# CANADIAN SAGE RESELLER JUMPS TIERS BY PARTNERING WITH CLOUD AT WORK FOR HOSTING

## STONEFIELD SYSTEMS GROUP INC.

## CLOUD AT WORK PARTNERSHIP BENEFITS

- Generating a significant recurring revenue stream

- Cloud at Work subscription sales contributed to firm's ability to jump a tier

- Firm is expanding its territory through remote implementations

- Fast, easy migration supported by Cloud at Work technicians

- Enable clients to extract value from legacy systems

- Tier 4 Canadian data center keeps customers' data securely within borders

- Sage specialization minimizes partner's time commitment

Stonefield Systems Group is a successful Sage 300 business partner serving clients throughout the Northern Territories and Western Canada from offices in Regina and Saskatoon, Saskatchewan. Stonefield's clients span industries, but they share two things in common: a loyalty to their accounting application and a desire to modernize and future-proof their businesses. To that end, Stonefield partners with Cloud at Work, whose cloud hosting model for Sage applications extends the value proposition of clients' Sage 300 investment.

## CLOUD MEANS CONNECTIVITY

Bernie Darmokid is a partner in the firm and serves as Stonefield's sales manager. "When our customers refer to 'the cloud,' they are really talking about remote connectivity. That has become the priority for most of our clients. Cloud at Work solves this for our clients. It's a hosted cloud model for Sage 300 that delivers exactly what our clients want."

Many of Stonefield's clients are located in remote areas, where IT support is difficult to obtain. "On-premise servers require monitoring and maintenance," notes Darmokid. "And while terminal servers are an option, they add a lot of cost and complexity and require an IT presence. Cloud hosting removes that IT burden for these companies."

## DATA SECURITY & ACCESSIBILITY BOOST CONFIDENCE

While remote connectivity may be the primary driver for a move to cloud hosting, data security is a close second. "We have clients that thought they were backing up their servers, but they actually weren't," notes Darmokid. "Cloud at Work removes that vulnerability through automated backups."

One Stonefield client had a hard drive failure on their server and wasn't able to secure a replacement for more than two weeks. "More than 80% of our clients run a Sage payroll application," Darmokid adds. "So, being down for any amount of time doesn't just impact sales or production, it impacts lives."

Ransomware attacks struck other clients — one was hit three times! "Data security is a huge concern," Darmokid continues. "When we tell clients about the automated

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backups and world-class security protocols Cloud at Work uses, they instantly see the value."

## CANADIAN PRESENCE

Cloud at Work is the only Sage-certified hosting provider in Canada, a benefit that matters to Stonefield. "Many of our clients are First Nation organizations that receive government funding," Darmokid explains. "For them, in particular, keeping their data within Canadian borders is vital. When Cloud at Work opened up its data center in Canada, that opened up the service to many more of our clients."

Darmokid says his firm's partnership with Cloud at Work facilitates Stonefield's expansion and growth efforts. "With an on-premise solution, we were pretty much limited to serving businesses within our geographic area. Cloud at Work removes that barrier. As a result, we are now pursuing prospects outside our province and winning new deals."

In the past, Stonefield has worked with local hosting providers to provide a similar service, but most were disappointing. "And none are Sage specialists, and that makes a real difference," Darmokid adds.

## RECURRING REVENUE & TIER CREDIT

Working with a typical hosting provider doesn't provide any financial benefits to Sage partners. In contract, as part of its partnership with Cloud At Work, the firm is building a steady stream of recurring revenue. "That's every Sage reseller's goal right now," Darmokid says. "Our clients' subscriptions to Cloud at Work create a new revenue stream for us. That revenue makes a substantial and direct contribution to our firm's bottom line."

Perhaps equally as valuable as the new passive revenue stream is the impact Stonefield's partnership with Cloud at Work has on the firm's tier status. Cloud at Work partners earn tier credit by selling Cloud at Work. "We expect to move up a Sage tier level this year, something we haven't done in seven years," notes Darmokid.

## AN EASY SELL

"We actively promote Cloud at Work to all of our Sage clients," Darmokid says. "Cloud at Work provides high-quality marketing materials like videos, recorded webinars, and email templates we can use in our campaigns. And they're always willing to jump on a call with a client and us to help outline the process and answer their questions."

Once clients experience private cloud hosting with Cloud at Work, they often move other applications to the platform and add new complementary third-party solutions. "We have clients that add AP automation apps, for example, and others that moved case management applications, manufacturing software, and more to the Cloud at Work too. It serves as a springboard for their digital transformation efforts," Darmokid explains.

## SIMPLE MIGRATION PATH

The migration process is simple. Once a client expresses interest, Stonefield registers the lead with Cloud at Work. Then a quick discussion takes place between Cloud at Work and Stonefield consultants to prepare for the next steps.

"We like to be involved in every step," Darmokid says. "It's a cooperative effort. They spin up the server, lay the foundation and then we do the Sage 300 migration. Our clients feel confident that we remain hands-on and involved."

Once the migration is complete, clients require little further instruction. "It's easy for our clients to get connected. They just click on a desktop icon and launch Sage 300 in the cloud," says Darmokid.

## ALL-AROUND WIN

Through Cloud at Work, Stonefield's clients extend the value of their investments in Sage 300. "They know that eventually they will need to move to a next-generation ERP, but for now, cloud hosting is the best strategic move for them," says Darmokid. "Cloud at Work delivers the benefits of a SaaS solution they want, with the functionality and familiarity of Sage300 that they love."

He concludes, "The partnership with Cloud at Work is a win all around — it's a complete success. We're generating significant additional revenue while keeping our clients happy, secure, and growing."