Abstract:

Leveraging the company’s expertise in cloud technology and services, Pax8 is helping Gravity Networks profitably grow its cloud monthly recurring revenue (MRR).
Gravity Networks is an IT Managed Services company built on the revolutionary concept of customer experience. Due to this becoming a long-forgotten practice in the IT world, the company focuses on doing what is best for its customers.

Gravity Networks’ services reach from the East Coast all the way to the West Coast. The company’s solutions are customized to fit any size business in any region. Through its best-in-class customer support, Gravity Networks offers several IT services to make its client’s day-to-day business activities run smoothly.

**The Problem**

Gravity Networks was struggling to grow its cloud business with traditional distribution, and their lack of customer support was creating friction. As a company that prides itself on offering best-in-class support to its customers, Gravity Networks was seeking to find a distributor who could match that level of support.

“With the other distributors, we weren’t getting the support we needed. On several occasions, we were bounced around to four or five people before we got the answer we were seeking. It just wasn’t good business.”

“Working with traditional distribution was a painful experience. We were in search of a real value-added distributor with expertise in cloud services.”

**The Solution**

**Solutions Selling, Quality Care, and Best-in-Class Service**

While at an The Channel Company’s XChange Conference earlier this year, Gravity Networks engaged in a discovery conversation with Pax8 to learn more about the company’s business model. The Gravity Networks team was very impressed with Pax8, so the company signed up to become a partner.

“When we met Pax8, we decided to move all of our cloud business to them. We had a huge migration moving over to Pax8, and they made the experience amazing. Throughout the process, Pax8 was responsive, communicative, and great to work with.”

Becoming a Pax8 partner opens the door to truly transformational tools and resources that have helped Managed Service Providers easily increase their monthly recurring revenue.

“Pax8 proved themselves very well, and their support made us look great with our customers. With the other distributors, it was just the opposite. With Pax8, we get the answers we needed from our Cloud Solutions Advisor (CSA) who does an incredible job.”

—David Vu, Gravity Networks

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David Vu
Marketing Director
Gravity Networks
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“Moving all of our cloud business to Pax8 has been a very profitable decision for our company. Pax8 offers better support and service than any other distributor we’ve ever worked with in the past.”

“We’ve worked with a lot of distributors and vendors, and this is by far the best company we’ve ever worked with in the IT channel.”

“My team and I really like working with Pax8 because we know we can count on them to help us find the right cloud solutions for our customers. They proactively educate us on the new cloud solutions coming to market so we can stay ahead of the curve.”

**Headquarters:**
Tennessee

**Industry:**
Managed Service Provider

**Pax8 Partner:**
Since 2015

**Problem:**
Gravity Networks was looking for a distribution partner to enable their cloud services growth

**Solution:**
Pax8, the leading value-added cloud distributor

**Result:**
“We migrated all of our cloud business to Pax8, and we couldn’t be happier. Since working with Pax8, we have had such an amazing experience. We’ve worked with a lot of distributors in the past, and none of them match up to the level of service and support we get from Pax8.”
Pax8 was the perfect complement to Gravity Networks' business model with its best-in-class customer support and services. Through the new partnership, Pax8 is helping Gravity Networks achieve its business goals and objectives.

Benefits

Comprehensive ConnectWise Integration

Pax8 is fully integrated with ConnectWise, meaning ConnectWise users can purchase Pax8 cloud solutions, services, and licenses without ever leaving the ConnectWise portal. Whether partners want to place orders, increase seat counts, update agreements, or import customer products, they can conduct all this Pax8 business right inside the ConnectWise portal.

“The ability to connect into my PSA with Pax8 is fantastic. Other distributors don’t focus on that fluidity. My team loves that we can update our license and agreement with a couple of clicks. It is things like this that make Pax8 different. They care about the details and make our experience seamless.”

Pax8 is currently the only distributor to fully integrate with the ConnectWise platform. This is just another way the company is proving its dedication to the Managed Service Provider success—doing what no distributor has done before.

“The ConnectWise integration is another way Pax8 has gone the distance to provide us with a better experience. They make it simple to do business within the ConnectWise management platform.”

Strategic Planning, Performance, and Optimization

As a born-in-the-cloud company, Pax8 makes selling cloud products for Managed Service Providers more lucrative than ever before. This easy, profitable cloud experience wouldn’t be possible without an awesome team of people behind it. The Pax8 CSAs have the expertise to help Managed Service Providers build a strategic plan to grow their cloud businesses.

“My team and I really like working with Pax8 because we know we can count on them to help us find the right cloud solutions for our customers. They proactively educate us on the new cloud solutions coming to market so we can stay ahead of the curve.”

“Pax8 has really impressed us since we’ve been working together. I have never worked with a cloud-focused distributor, but the line of communication and personal support is amazing. I know their team is working hard to help my business succeed. That really stands out to me.”

“Because Pax8 has an expertise in cloud products, this has really helped our business. They are great at what they provide. With Pax8, we get that dedicated care, support, and service.”

—David Vu, Gravity Networks

Results

New Growth Areas with Cloud Services

Pax8 is committed to helping Managed Service Providers thrive in the cloud. The company achieves this by delivering real value that includes an automated quote-to-cash platform, free marketing resources, high margins, and the most disruptive cloud technologies available today.

“Our dedicated CSA is so great about introducing us to the latest cloud products. She understands what type of cloud solutions we are looking for to solve our customers’ problems. That is an example of the personal touch we get from Pax8. It is more than just great service, but it is also great support.”

Monthly billing for cloud services can be complicated, but not with Pax8. The company has built a quote-to-cash platform called Command Console that partners can brand as their own and use to deliver a seamless service experience to their customers.

“The billing and provisioning of cloud services at Pax8 is on-point. They get it right, and that has a positive impact on the experience we provide our customers.”

—David Vu, Gravity Networks

About Pax8

Pax8 is the leading value-added cloud distributor offering top cloud products and solutions to the IT channel. The company is driving the business transition to the cloud through its comprehensive enablement and technology. The Pax8 cloud marketplace provides efficient and intelligent cloud product configuration so service providers can easily create and customize bundled solutions for their customers. To fuel partners’ success, Pax8 offers on-demand marketing programs, sales assistance and training, provisioning automation, and subscription billing. As the experts in cloud innovation, Pax8 is well-engineered to sell, assemble, and deliver quality cloud solutions to its worldwide channel of service providers. For more information, please visit www.pax8.com. Follow Pax8 on Facebook, LinkedIn, and Twitter.