



Spotlight on Success

July 2016

Sean Murphy



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A Customer Service Focus

Nexus is an IT services company with 19 years’ experience. It provides an engagement model to suit any requirement, helping organisations implement multi-million dollar systems on time and within budget.

Nexus aims to help clients use technology as a competitive advantage. That means listening carefully to their challenges and designing a commercially-realistic solution. Nexus supports clients of all sizes and types, from sole traders to large enterprises, over the long term.

Nexus invests significantly in knowledge, not just in the technologies it specialises in, but in commerce, project management, and organisational development. This keeps Nexus’s clients at the leading edge.

CompTIA: Can you provide an overview of the business?

Sean: Nexus IT turned 19 this year so it’s seen a lot of changes in the industry. Now is a challenging time for a service-based business so it’s important for us to offer value and stick to our customer value proposition.

We take a consultative approach rather than a hard sales approach. As a result, we have long relationships with our clients, some of whom have worked with us for 15 years. We sell knowledge, so we make sure we hire talented engineers and keep their training current.

CompTIA: What sets the company apart from its competitors?

Sean: Our engineers are chosen for their ability to not just meet commitments but to have authority with clients. They can offer real advice that isn’t vetted by sales people. We’re not focused on meeting quarterly results, we’re focused on hitting customer objectives. That’s an unusual approach because vendors normally want partners to sell lots of product, quickly. Instead, we want clients to understand that we stand next to them and are committed to their success.

We focus on aligning technology with business outcomes rather than selling solutions. That approach is becoming more popular but it’s always been the way we work.

We like to take the journey with the customer, finding the right path for them and supporting them along the way. It’s important to maintain a strong focus on what the client is trying to achieve, how, and with what budget and timeline. This means we can make solid recommendations that are more likely to deliver the desired outcomes.



CompTIA: Who are your typical customers?

Sean: We work for clients of all sizes and types. Our smallest client is a playwright. We keep his laptop in pristine condition so that he can focus on his scripts. Our biggest client is one of the world's largest media companies. We help them deal with seismic changes in their industry by developing cutting-edge production automation systems. The common thread that connects our customers is success. All of our clients are very successful, mostly leaders, in their respective fields. They know what they want and they know how to seek value.

CompTIA: What opportunities do you see in the local IT channel?

Sean: The market has been characterised by cloud and customers are confused. They read that they need to move to cloud but, when they start to investigate, they're stunned at how different it is to what they're used to, and that the savings promised by industry hype simply don't exist.

This creates a huge industry challenge. For companies like ours, it creates an opportunity to help organisations through a consultative approach. It's important to help business leaders make decisions around things like where data lives, how to comply with security, what kind of disaster recovery plan is best for them, and how to do business as usual comfortably, without spending massive amounts of money.

Hybrid cloud is the right way forward for most people: you can't cloudify the whole world. It's also essential for organisations to have good remote monitoring and management (RMM) and professional services automation (PSA) in place. If you don't have a story about automation and efficiency, then you don't have a story full stop. Analytics, reporting and visibility, are also essential.

CompTIA: What successes have you had over the past year?

Sean: We've had a great opportunity to work with the Australian Museum, which meant understanding their challenges and the parameters they have to work with as a government agency. Agencies like that have to meet lots of requirements but aren't always supported with the funding they need. It was important for us to listen to stakeholders carefully and speak with people at different layers in the organisation to really get a handle on how we could help them.

Specifically they needed to meet a cloud-first directive cost-effectively, while improving compliance and risk management, and using the skills and resources they already had in-house and on contract. We made significant breakthroughs with this client and rolled out a roadmap that they could really buy into. It was a great experience.

CompTIA: What are your plans for the year ahead?

Sean: Nexus will continue to leverage our talented, knowledgeable engineers to provide authoritative consultation for clients.

We have dozens of success stories. The next step is to find a way to communicate these successes to the marketplace.





CompTIA: What advice can you give other IT channel players?

Sean: Vendors always think their next product is fantastic and they want partners to sell, and sell fast. Vendors come and go, and, while some will be around for a long time, customers are the most important thing to focus on. A business will never be punished for looking out for its customers. You have to resist the temptation to do what's in your own interests. You have to do what's in their interests.

If you're genuinely trying to build a long-term business, ignore the rebates and discounts that offer short-term benefits, and focus on what your customers need.

