

Grow a customer base, not a server farm.



Add tenants without adding extra labor or server Infrastructure? Exactly! Quickly and easily.

The Challenge: Scalable growth



Seattle-based **Seasquall** was in search of a way to grow its IT services business without overburdening its infrastructure or proportionally increasing employee

workload. It had previously looked at VDI solutions, such as Citrix XenDesktop, but found the costs to be prohibitive. Furthermore, it was unable to sell the system to potential or existing clients.

After finding out about MokaFive, Seasquall felt that it finally had a solution it could sell. The cost was about 90% less than the price of Citrix's VDI solutions, it required no more than one server (regardless of the number of endpoints), it simplified management, and it would allow the business to grow without necessitating extra staff.

The Solution: Client-side virtual-desktop management

Since MokaFive encapsulates the corporate computing environment in a secure, portable "bubble," it can run on any type of machine—Macs, PCs, desktops, laptops, corporate-owned machines . . . even computers owned by employees or contractors. This meant that Seasquall could use MokaFive for all of its clients, regardless of the hardware they were using.

The costs were low enough that it would allow Seasquall to grow its business without having to add increasing numbers of employees or servers. Additionally, MokaFive's powerful management capabilities would enable Seasquall to quickly and easily provision, deploy, maintain, and upgrade every one of the 250 desktops it manages.

Snapshot

Company: Seasquall

Year of MokaFive adoption: 2011

Challenges:

- Simplify desktop management
- Increase sales/tenant volume
- Grow without burdening infrastructure or staff

Results:

- Customer acceptance
- Quick and easy setup allows a small staff to service a large number of clients
- Easy management
- Ability to share images across several tenants

The Reward: Thriving business; big margins

The payoff of the MokaFive solution became immediately apparent. The first sign that Seasquall had made the correct choice was that potential customers started “biting.”

“I went back to a sales target that I had approached the year before with a Citrix implementation proposal,” said Jonathan Boon, Seasquall CEO. “They had no interest in our first proposal. But when we mentioned MokaFive, it was a quick sale.” The customer had been put off by the expense and complexity of the Citrix solution. But MokaFive’s more inexpensive, simpler solution proved much more compelling, Boon explained.

What’s more, Boon loves how little time it takes to set up a new tenant. His current record is just 12 minutes.

“MokaFive is an outstanding product,” Boon said. “It’s simple. It reduces our management burden and allows us to harness the power of the desktop (as opposed to the more expensive storage and CPU of a server).”

Another benefit for Seasquall is that MokaFive’s easy single-image management allows the company to share the same image across multiple tenants. While some tenants do require customized images, most do not, Boon notes. Seasquall offers two standard images to its clients—a Win7 image and a Win7 image with MS Office installed.

“It helps to be able to reduce the number of LivePCs we need to manage,” Boon said. “Just another way that MokaFive helps me keep it simple.”

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– Jonathan Boon,
CEO Seasquall

For more information:

Contact MokaFive at 1-650-980-0960 or visit www.mokafive.com

