



# SOLUTIONS & SUCCESS

## THE INSIDE STORY

**Company & Location**  
**Industry**  
**Case Study Respondent**

Arizona Soccer Association  
Youth Sports  
Rick Kelsey, CEO



The Arizona Soccer Association, as a member of US Youth Soccer, provides community solutions throughout the state to support local soccer leagues. They work with families, coaches, referees, and everyone else involved in the league, providing administration services, education, and risk management oversight.

In March of 2019, before the COVID-19 pandemic made remote work capabilities a necessity, the Arizona Soccer Association decided to move to a cloud-based IT environment. They had been operating with an on-premise solution and wanted to make the change to a more modern, flexible environment. They trusted K<sup>2</sup> Technologies to help them make the change.

“One of the things that we have to recognize is that although this is youth sports, it’s a business,” says Rick Kelsey, CEO, Arizona Soccer Association. “One of the key aspects of our business is making sure we have a technical infrastructure that supports not only what we’re doing but what we need to do going forward.”



## Migrating To Microsoft 365

### Challenge

Over the past few years, productivity suites have become more and more popular with businesses of all sizes, in a wide and varied range of industries. It's the type of solution that has something to offer everyone. Cloud-based technologies, in general, are changing the way users view the capabilities of their technology - especially Microsoft 365.

Unfortunately, migrating an on-premise IT environment to Microsoft 365 isn't a simple process. It can be time-consuming, and if managed incorrectly, can lead to lost data and ongoing configuration issues. That's why the Arizona Soccer Association trusted K<sup>2</sup> Technologies to manage the migration for them.

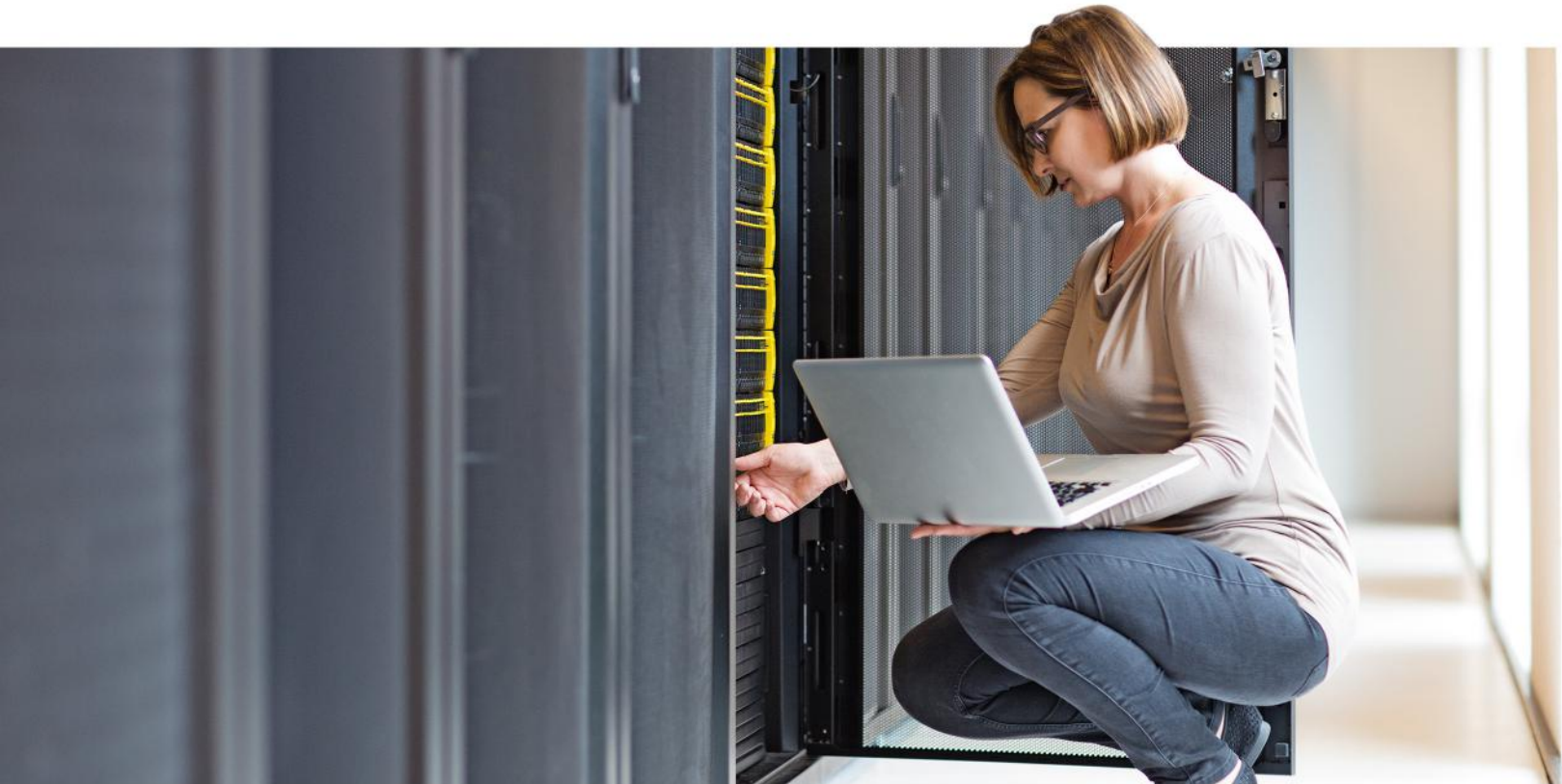


## Result

Thanks to K<sup>2</sup> Technologies, the Arizona Soccer Association now enjoys the full range of benefits offered by the cloud and Microsoft 365:

- **Computing Power:** The cloud has the ability to activate tens of thousands of CPUs. This unparalleled power can quickly perform deep analytics of data, and process nearly any ad-hoc queries required.
- **Reliable Costs:** The cloud services subscription model offers the strategic advantage of low-cost, low-risk opt-in combined with a simple, predictable monthly fee.
- **Easy Scalability:** Cloud services have the unique strategic characteristic of being able to stretch or shrink to suit the level of demand. This is especially useful for businesses of scale or companies that go through seasons of activity.
- **Real-Time Collaboration:** With cloud technology, staff member don't have to wait for each other to be done with their part of the document or project in order to tackle their own aspect. They can all work on the same project at the same time to maximize productivity.

"Going to K<sup>2</sup> has really been a game-changer for us, and going to the Microsoft infrastructure as an enterprise solution, I really can't say enough things positive about it," says Rick. "We're able to get to the files we need to and share them in a way that makes us more effective and efficient."





## Working Remotely During The COVID-19 Pandemic

It's particularly fortunate for the Arizona Soccer Association that they made the change to Microsoft 365 when they did. Remote work capabilities have never been as essential as they are during the COVID-19 pandemic.

"Right now, we're working all virtual," says Rick. "We're able to stay integrated, we're not having to invest in hardware, everything is cloud-based, and we're leveraging Microsoft Teams. Now we're able to stay connected through video and instant messaging."

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*“They’ve demonstrated a commitment to the client. They have enabled our organization to stay focused on our mission, even though we’re geographically separated.”*

**- Rick Kelsey**  
CEO, Arizona Soccer Association