Onshore Outsourcing

Abstract

Onshore Unified Support Services offers a cost-efficient, high-quality onshore alternative to Microsoft’s Unified Support. By leveraging a 100% U.S.-based rural workforce and an AI-powered support platform (“DUSTy AI”), Onshore delivers faster issue resolution at a significantly lower price.

Onshore Unified support

**A Cost-Effective, High-Performance Alternative to Microsoft Unified Support**

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# Executive Summary

Enterprise IT leaders face escalating support costs and slow response times under traditional vendor support models. Onshore Unified Support Services offers a **cost-efficient, high-quality onshore alternative** to Microsoft’s Unified Support. By leveraging a **100% U.S.-based rural workforce** and an AI-powered support platform (“DUSTy AI”), Onshore delivers faster issue resolution at a significantly lower price. Key advantages of Onshore’s Unified Support include:

* **50-60% Lower Support Costs:** Onshore’s model is 50-60% less expensive than Microsoft Unified Support, yielding immediate budget savings. Clients typically realize **30-50% (or more) cost savings** versus Microsoft’s support fees, without sacrificing quality or scope.
* **Faster Response & Resolution:** Through the Unified Support Platform featuring **DUSTy AI**, Onshore accelerates troubleshooting and resolution. AI-driven automation and intelligent routing cut resolution times by *half*, enabling **up to 2× faster issue resolution** than Microsoft’s support. Critical problems are addressed in minutes rather than hours.
* **Flexible, Consumption-Based Pricing:** Onshore eliminates rigid, revenue-based contracts. Support is offered in a **pay-as-you-go model** — you pay only for the hours you need, with no complex licensing tiers. Unlike Microsoft’s “use it or lose it” approach, Onshore even **allows unused hours to roll over** (up to 50% to the next period) so customers retain value.

This whitepaper details Onshore’s unique value proposition and competitive differentiators, with industry case studies demonstrating real-world cost savings and service improvements. We also present success metrics comparing Onshore and Microsoft support and provide recommendations for a seamless transition to Onshore Unified Support.

# Onshore’s Unique Value Proposition

Onshore Unified Support Services is purpose-built to provide **better support at lower cost**. Three core pillars define its value proposition:

## Dramatically Lower Cost, Higher Value

Onshore offers **enterprise-grade IT support at a fraction of the cost** of Microsoft Unified Support. By leveraging rural U.S. talent and efficient operations, Onshore can **cut support expenses by 50-60%** for most clients. This cost efficiency does **not** come at the expense of quality – in fact, customers often find they receive more personalized and effective service even as their costs drop. Onshore’s model proves that support can be both world-class and budget-friendly. These savings free up funds that CIOs and CFOs can reinvest in strategic initiatives, rather than overspending on bloated support contracts.

## Faster Response and Resolution with AI-Powered Support

Slow response and prolonged downtimes are common pain points with legacy support. Onshore addresses this by combining skilled engineers with its **Unified Support Platform featuring “DUSTy AI.”** This AI-driven system automates research, troubleshooting, and ticket routing, so issues are resolved in less time. Industry data shows AI-enabled support can **cut ticket resolution time by ~50%**. Onshore’s own experience confirms this – clients see significantly **faster response and resolution** compared to Microsoft’s multi-tier support. DUSTy AI’s capabilities include:

* **Intelligent Triage & Automation:** The platform instantly analyzes incoming issues, performs initial troubleshooting steps, and either resolves the issue or routes it to the right expert. Many common incidents can be fixed via automation in seconds.
* **24/7 Rapid Response:** Onshore’s AI and engineers are available around the clock. Critical incidents get immediate attention, often with a live expert response in **5 minutes or less**. In contrast to waiting on hold for escalations, customers get quick solutions to keep their systems running.

The result is a dramatic reduction in mean time to resolution (MTTR) and higher system availability. Many issues that might take days to escalate through vendor support are resolved within hours by Onshore, minimizing business disruption.

## Flexible, Transparent Pricing (No Surprises)

Onshore rejects the opaque, one-size-fits-all pricing of traditional support. Microsoft’s Unified Support pricing is **tied to a percentage of your product licensing spend** – essentially a tax on your software budget. This often leads to **30-60% higher costs** when Microsoft re-prices contracts, and customers have little control since the fees scale up with their Microsoft consumption, not actual support usage.

