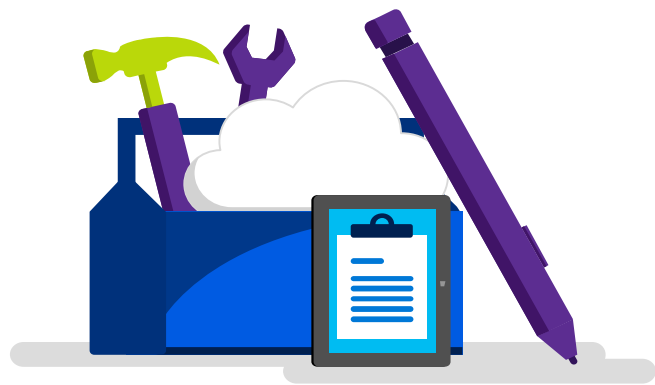
## A familiar and accessible presence

ASfP gives Cavalry an advocate inside at Microsoft, the Services Account Manager (SAM). SAMs coordinate everything on the Microsoft side, while being Cavalry's eyes and ears within Microsoft. "They push things through when we need to get high levels of support," says TR.

The team of SAMs offers a personal touch and added accessibility. TR labels them rock stars. "The SAM team is always there to help, especially when we have difficult situations," points out TR. "The SAMs have even followed up with remote support, of their own doing, a few times."

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*Tharindu Ruwanpathirana (TR)  
Chief Technology Officer  
Cavalry*





## Measurable time savings

In the real world, problems can occur at any time. In the past, when Cavalry escalated technical issues to Microsoft, it received an inconsistent support experience. In particular, response times were not fast enough. ASfP, in contrast, guarantees a quick response. "ASfP provides us with really fast response times," says TR. "We get a response to a Severity A support incident in 1 hour or less. Plus, Microsoft continues working with us until the issue gets resolved."

Knowing a Microsoft team is behind his company's efforts gives TR a level of confidence he hasn't had before. "Our job is to support the customer. It's really important to know we have the right information so we can communicate that back to the customer."

## In tune with new technology

Cavalry recently restructured its training program for internal teams, requiring that they attend and pass qualified trainings every six months. This includes Microsoft accreditations. To help ease the transition, Cavalry's SAM helped set up the Microsoft component. This includes recommending technical trainings and webinars of upcoming changes and releases.

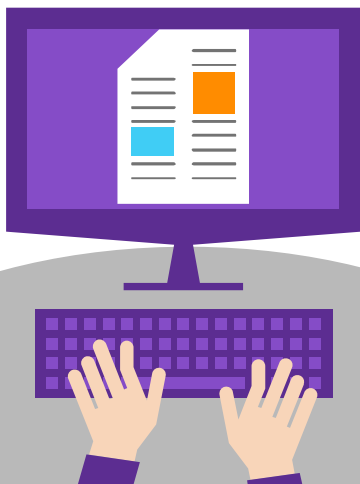
*"All the resources that come through in training give us a roadmap of what's going to be available and how to make our team ready for the new technologies."*

-TR

"As a Microsoft Gold Certified Partner, it's important for us to keep up with all the latest Microsoft technologies to provide the best-value solutions to our customers," confides TR. "The SAM team lets us know what trainings are available, where we can send our people, and how we can get out in front of problems and prevent errors."

In addition, Cavalry receives a monthly newsletter about new releases and planned updates. "ASfP's announcements along with technical and product updates are invaluable to us in that they keep us abreast of all changes in Azure and Office 365 along with new products," says TR. "The lines of communication help us maintain our role as a trusted advisor with customers."

ASfP also helps Cavalry set up alerts that notify it about outages and the estimated time to resolve such issues. And when Cavalry has a specific need, it can take advantage of optional add-ons offered with ASfP such as on-premises support incidents or additional services account management.





## Productive cloud consults

A lot of support offers in the marketplace only focus on reactive responses to technical issues. But ASfP in addition provides Cavalry with valuable proactive services that help them grow their cloud business. One of these services is the Cloud Optimization Report, which delivers insights to accelerate cloud adoption, increase renewals and identify customer opportunities.

Another proactive service is the ASfP Cloud Consult. It gives the people at Cavalry confidence that the plans they make with their customers have the best chance for success. "Oftentimes, designs are straight forward. We can work them out by ourselves. But sometimes they're more complex. That's when we want someone to handhold us through the process."

TR can't emphasize the importance of getting the design right enough. "If the design is wrong, everything falls apart," says TR. "We now have a Microsoft team working with us to carry out our ideas. Whatever plan we draw up, they can quickly qualify our designs. That's a major timesaver for us."

## Support for business growth - now and in the future

For TR, the experience with ASfP as a whole and the confidence that ASfP brings to Cavalry delivers great value. "We have peace of mind now because we know that we can get back-end support from experts for almost anything Microsoft. That is a major benefit for us. I'm really excited to be with ASfP and see where it helps to take us in the future."

*"We have peace of mind now because we know that whatever plans we design, we can get back end support from Microsoft to qualify those designs."*

-TR

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