

CASE STUDY

A DECADE OF PARTNERSHIP BUILT ON TRUST





ABOUT BEEF + LAMB NEW ZEALAND LIMITED

Beef + Lamb New Zealand is a farmer-owned organisation that supports the country's sheep and beef sector through farmer extension and learning, research and genetics, advocacy, farmer trust and reputation and industry insights. Beef + Lamb has offices across New Zealand and a presence in Brussels, United Kingdom and Washington DC.

INTRODUCTION

Beef + Lamb has a long history with Telesmart, spanning over 10 years. It all started with the provision of a basic NEC phone system, back in the day. As part of their digital transformation, Beef + Lamb eventually migrated from their NEC PBX to Telesmart's Cloud Calling for Microsoft Teams. The company was impressed by Telesmart's smooth delivery, and over time their relationship deepened - not with flashy pitches, but through consistent, reliable delivery, provided by a team that genuinely cares.

As Beef + Lamb's operations have expanded, so have their technology needs. When searching for help with their IT infrastructure support, they weren't looking for bells and whistles - just a solution that worked well, and scaled on demand.

"Throughout my decade of working with Beef + Lamb's Operations and Technology teams, they have been professional, inquisitive, and polite - always focussed on the right outcomes for their organisation. It's been an absolute pleasure to work with them."

Matt Fox, Account Manager, Telesmart Limited

RECENT CHALLENGES

As Beef + Lamb's operations grew, so did the complexity of its technology environment. Beef + Lamb needed a long-term technology partner that was capable of scaling along with their business. With a small internal IT team, it was getting harder for them to keep up with the day-to-day tasks. They needed an extra set of hands to support their Systems Engineering team, and someone to call on when things got a bit too technical.

"We were facing a challenge to find a long-term partner that could work at the scale of our business."

— Matt Newdick
Technology Services Manager
Beef + Lamb New Zealand Limited

With a small internal technical team, Beef + Lamb recently faced several technical challenges:

- **Limited internal capacity to manage day-to-day IT operations and cover staff absences**
- **Lack of scalability to handle complex technical issues within the team's delivery timeframes**



What Beef + Lamb were really after was a long-term partner who could grow with them, take some pressure off, and get things done without adding complexity. Fortunately, they already had a great relationship with Telesmart, who had been looking after their network, audio/visual systems and telephony services for over 10 years.

Because of the companies' solid partnership, when Beef + Lamb were told that Telesmart could also help them with broader IT support, it was a natural next step. There was no need to start from scratch – they could simply build on something that was already working well for them.

SOLUTIONS

To support Beef + Lamb's growing IT needs, Telesmart proposed a co-managed service model covering four key areas: Microsoft licensing, Tier 3 desktop support, Azure server maintenance, and a dedicated Service Delivery Manager (SDM).



**Microsoft
Licensing
Management**



**Tiered
Desktop
Support**



**Azure
Server
Maintenance**



**Service
Delivery
Management**

1

Microsoft Licensing Management: A hybrid model offering both annual and month-to-month flexibility, supported by a dedicated in-house licensing team.

2

Tiered Desktop Support: Telesmart offered Tier 3 remote support, with additional Tier 1 & 2 coverage during staff leave, including onsite support in Wellington when required.

3

Azure Server Maintenance: This includes proactive monitoring of Azure-based servers, monthly patching, and quarterly virtual machine (VM) restores to ensure backup integrity.

4

Service Delivery Management: A dedicated Telesmart Service Delivery Manager (SDM) providing monthly reporting, best practice advice, and change management support.



As a Microsoft Cloud Solution Provider (previously known as a “Gold Partner”), Telesmart offered Beef + Lamb a flexible licensing model combining annual commitments with a choice of month-to-month options, all managed via Telesmart’s 24/7 Service Desk and a Self-Service Portal. A dedicated licensing team was proposed to work closely with Beef + Lamb, to optimise usage and align it with their business needs.

For desktop support, Telesmart scoped providing remote Tier 3 assistance, with additional Tier 1 and 2 support available during staff leave – providing up to 240 hours of support per year, with extra on-site support in Wellington also included where needed. Across all tiers, Telesmart committed to taking ownership of issues through to resolution, ensuring a smooth and responsive support experience for Beef + Lamb. The server maintenance contract includes proactive monitoring of Azure-based services, monthly patching, quarterly virtual machine restore tests, and escalation of complex issues to Telesmart’s Tier 3 engineers.

A dedicated SDM was included to act as a single point of contact, providing monthly reporting, best practice guidance, and coordination across all services. To ensure a smooth implementation, Telesmart also conducted a pre-discovery session, focusing on Beef + Lamb’s Microsoft 365 technologies, current configuration, and documentation.

“Beef + Lamb New Zealand has been great to work with. From day one, it’s felt like a genuine partnership. My role as SDM is to keep things running smoothly - whether that’s checking in regularly, helping coordinate services, or just being there when they need a hand. We kicked things off with a solid discovery session, which really helped us understand their setup and make sure we were adding value from the start.”

Trent Stephen, Service Delivery Manager, Telesmart Limited



A Decade of Partnership Built on Trust

RESULTS

The partnership between Beef + Lamb and Telesmart has delivered significant improvements across their IT operations. With a flexible licensing model, responsive desktop support, proactive server maintenance, and a dedicated Service Delivery Manager, Beef + Lamb now benefits from having a scalable and well-supported technology environment. This collaboration has reduced internal pressure, improved service continuity, and provided access to expert guidance when needed. Most importantly, the relationship continues to grow, grounded in trust, transparency, and shared goals.

“ We are very happy we made the decision to work with Telesmart. They have been a friendly, proactive and responsive team, from sales and relationship management through to the technical team. Our experiences have been very positive, and we look forward to continuing to work with Telesmart to achieve our organisation’s technology goals.”

— Matt Newdick
Technology Services Manager
Beef + Lamb New Zealand Limited

Note: References are available on request. These endorsements were provided at the time of the project; contact details may have changed since.

About Telesmart

After around two decades in the business, our customer list spans the public and private sectors in both New Zealand and Australia. We provide bespoke ICT solutions for a wide range of organisations. Established in 2005, Telesmart principals Ross Lynch, Geof Robinson and Nigel Barker saw the need for more customer focused end-to-end telecommunication solutions for Australasian organisations, focusing on customer outcomes.

By 2009 Telesmart had made its way to 4th place in Deloitte's Fast 50, staying in the Asia Fast 500 for the next four consecutive years. Since then Telesmart has grown significantly, but our mission has not changed. Our dedicated team of industry professionals are located across Auckland, Wellington, Hamilton and Christchurch, delivering best-practice managed ICT solutions.



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