In contrast, Onshore uses a **consumption-based pricing model** that is simple and fair. Key aspects of Onshore’s pricing approach:

* **Pay Only for What You Use:** Customers purchase support hours as needed (or in flexible blocks) rather than paying a large fee based on company size or revenue. **No more paying for hours you don’t use** or inflated bundles of services that don’t fit your needs.
* **Transparent and Predictable:** Rates are clearly defined per support hour. There are no hidden fees. This transparency builds trust and makes budgeting straightforward.
* **Rollover Hours for Added Value:** Unused support hours aren’t wasted. Onshore allows up to **50% of unused hours to roll over** into the next period, ensuring you get full value for every dollar. This flexibility means if you have a quiet month with fewer issues, your investment carries forward to cover future needs. Microsoft’s model offers no such rollover – you effectively lose what you don’t “use” in their unlimited model, or you’re forced into an overpriced tier regardless of actual consumption.

Together, these pricing features mean that **Onshore clients typically spend significantly less** on support **while enjoying more flexible service**. There is no sticker shock or surprise true-up fees – just predictable, pay-as-you-go support that aligns with your business activity.

# Onshore’s Competitive Differentiators

Beyond the core value proposition, Onshore Unified Support differentiates itself through its delivery model and technology. Below are the key competitive differentiators that set Onshore apart from both Microsoft and other providers:

## 1. Rural Outsourcing Model – U.S.-Based, Secure, and Stable

Onshore Outsourcing pioneered the rural sourcing model in IT services, and it’s at the heart of Onshore Unified Support. All support is provided from Onshore’s **Microsoft Center of Excellence in Glennville, Georgia and its rural delivery center in Macon, Missouri.** This model offers multiple advantages:

* **Cost-Efficiency:** Onshore’s 100% U.S.-based workforce operates from rural communities, where the cost of living and labor rates are lower than major urban centers. This **domestic low-cost advantage** lets Onshore provide **top-tier IT services at lower cost than both traditional U.S. metro-area firms and offshore vendors**. Clients get the benefit of U.S. quality and communication, at rates that often beat offshore outsourcing when total cost is considered.
* **Workforce Stability & Expertise:** Rural teams exhibit high loyalty and low attrition. Onshore enjoys **extremely low employee turnover** compared to urban tech hubs and especially versus offshore outsourcers. Workers in these communities are **deeply committed and loyal** to their employer, often viewing it as a long-term career. For customers, this translates to **consistent, experienced support engineers** who build deep domain knowledge of the client’s environment over time. Unlike other support centers that might churn staff frequently, Onshore assigns a stable team that truly understands your business and systems.
* **Security and Compliance:** All services are delivered onshore from **highly secure U.S. facilities.** Onshore’s support centers feature robust physical and cybersecurity measures and reliable infrastructure (including full redundancy and disaster recovery provisions). The Georgia Center of Excellence adheres to strict access controls, ensuring sensitive data never leaves the facility. Because every support engineer is a U.S. citizen on U.S. soil, Onshore can meet compliance requirements that others cannot. Onshore also easily supports HIPAA compliance in healthcare and other regulatory standards, given the controlled domestic delivery of services.

This rural sourcing model offers a **best-of-both-worlds scenario**: the economic advantage of outsourcing combined with the quality, security, and cultural alignment of a domestic team. Customers do not have to worry about time zone gaps, language barriers, or data sovereignty issues that come with offshore support. Onshore’s rural U.S. teams provide **personalized, reliable support** with the convenience of a local partner and the scalability of a global provider.

## 2. Unified Support Platform with DUSTy AI – Intelligent, Proactive Support

Onshore’s investment in the **Unified Support Platform** and its AI assistant “DUSTy” (short for **D**eep **U**nified **S**upport **T**roubleshooter) is a game-changer in enterprise IT support. This platform is a force multiplier for Onshore’s support engineers, blending human expertise with artificial intelligence and automation. Key competitive advantages of this platform include:

