

**HOSTED TECHNOLOGIES:**

- Citrix XenApp
- Software as a Service (SaaS)

# ROMANELLO CONSULTING: A CITRIX HOSTING CASE STUDY

**Connectria - expert Citrix hosting how you need it, when you need it.**

Romanello Consulting provides data analysis and reporting services for Management Services Organizations (MSO's) and Independent Practice Associations (IPA's) within the healthcare field. When Romanello expanded their product offering and needed application deployment assistance, they turned to Connectria. Find out why.



# ROMANELLO CONSULTING

Data Analysis to Maximize Revenues

## About Romanello Consulting

Romanello Consulting is a healthcare consulting company that provides data analysis and reporting services for MSO's and IPA's. These services are designed to assist in the management of risk contracts for Managed Care. Their services include data acquisition, analysis, benchmarking and reporting of revenue, risk funds, claims liability, administrative fees and other costs that impact the profitability of an MSO/ IPA with regard to Full or Partial Risk Contracts. They have developed a series of analytical tools that they employ to derive critical knowledge from the volumes of data available from various health plans. Their systems provide detailed reporting which is needed to track and trend patient and provider utilization. They can identify utilization patterns that may require interventions on the part of the MSO/IPA to manage costs and profitability while maintaining quality care for the patient.



## Romanello Consulting Challenges

As Romanello Consulting's product offering continued to expand, they quickly realized the burden it would be if they were to host their application in house. The expense to run and maintain a data center, as well as managing upgrades were huge challenges that Romanello Consulting did not want to take on. They also did not have a dedicated internal IT staff that they could devote to this maintenance, nor did they want to hire one. The investment cost to buy and run a data center was not in Romanello's best interest. "We are not an IT company, we provide data analysis and support services to our clients, and that is what we wanted to focus on. Running and maintaining a data center was not exactly our area of expertise. The best alternative for us was to look for a hosting provider that could supply the level of expertise we needed," said Bruce Romanello, CEO, Romanello Consulting.

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HOSTING

## Choosing Connectria

Romanello Consulting began their search for a hosting provider by using the power of the internet. They were looking for several key factors:

- The ability to support Citrix deployments
- Expert support staff
- 24/7 availability of their application
- Scalability, redundancy, and catastrophic recovery

Citrix was something that Bruce Romanello was very familiar with, and this knowledge was particularly helpful when interviewing three potential hosting providers. “Lots of the companies I interviewed didn’t seem to have an in depth knowledge or robust Citrix offering. They told me it



was something they could look into, but with the highly sensitive data at hand, I was not comfortable with someone learning at our expense,” said Romanello. However, when speaking to Connectria, Romanello didn’t have doubt that he had with others. The conversations with Connectria were comfortable and easy which ultimately led to Romanello selecting Connectria as their Citrix hosting provider

“In checking Connectria’s references, it was clear that they were experts in Citrix hosting, and a provider that we trusted partnering with,” said Romanello. Connectria Hosting also offered

Romanello Consulting the option to test the Citrix environment for a 30 day period through the Connectria Citrix Quickstart Program. The program allowed Romanello Consulting to test the environment first before agreeing to a long term contract. Connectria’s thorough Citrix understanding continued to resonate with Romanello through the Quickstart program, thus leading to a longer term contract.

The implementation process was quick and smooth, with clear communication back and forth. The Citrix platform allows Romanello’s client base to access the application anytime, anywhere from the internet. Their clients really like the ease of use in not having to involve their internal IT departments.

Connectria manages the server and Romanello is able to set up user configurations from their end. They have the ability to control what they want, yet not worry about the backend details. "Connectria has allowed us to simplify

this whole process. We don't have to supply the cost of running our own data center, and we know that our data is safe and secure with Connectria," said Romanello.

*"We have been very satisfied with the support received from Connectria. We have experienced no downtime or issues in activating our application. In fact, we are growing our customer base soon, and are looking forward to an expanded relationship with Connectria in support of these additional customers."*

*Bruce Romanello, CEO, Romanello Consulting*

## About Connectria

Connectria provides award-winning cloud computing, managed hosting and custom hosting solutions for more than 1,000 customers in over 30 countries worldwide. We are experts in complex multi-vendor solutions, and we support the broadest range of technologies, managed services and security in the industry.

At the core of Connectria is our No Jerks Allowed® company philosophy. As The Jerk Free Company®, we've established a unique culture where every individual goes "the extra mile" to take care of our customers. Being The Jerk Free Company® extends beyond our people too. We make it easy to do business with us through flexible terms, scalable solutions and straight-forward pricing to serve the hosting needs of large and small organizations alike.



To learn more about Connectria and our Citrix Hosting solutions, please visit us at: [www.connectria.com/technologies/citrix\\_hosting.php](http://www.connectria.com/technologies/citrix_hosting.php)



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