

# Great Canadian Small Business Success Stories

featuring the Microsoft Cloud

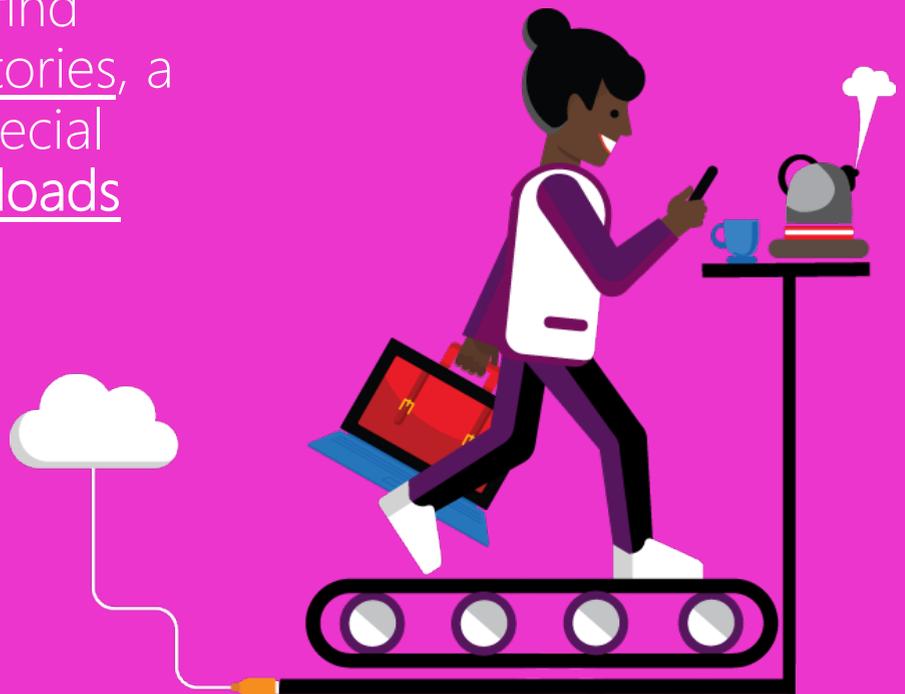


# Welcome

This eBook marks the beginning of a series that will showcase great Canadian small business success stories featuring the Microsoft Cloud.

Let these real stories inspire you to modernize the way you do business.

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# Canadian Small Business Success Stories

The logo for Diplly, featuring the word "Diplly" in a blue, stylized, cursive font.

Viral content  
online publisher



Multidisciplinary  
engineering firm



Label design and  
manufacturing

The logo for OwnerDirect, featuring the word "OwnerDirect" in a blue, cursive font.

Online vacation  
rentals website



“Back when we used datacenters, I needed to have an infrastructure guy sitting there, paying him his salary and then, no matter what he did, he was never going to be as good as Microsoft.”

Co-Founder Gary Manning

This viral content website finds a low-cost and highly-scalable hosting solution with [Azure](#).

A move from managing their own technology infrastructure to [Azure](#) keeps costs down, adds scalability, and delivers state-of-the-art cloud security.



**Empowering** – no longer manage on-prem servers, datacenter or security team



**Reliable** – provides secure, smooth & reliable experience for 1 billion+ users/year



**Cost-effective** – Pay-as-you-go solution keeps costs down to just 11¢/1000 users



**Scalable** – [Azure](#) makes it quick & easy to keep up with user demand and add invaluable services, like search

[Read more](#)



LRL

This multidisciplinary engineering firm's outdated productivity technology caused frustration and hindered productivity & collaboration.

"Office 365 provides us with a streamlined approach to our network that allows our team to do what they do best."

Michelle Hanna, VP, Operations

Microsoft Partner Genatec moved LRL to a modern, end-to-end solution in the Microsoft Cloud, combining Office 365, Windows Server 2012 R2 & SQL Server.



**Empowering** – team embraces world-class productivity solutions in the cloud



**Reliable** – eliminated email and server issues and now benefit from 99.9% uptime



**Manageable** – now shares resources and manages emails from a single storage point



**Lean & mean** – a HyperV solution maximizes network performance and cost-effectiveness

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mabel's labels

™

The creators of kids labels modernized their IT with Office 365.

“We were able to cut our licensing costs and maintenance requirements dramatically, while boosting our security and reliability. And best of all, we empowered our staff to collaborate and communicate more effectively.”

Kimberley McKay, IT Director

The Mabel's Labels team empowered their staff to collaborate from anywhere, at any time, on any device with Skype for Business, OneDrive, SharePoint and OneNote.



**Cost-effective** – reduced software licensing costs from \$21,000 to \$7,000/year



**Manageable** – streamlined maintenance by introducing one, integrated solution



**Harmonized** – Eliminated interoperability, email and file-sharing issues



**Secure** – Security in the cloud protects data, applications and customer privacy

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# OwnerDirect

“Running a Microsoft OS and development platform simplifies our maintenance. We save time by building with Visual Studio—it helps us implement customer requests faster.”

Robin Lloyd, Chief Programmer

This pioneering online vacation rentals website needed a world-class development and cloud platform to find new efficiencies and help deliver a fantastic customer experience.

An integrated set of Microsoft solutions—combining Azure, Visual Studio, Windows Server, SQL Server & Office 365—was the best fit for the team.



**Collaborative** – developing with Visual Studio allow teams to work fast



**Powerful** – Windows Server & SQL Server provide a world-class platform



**Efficient** – easy-to-learn tools allow dev team to test, debug and diagnose issues quickly and early



**Familiar** – customer service staff uses Office to get things done easily

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