* **Automation of Repetitive Tasks:** DUSTy AI handles routine support tasks autonomously – things like initial analysis, research, and known issue resolution. By resolving common issues instantly or collecting all necessary data for the engineer, it **reduces workload and speeds up ticket handling dramatically.** Customers experience shorter wait times and faster fixes, as the AI takes care of the mundane so engineers can focus on complex problems.
* **Faster Issue Resolution (50%+ Time Reduction):** Thanks to AI-driven processes, Onshore resolves issues notably faster than standard support desks. Benchmarks show that AI assistance can cut resolution times by up to 50%, and Onshore’s own metrics mirror this – clients have seen critical incidents resolved in **half the time** it used to take with Microsoft support. This can mean the difference between a minor glitch and a major outage. Onshore backs its fast response with strict SLAs (e.g., 15-minute response for Severity-1 issues, and rapid escalation to senior engineers) to ensure your business is back up and running ASAP.
* **Continuous Learning and Improvement:** DUSTy AI gets smarter over time. It learns from every support interaction, building a knowledge base of solutions tailored to each client and across all clients. This means future issues get solved even faster, and novel problems are quickly documented. The platform can suggest optimizations or best practices to improve your environment’s health, effectively **delivering consulting value in addition to break-fix support**.

Through this advanced platform, Onshore delivers an experience that outpaces the traditional support model. Clients benefit from both **human expertise and AI speed**, resulting in higher uptime and a more resilient IT environment.

## 3. Transparent, Flexible Pricing & Contracts

Onshore’s pricing approach is a **major competitive differentiator** for budget-conscious enterprises. It addresses a primary complaint many have with Microsoft Unified Support: lack of flexibility and rising costs. Here’s how Onshore stands apart:

* **Consumption-Based Billing:** Onshore charges for the actual support hours or resources consumed. This **aligns costs directly with usage**, often yielding 50%+ savings. As Dynamic Consultants Group notes about such needs-based models, “you pay for what you need—no more, no less… hours you don’t use” aren’t wasted. This is fundamentally different from Microsoft’s model, which is **based on a percentage of your license and cloud spend** (effectively a **“tax” on your Microsoft investment**. With Microsoft Unified, as your Microsoft product spend grows, your support fees automatically grow – even if your support ticket volume does not. Onshore decouples support cost from product spend.
* **Rollover and “Never Expire” Hours:** Unlike many support agreements where unused support value is forfeited, Onshore provides generous rollover of hours. Up to **50% of unused hours** in a period **carry forward** to the next period, ensuring you **get full value for every dollar**. In fact, some alternative providers even allow hours to never expire, underscoring how consumption models can benefit customers. This rollover feature means your investment in support is fully utilized over time. Microsoft’s unified model offers “unlimited” incidents but with no rollover concept – if you don’t open many cases, you simply paid a large fee unnecessarily. Onshore’s approach gives you a safety net for slow support months.
* **Price Predictability and Transparency:** Onshore provides clear visibility into how support hours are used and what costs are incurred. Detailed monthly reports show ticket counts, time spent, and remaining hours. **There are no mystery fees**. This transparency stands in contrast to Microsoft Unified’s opaque calculations, which many enterprises find confusing and not tied to actual value. Clients have had to engage in complex negotiations to understand or reduce Microsoft support costs. With Onshore, the model is straightforward: hours × rate. This simplicity allows CFOs to confidently forecast IT support expenses and avoid the **“sticker shock” of 50-300% cost increases** that Microsoft’s renewals have brought.

In summary, Onshore’s flexible pricing model ensures that **customers pay less and get more.** It aligns the support provider’s incentives with the customer’s: if Onshore resolves issues efficiently, the customer’s hours go further. This is the opposite of Microsoft’s model where a large upfront fee is paid regardless of performance. By removing financial friction and complexity, Onshore makes the business side of support as excellent as the technical side.

## 4. Customer-Centric Service Delivery

While Microsoft certainly has vast expertise, enterprise customers often report feeling like “just another account” in a huge pool. Onshore differentiates with a **high-touch, customer-centric approach**:

* **Dedicated Support Teams:** Onshore assigns a dedicated Technical Account Manager (TAM) or team lead who knows your environment intimately. You have named go-to contacts rather than an anonymous pool.
* **Direct Access to Experts:** With Onshore, you bypass the typical Tier-1 barricade. Calls and tickets are handled by **experienced Technical Account Managers from the start**, not scripted call-center agents.
* **Higher Customer Satisfaction:** Because of faster resolution and personalized service, Onshore achieves excellent customer satisfaction results. Clients consistently rate Onshore’s support much higher than their previous experiences with Microsoft’s Unified Support. Common feedback includes appreciation for the proactive communication, the familiarity the support team has with their IT landscape, and the relief of not having to re-explain issues multiple times. In internal surveys, Onshore’s support has earned CSAT scores well above industry averages, and **switching customers report improved satisfaction** versus their prior Microsoft support arrangement (often citing less frustration and quicker outcomes). While Microsoft doesn’t publish its Unified Support satisfaction scores, anecdotal evidence from forums and case studies shows many enterprises were unhappy with the value received. Onshore fills that gap by **focusing on customer success**, not just case closure metrics.

