



 codux | rhipe

**Codux billable hours growth
empowered by rhipe Support-as-a-
Service expertise.**

The challenge

Partnership a prerequisite for Codux to scale

Codux launched in 2018 with a mission to empower adoption of contemporary IT systems and unlock team and business potential.

The business is a pioneer in cloud-first, mobile-first solutions, predominantly using Microsoft products. They invest in learning and R&D to extract the maximum value for customers from cloud and collaboration tools.

Principal and Managing Director of Codux, Daniel Wojcik is evangelical about Codux's consultative approach: their differentiation comes through deeply understanding customers' requirements before designing solutions – instead of leading with a product approach.

As the business quickly ramped up following launch it faced the challenge of mounting first-line support desk requests. The problem was that time spent by the team on first-line support directly reduced the time available to create high-value solutions, and the billable hours associated with that.

Codux needed to find a way to both support existing clients while staying laser-focused on its mission to build innovative solutions and scale the business.

The challenges resulted in growing pains for the business, as more resource was diverted into supporting a growing customer base.

'We arguably missed out on new work,' says Wojcik. "During intense project periods our team need to be laser-focused on delivering high quality solutions. But operational business-as-usual (BAU) work such as phone calls and break-fix can be hard to predict and can drag key resources away from projects and high-value work. This creates a knock-on effect on our project pipeline and schedule.'

Codux looked for a service desk solution that:

- Eliminated the distraction of operational BAU work
- Enabled it to focus on sales, project delivery and R&D
- Helped scale the business faster
- Was part of an established Support-as-a-Service offering
- Could be relied upon to provide Codux clients with excellent service
- Had a large team that could ramp up or down quickly depending on Codux's workload
- Had a fee structure that ramps up and down depending on demand.

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Daniel Wojcik, Principal and Managing Director

The solution

rhipe service strengthens Codux's team and brand

Armed with his list of requirements, Wojcik initially engaged with rhipe with whom he'd had a prior relationship. 'There were others we could have partnered with,' Wojcik recalls. 'We were concerned that a large MSP would be a threat to our project and consulting business, while a small MSP would be busy focusing on their own clients. With rhipe we have a friendly relationship and affordable service, we don't see them moving into our space and their team can quickly scale.'

In response to the requirements, rhipe proposed its Microsoft 365 Support-as-a-Service service desk offering. This is a mature service desk using an industry-leading ITSM platform to assist customers via telephone, email and a dedicated support portal. Support can be provided for Microsoft 365, including MS Office and collaboration tools, Microsoft SharePoint Online, and Microsoft Azure Active Directory.

This solution met all key requirements for Codux with the added benefit of:

- "White label" service
- Options for 24x7, 14x7 and 12x5 hours support, covering all possible time-zones for international customers.

Wojcik saw this as a good fit: 'Codux was able to retain our brand and presence while tapping into rhipe's resource pool and established processes.'

In addition to delivering ongoing, reliable help-desk services to Codux's customers on a day-to-day basis, Wojcik says the relationship management from rhipe's Support Services Lead Callum Van Den Broek has been really important.

This included setting the boundaries of both parties, and being clear on the processes for knowledge sharing and handling escalations.

"Callum and the rhipe team were really, really helpful in working through those sort of teething challenges" notes Wojcik.

Talking through escalation challenges is a sort of fluid, two-way conversation that we were able to have with Callum, and it actually really helped out.

The outcome

rhipe's solution helps Codux increase billing by 25%

The most striking benefit of Codux's partnership with rhipe is the number of extra project the number of extra projects and advisory hours they can bill each month. 'We've increased billable hours by around 25%, which in a 4-person team is equivalent to having an extra staff member,' enthuses Wojcik. 'We've also increased the number of processes we can automate and/or eliminate for our customers.'

Through Support-as-a-Service, rhipe offers a buffer between Codux resources and common Microsoft 365 incidents and requests. This means Codux does not need to operate a service desk or call centre, which was never its intention. As Wojcik explains: "in our day-to-day work we are no longer finding ourselves distracted as often with operational BAU work."

In addition to the 25% increase in billable hours, the business is now able to focus on other growth activities including R&D and sales.

Overall, the partnership has been a huge success, and delivered on the key objectives for Codux, which is looking forward to expanding its range of services in future.

"We aim to expand our focus into business systems and apps such as CRM and service as well as processes, workflows, and automation. Codux already has a strong background in Not for Profit (NFP) and believe we can leverage our understanding of the industry to offer tailored solutions,' says Wojcik.

Codux looks forward to when rhipe adds even more value to its Support-as-a-Service solution by expanding its scope to cover other vendors, as well as Microsoft.

rhipe understood our scaling challenges and offered themselves as an extension of our team. The benefits are evident in the number of extra project and advisory hours we can bill each month. We've increased billable hours by around 25%.

Daniel Wojcik, Principal and Managing Director

The background features a dark blue gradient with several wavy, orange-colored lines that create a sense of motion and depth. These lines are filled with a fine, dotted pattern, giving the overall design a textured, digital feel.

rhipe

Expertise that Empowers