

Dito builds internal process efficiency – and grows their business – with Google Apps



At a Glance

What they needed to do:

- Enable SMB clients to transition to the cloud
- Grow their custom development expertise
- Prove the business value they could offer around cloud solutions

What they did:

- Developed custom solutions to extend Google Apps
- Won new business by addressing key pain points
- Made internal business processes more efficient to better serve clients

What they accomplished:

- Grew the business with bi-coastal staff and subject matter experts
- Championed Google Apps internally to foster product expertise
- Expanded their revenue potential with custom development

About Dito

Dito, an IT solution provider specializing in Google Apps, was founded in 2007 by brothers Jim and Dan McNelis to help small and medium sized businesses enhance their IT infrastructure with cloud-based solutions. “We immediately realized the potential of Google Apps after deploying the service on our own domain,” says Jim McNelis, co-founder. “Since then, we have been hyper-focused on expanding our service offerings surrounding Google Apps.”



Today, with staff in Los Angeles, San Francisco, Washington, D.C., and Northern Virginia, Dito’s team includes Google Apps Subject Matter Experts (SMEs), industry-leading Google Apps Trainers, Lean Six Sigma Experts, and a strong software development team. By embracing new technologies and innovations in business communication and collaboration, Dito achieves a high-level of efficiency with its own business practices, ensuring consistent, exceptional results with a focus on the clients’ needs first. This growing expertise has helped Dito build solid relationships across the partner community, expanding its range as a solution provider and assisting companies from many industries and locations make the move to the cloud.

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–Jim McNelis, co-founder, Dito

Opportunity: custom solutions

Dito approached Advanced Title, a Virginia-based title company whose employees were using the consumer version of Gmail for business communications. Advanced Title wanted to give their employees the email solution they preferred – but needed the security and stability of hosting email on their own domain. Dito spent time learning about Advanced Title’s business processes and challenges, and focused on ways to improve efficiencies using Google Apps. Based on these learnings, Dito specified a custom solution that turned Google Sites – part of the collaboration suite included in Google Apps Premier Edition – into an online file share that acted as a customer relationship management (CRM) system for Advanced Title. Collaboration, the use of Google Sites, and the upside of this custom solution created new benefits for Advanced Title – and new business for the team at Dito.

Dito first demonstrated a prototype of the custom CRM system to Lee Mergler, Advanced Title’s President, and the value was immediately clear. From there, Dito got to work on delivering a small business package bundling Google Apps

About Google Apps

Google Apps is an enterprise-ready suite of applications that includes Gmail, Google Calendar (shared calendaring), Google Docs and Spreadsheets (online document hosting and collaboration), Google Sites (team site creation and publishing), and Google Video (easy, secure sharing of video content).

For more information visit:

www.google.com/appsatwork

About the Google Apps Authorized Reseller Program

The Google Apps Authorized Reseller Program offers IT solution providers the ability to take Google Apps – a cloud-based suite of email, calendar, IM, and collaboration tools – to new and existing customers. Opportunities continue to grow as more and more businesses consider Google Apps and look to trusted partners for help. Google Apps empowers Authorized Resellers to acquire new clients, deepen relationships and lower operating costs, increasing profitability and delivering a great experience for their customers.

For more information visit:

www.google.com/apps/resellers

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deployment services, including full migration of data and advanced configuration, and one year of administrative support. Advanced Title also opted for additional services including on-site training, and full implementation of the CRM system that originally got them excited about the project.

Dito successfully planned and implemented all deployment and migration, moving Advanced Title's users and data into Google Apps and placing two trainers on-site on rollout day. Training included modules for each of the products within the Google Apps suite, along with 1:1 time helping employees learn how to use the new CRM system. Dito's training approach ensured better understanding and faster user adoption, which measurably reduced post-deployment support issues.

Results: customer benefits, process improvement, business growth

Dito's work with Advanced Title proved that custom development extending Google Apps would continue to differentiate the value they delivered to clients. As Jim says, “Once businesses move their email and collaboration to Google Apps, they start asking us for ways to integrate their business processes into the platform. This is where our knowledge of the APIs and development experience really pays off, and we expand our revenue potential.”

His brother agrees. “Team Dito is passionate about Google Apps,” Dan says, “and this shows in the way our business is run.” He reports that Dito employees “dogfood” all new Google products and features, allowing them to get up to speed quickly on new functionality while making business processes more efficient. They also use Google Apps features to improve workflow with existing and prospective clients. Gmail chat, including voice and video, help them to resolve 80% of support issues in real time. This frees up resources for Dito and provides a better customer experience. The team also uses Forms in Google Docs to create questionnaires assessing the needs of prospective clients. A custom solution using Google Apps Script takes these answers and automatically generates a contract that is emailed to the appropriate Dito team member.

Dito has built its business around helping clients get the most out of Google Apps, with revenues from recurring license fees, the development of custom applications, and value-added services – training, support, and migration from legacy systems like Exchange 2003 – creating the foundation for business growth. Clients like Advanced Title aren't the only ones benefiting. Dito plans to leverage its growing expertise with Google Apps to find more and more ways to improve business processes for itself, and for its clients.