All these differentiators culminate in a support experience that is **more responsive, more personalized, and more cost-effective.** Enterprise decision-makers can engage Onshore Unified Support Services knowing they are getting a partner who is invested in their success and operates with agility and transparency that a large vendor cannot match.

# Success Metrics and Outcomes

To quantify the impact of Onshore Unified Support Services, we look at key metrics from clients who have made the switch (and compare to typical Microsoft Unified Support outcomes):

* **50-60% Average Cost Savings:** This is perhaps the most attention-grabbing metric. Onshore’s clients consistently save in the order of **half or more** of their previous support costs. While savings vary, even conservative estimates show **30-50% lower costs**, and many organizations report savings at the upper end (50-60%). For example, enterprises that leveraged alternatives achieved these reductions and reaped significant financial benefits (e.g., millions saved over a few years). This level of savings is validated by analysis of Microsoft’s pricing – Microsoft’s shift to Unified Support introduced 30-60% price increases for most customers, whereas Onshore’s model avoids those increases. In short, Onshore can cut support spend roughly in half, improving your IT budget’s efficiency.
* **Up to 2× Faster Issue Resolution:** Speed of resolution is critical to minimizing business disruption. Onshore’s performance metrics show that incidents are resolved notably faster than under Microsoft Unified. On average, clients see **1.5× to 2× faster resolution times** for comparable issues. The combination of immediate access to skilled engineers and AI-driven assistance means problems that might take days to escalate and fix via Microsoft are handled within the same day or even hours by Onshore. Third party benchmarking highlights this advantage: clients of onshore support providers experience **much quicker turnaround, often reporting issues resolved twice as fast**. Faster resolution directly correlates to **less downtime**. Some organizations have documented a measurable decrease in total downtime hours per quarter after switching to Onshore – one study found a **67% reduction in critical downtime events** when moving to a more proactive support model. In terms of productivity, every hour of downtime saved is money saved and reputation preserved.
* **Customer Satisfaction & Service Quality:** Clients frequently report **higher satisfaction levels** with Onshore support versus their previous experience. In internal surveys and feedback:
  + IT teams appreciate the **expertise and responsiveness** of Onshore’s support. They no longer spend time chasing support or repeating information, which makes their jobs easier and less stressful.
  + Business stakeholders notice improved IT support outcomes (faster fixes, fewer disruptions), leading to better sentiment towards the IT department. This is reflected in higher end-user satisfaction scores.
  + Many clients give Onshore **exemplary Net Promoter Scores (NPS)** or CSAT ratings for support services, often outperforming the scores they had given for Microsoft.
  + Conversely, Microsoft’s Unified Support has faced criticism for failing to deliver value in line with its premium price point. In a 2023 analysis, many enterprises felt that despite Unified’s high cost, it did **“not meet expectations” for best-in-class support**. Onshore turns that equation around by delivering premium service at a lower cost, thus **exceeding expectations**.
* **ROI of Switching:** When factoring in the cost savings, reduced downtime, and improved productivity, the **Return on Investment (ROI)** for switching to Onshore Unified Support is very attractive. Some organizations have calculated ROI in excess of 200% over a three-year period, meaning the benefits (cost avoided + value gained) were more than double the expense of Onshore’s fees. This is in line with broader trends in outsourcing: smart sourcing strategies can yield significant financial and performance gains. Essentially, Onshore not only pays for itself, it enables IT to do more with less.

These success metrics demonstrate that Onshore Unified Support Services delivers tangible outcomes that matter to enterprise IT and business leaders. It’s not just about matching Microsoft’s support – it’s about **surpassing it on every key metric**: cost, speed, quality, and satisfaction.

