

RanTek

Simplified IT, Delivered.

Being an elite Riverbed partner for 15 years now, RanTek has been leveraging cutting-edge solutions to increase digital business performance, whether that's across network, security, or storage. The company initially began its operations by focusing on reducing the amount of network bandwidth that the customer had to buy, and eventually transformed itself as an entity with a mission to deliver simplified IT. Today, RanTek, along with Riverbed, is bringing a new approach to create documented IT infrastructure value through profound technical knowledge and sense of business.

With a vision to foster digitization and accelerate its adoption, RanTek has been simplifying and automating IT infrastructure to be an enabler for the clients' team to increase their performance and productivity. Since 1999, the company has established considerable experience in adopting new ways for simplifying, automating, and protecting IT operations. Being an early player in the market has enabled RanTek to help its customers in realizing that they can achieve new business opportunities while saving considerable cost. Rene Bach Pedersen, the CEO and president of RanTek emphasizes that his company's idea is not just to sell, but to deliver outcomes with beneficial value propositions to their clients, at the end of the day. Following is the conversation that CIOApplications had with him to understand RanTek's agenda to create value to both existing and new customers as well as to partners and employees.

Today's digital age is all about achieving speed and efficiency, in the light of your experience, how can it be delivered? On the same lines, what are the challenges that exist? How can RanTek help?

Everyone today has a cloud strategy and companies are migrating their data accordingly. This has initiated a



RENE BACH PEDERSEN

situation where everything is on the cloud, which creates a depleted organizational process, user experience, and visibility. Being an expert integrator of simplified IT, RanTek constantly screens the market to be first to introduce clients to something that we believe will create meaningful business value while reducing cost and improving readiness.

RanTek's simplified IT solutions sit between the introduction and maturity phases of the market maturity curve. We ensure that the clients have gone through our highly experienced and proven methodology for onboarding new technologies which are endorsed by analysts like Gartner and Forrester. For RanTek it is of utmost importance that all our solutions are early enough in their lifecycle for our customers' to gain competitiveness.

Our Simplified IT solutions already follow future market trends; they are built to seize the opportunities of tomorrow. They are usually solutions that businesses haven't yet included in its IT architecture planning but may have only started to hear about, which is why we're here to show you a new approach to an old problem.

Helping us is our partner, Riverbed, which reduces the amount of network bandwidth. Riverbed provides a fully unified and integrated platform that eliminates tradeoffs and helps customers rethink possibilities. They help enhance digital performance across every aspect of a clients business—whether that's gaining insight into new customer segments and industries, improving time to market, increasing productivity, or simply delivering fast, secure digital experiences today's users demand.

Can you elaborate on the partnership that RanTek has with Riverbed?

As an award-winning Riverbed partner, we have extensive experience in providing expert customer support at scale across worldwide locations. RanTek provides 1st and 2nd layer support in-house and excels in



exceeding customer expectations, demonstrated by very high customer satisfaction scores. Not only that, RanTek count over half of the Denmark C20 as customers. Further, as a partner, we have the lowest escalation ratio globally. Through the system and competent team that we house, we have ensured that we can solve the cases ourselves, which saves the customer's time as they don't have to wait for a resolution.

There are a number of companies out there that are vying for the top position. What according to you, are the distinct features of RanTek/ differentiating factors that give it a competitive edge?

According to me, what makes us steer ahead of the competition is our focus to deliver the best value proposition according to the needs of customers. On the Riverbed side of things, 60 percent of our business is on Riverbed, which

Our Simplified IT solutions already follow future market trends; they are built to seize the opportunities of tomorrow

is very unique when compared to the other global partners. The reason behind this is our exemplary relationship with Riverbed, which entails delivering programs that can support our operations and vice versa. We are on a path where we will continue to invest in Riverbed as they continue to invest in us as a partner.

What does the future hold for RanTek? Any footprint expansion plans or platform enhancement strategies that you can shed light upon?

We have already taken the initial steps together with Riverbed to expand our business model into Sweden. In the future, we will also

be expanding to Norway such we can grow our revenue and also help as many clients as possible in these countries. Currently, we have 85 percent market share in Denmark, and now we are planning to deliver our knowledge on Riverbed in other countries as well in 2020 and beyond. CA