

Business Case

Altronic ICT and Telecom

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Sjoerd Swart and Gert de Jong
Managers Altronic ICT en Telecom



Altronic is an ICT and telecom supplier, located in Hendrik Ido Ambacht (NL). Altronic’s Management has chosen Eshgro as partner for supplying business cloud solution. “By working with Eshgro we are able to supply clients we couldn’t reach before,” say Sjoerd Swart and Gert de Jong, managers at Altronic.

Altronic has been active since 1991 and has years of experience and broad knowledge of the ICT-Telecom market. Altronic supports organisations with advice on, supplying, implementing and managing innovative ICT and telecom solutions. Thanks to their practical approach Altronic makes it possible for clients to use affordable and innovative solutions. As well as many business clients, Altronic services organisations in the public and healthcare sectors.

Growth plans

The Management at Altronic has ambitious growth plans, so they want to service ever bigger organisations. But with a new market come new obstacles and client requests. “Enterprise organisations often have specific demands when it comes to certifications, continuity and service levels. In order to comply we had to invest heavily in our organisation and technology. That would bring risks we’d rather not take. The cooperation with Eshgro offers us the means to comply with the demands of these organisations, without having to invest ourselves.”



Altronic uses Eshgro’s cloud platform. This is billed on a pay-per-use basis. That way, Altronic can offer clients a quick and easy scale-up when necessary. Sjoerd is very satisfied with the way Eshgro has fitted out the technical infrastructure. “We are very impressed with Eshgro’s approach. Their way of working shows that they are solid and reliable.”

Continuity and reliability

The cooperation with Altronic also ensures that Altronic can live up to the clients’ wish for continuity. Eshgro offers Altronic and her clients to option to enter into a tripartite agreement. With this agreement HPE guarantees the continuity of the service supply, should one of the other parties be withdrawn. With this certainty Altronic can also guarantee bigger clients that continuity is secure. Gert: “I know we can fall back on people who could seamlessly fill any gap.”

Eshgro has all relevant certifications that clients could ask for, such as the ISO 27001 and ISAE 3402 certifications. Altronic can keep their focus on the client requirements as well as service clients that were previously out of reach. The services Eshgro supplies have been standardized. For Altronic this means that they do not have to re-invent the wheel all the time. This also leaves Altronic more time and focus for the client requests and services. Combined, Altronic no longer experiences any limitations. Gert: “These matters are essential for further growth.”



White label cloud services

Altronic offer their cloud services under their own brand. By offering white label cloud services, Altronic remains the owner of the client. What's more, the portfolio can be tailored to the knowledge and expertise specific to Altronic. This allows Altronic to adjust their services to the needs of their customers, all as their own brand.

Altronic is also very positive about Eshgro's Cloud Configurator. Sjoerd and Gert expect it to save Altronic a lot of work. Sjoerd: “It is quick and easy to get a quote for a client, without having to put in lots of time for a detailed offer. Now I can give a good estimate, without hours of calculations.” Altronic will be expanding in the years to come and is looking for tools to makes things easier and more efficient internally. He views the Cloud Configurator as a promising tool to help them with their acquisition.

Future of Altronic and Eshgro

Since the start of the partnership Altronic has already taken several clients to the cloud with Eshgro's help. Sjoerd also wants to accommodate future clients at Eshgro. Altronic can keep growing without risky investments, and they can be more efficient thanks to Eshgro's tools. Sjoerd: “Altronic can grow unrestrained, because we now no longer have any limitations in manpower, liquidity or server capacity. Everything is at hand. For me, that is a wonderful combination with Eshgro. They are ambitious and so are we. For us, it is a dreamed-of cooperation.”

More information about Altronic?
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