



CASE STUDY:

Softcat

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## Microsoft UK introduces Cloud Decisions to assist Softcat in building out its Azure services capability.

### Partner Talent Services

Given the UK's well-documented digital skill gaps, the provision of specialist talent services and skilling is an important element of the support offered by Microsoft's Global Partner Solutions. It is an area in which Cloud Decisions excels.

Microsoft's UK Partner Talent Services was created to offer resources that help grow new and existing talent within the partner ecosystem. The specialist talent providers selected offer partners support from early careers and graduates through to the experienced, emerging and diverse talent acquisition services that Cloud Decisions delivers.

### People with passion

Softcat is one of the UK's leading providers of IT and digital transformation services to the corporate and public sectors. Founded in 1993, over the last 25 years the Microsoft Gold Partner has developed a reputation for its passion, employee satisfaction and world-class customer service. With offices around the UK and Ireland, Softcat now employs more than 1,900 dedicated professionals.

People are at the heart of Softcat's ability to deliver digital transformation and technical solutions that support and delight its customers. Consequently, talent acquisition in emerging technology areas is an especially important focus for the business. As a Microsoft Gold Partner, sourcing experienced staff with knowledge and expertise in the Microsoft technology stacks is front and foremost.

Working with Microsoft's Global Partner Solutions team, Softcat was strengthening its Azure practice and building its Azure managed services capability towards becoming an Azure Expert MSP in the nearest possible future.

Faisal Khan, Recruitment Lead at Softcat, was introduced to Microsoft's UK Partner Talent Services providers via Brad Barker, Senior Partner Development Manager, and Sergio Carrilho, Partner Technology Strategist at Microsoft. Softcat chose Cloud Decisions' specialist talent acquisition and advisory services to support it in achieving its strategic goals.

"I've worked with many agencies and, from my first encounter with Cloud Decisions, it was evident they are different," says Faisal Khan. "Their understanding of the space in which they operate is second to none. They are low maintenance and they operate with a refreshing humility and integrity. One can sense an earnest desire to build a genuine partnership rather than simply making placements."

### The Cloud Decisions difference

Cloud Decisions dedicates its talent services to Microsoft UK's partner ecosystem. It specialises in sourcing experienced, emerging and diverse talent for its partner clients. In this way, Cloud Decisions customers can build out their Microsoft capability and meet the commitments of their Partner Pledge.

Softcat chose to work with Cloud Decisions to grow its Microsoft Azure team in late 2021. It needed to bring in additional talent across all areas of its Azure managed services business, including solutions architects, engineers, pre-sales consultants and support.

"Our recruitment needs are challenging and we can be demanding," Faisal explains, "Cloud Decisions will give us substantiated intel and push back intelligently – but that won't dissuade them from working on those challenging vacancies."

## A trusted partner

The Softcat team was impressed by the nuanced understanding of the market that the Cloud Decisions team demonstrated. The honesty and integrity of the team helped to build a trusted partnership quickly.

"Cloud Decisions are not pushy. They are pragmatic, responsive and agile," commends Faisal. "They won over the entire team in a very short space of time, which is quite a feat. We have a rare confidence in Cloud Decisions."

The attention to detail demonstrated by the Cloud Decisions team is especially appreciated by Softcat. Faisal states, "Cloud Decisions are a genuinely lovely bunch and that elevates our relationship to something more than just another agency. They've become a trusted partner. I know I can pick up the phone to Cloud Decisions and always get insight and perspective greater than I anticipated."

"I have no reservations introducing Cloud Decisions to any relevant area of our business, because I know they will deliver and I know they understand the way we like to work," continues Faisal.

"Their track record of success in such a short space of time speaks for itself."

## About Cloud Decisions

Created exclusively for Microsoft Partners, Cloud Decisions provide specialist talent acquisition and advisory services. The first in the UK to Microsoft certify all of its Talent Specialists, Cloud Decisions specialises in sourcing, experienced, emerging and diverse talent. It remains one of only two providers selected within UK Partner Talent Services who deliver across all Microsoft solution areas.

Sergio Carrilho explains, "To me, people and technology are and shall remain better together. Cloud Decisions remains a partner we can trust, bringing key talent across our ecosystem to drive adoption of the very best the Microsoft Cloud platform can offer to our mutual customers."

In this way, Cloud Decisions helps Microsoft Partners to meet the commitments of their Partner Pledge while growing their Microsoft capability in the key solutions areas: Microsoft Azure, Azure Data & AI; Digital App & Innovation; Modern Work & Security; and Business Applications.

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