# Final Recommendations and Next Steps

Enterprise decision-makers looking to optimize their IT support should strongly consider switching to Onshore Unified Support Services. The data and cases presented in this whitepaper make a compelling case: **why continue overpaying for slower support, when a proven alternative can cut costs by half and double your service performance?**

## Why Switch to Onshore Unified Support Now:

* **Immediate Cost Relief:** If your Microsoft support renewal is approaching, be aware that many companies are seeing **50-300% cost increases** with the Unified Support model. Microsoft’s costs are trending upward, not down. By moving to Onshore now, you can avoid these hikes and **instantly realize savings** in your IT budget. Those savings can be reinvested in innovation or improving services elsewhere. Every month that passes on the current contract could be dollars wasted that you could be saving with Onshore.
* **Improved Operational Resilience:** The sooner you upgrade your support to Onshore’s faster, proactive model, the sooner your organization benefits from fewer outages and quicker recoveries. This can protect your revenue and reputation. In competitive markets, the ability to recover from IT issues 2× faster can be a differentiator. Don’t wait for the next major incident to experience the difference – **be proactive and position your company with better support before a crisis hits**.
* **Enhanced IT Team Productivity:** Offloading support to Onshore’s capable team and AI platform frees your internal IT staff from firefighting tedious issues. They can focus on strategic projects rather than chasing vendor support. Morale and efficiency in your IT department can improve markedly. Making the switch now sets your IT team up for success in executing business priorities without distraction.
* **Proven Track Record:** Onshore might be an alternative to Microsoft, but it’s not unproven. As highlighted, many reputable organizations (including those in highly sensitive industries) have made this move successfully. Onshore has referenceable success and a refined onboarding process. In short, **the model has been de-risked by those who went before**. Early adopters have shown it’s possible to get better support for less – now it’s becoming a best practice to optimize support.

## Steps for a Seamless Transition to Onshore Unified Support:

Switching support providers may sound daunting, but Onshore has a well-defined transition methodology to ensure **zero disruption**. Here are the recommended next steps and how Onshore facilitates a smooth changeover:

1. **Schedule a Free Support Assessment:** Start with a **complimentary cost and needs assessment** with Onshore’s team. This involves analyzing your current Microsoft support agreement, support ticket history, and unique needs. Onshore will provide a detailed **cost savings estimate (typically 50% or more savings)** and a tailored proposal for support coverage. This assessment is no-obligation and helps build the business case with concrete numbers.
2. **Onboarding and Knowledge Transfer:** Once you decide to move forward, Onshore will conduct a thorough onboarding. This includes documenting your IT environment, critical systems, and procedures. They often **shadow your existing support for a brief period** (if overlapping with Microsoft or current support) to absorb knowledge. You’ll be introduced to your dedicated support team and TAM. All SLAs and communication channels will be established. During this phase, which can be as short as a few weeks, Onshore essentially **mirrors the support** so that when you cut over officially, they are already up to speed.
3. **Seamless Cutover:** Pick a cutover date (usually aligning with the end of your current support contract to avoid overlap costs). Onshore takes over as the primary support provider on that date. Thanks to the prep work, this is typically uneventful – users continue to use the same ticketing process (Onshore can integrate with your ITSM system or you can use theirs), and issues start flowing to Onshore. It’s recommended to notify end-users that a new and improved support process is in place, highlighting expected improvements.
4. **Ongoing Review and Optimization:** After transition, Onshore will schedule regular service reviews (e.g., monthly or quarterly) with your stakeholders. Together, you’ll review ticket metrics, satisfaction, and any areas for improvement. Onshore prides itself on continuous improvement; any feedback from these meetings is used to fine-tune the support. This ensures **your support keeps getting better over time**. Additionally, any new projects or changes in your IT landscape can be discussed so Onshore is prepared to support them.

Throughout this process, Onshore’s team will work closely with you to manage change. Most clients report that the transition was far smoother than anticipated – often with **no downtime or lost tickets at all** during cutover. Onshore can also coordinate with Microsoft to ensure any existing critical cases are handed off properly, so nothing falls through the cracks.

Get Started – Contact Onshore for a Free Consultation:  
Onshore Unified Support Services is ready to help your enterprise **transform IT support into a value-driving function**. To explore how Onshore can specifically benefit your organization, we invite you to contact us for a free consultation and cost savings analysis. There’s no obligation – just an opportunity to see side-by-side what you stand to save and gain by switching.

By taking these next steps, enterprises can **liberate their IT budgets from excessive support costs and unlock superior support performance.** Onshore Unified Support Services offers a modern, proven solution aligning with today’s business needs: cost-effective, agile, and customer-centric IT support. Now is the time to make the switch and ensure your organization is supported by a team that cares as much about your success as you do – all while saving you significant money and headaches. Contact Onshore to start your journey toward better support.

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