



INDUSTRY:
Retail Real Estate,
Investments

CORETEK SOLUTIONS:
Microsoft Cloud Solution
Provider (CSP), Managed
Services

CASE STUDY

A Unified CSP Model for Enterprise Cloud Operations

OVERVIEW

Simon Property Group is a global leader in retail real estate, operating a portfolio of premier shopping, dining, entertainment, and mixed-use destinations. Simon relies on a complex Microsoft cloud environment to support enterprise digital platforms, including core web and marketing applications that serve both internal teams and external customers. As digital initiatives expanded and business priorities evolved, Simon required a Cloud Solution Provider that could deliver dependable operational support while remaining flexible enough to accommodate new technical initiatives and changing requirements across the organization.

THE CHALLENGE

Simon Property Group operates a large-scale Microsoft environment that must remain stable, secure, and highly available to support business-critical digital platforms. As the organization's needs evolved, Simon faced the challenge of managing cloud operations, licensing, and support in a way that minimized friction while allowing the business to move quickly. The organization needed a CSP partner that could provide consistent support, clear escalation paths, and access to specialized resources without adding complexity or slowing down day-to-day operations.

Key challenges included:

- **Managing Microsoft cloud licensing** and services at enterprise scale
- **Supporting business-critical** web and digital platforms with high reliability
- **Ensuring efficient access** to technical resources when new needs arose
- **Balancing operational stability** with evolving technical requirements
- **Maintaining continuity** across support, billing, and service engagement

THE SOLUTION

Coretek partnered with Simon Property Group as a trusted **Microsoft Cloud Solution Provider**, delivering ongoing managed services and operational support aligned to Simon's Microsoft environment.

Through the CSP relationship, Coretek provides:

- Centralized Microsoft licensing and cloud services management
- Reliable, day-to-day operational support for enterprise digital platforms
- A structured support and escalation model aligned to Simon's needs
- Access to specialized technical resources when required
- Consistent service delivery that adapts as business priorities change

Coretek's CSP model allows Simon to focus on business outcomes while Coretek manages the operational complexity of the Microsoft cloud environment.



CORETEK PARTNERSHIP

The partnership between Simon Property Group and Coretek is built on flexibility and trust. Simon engages Coretek across both operational support and new technical initiatives through a unified CSP engagement model. This approach ensures continuity across services while allowing Simon to quickly align the right resources for evolving needs.

By maintaining clear communication and adaptable engagement paths, Coretek supports Simon as a long-term partner rather than a transactional provider.

THE OUTCOME

Outcomes and Business Impact

- *Improved operational consistency across Simon's Microsoft cloud environment*
- *Simplified Microsoft licensing and support through a centralized CSP relationship*
- *Reduced friction in accessing technical expertise for new or evolving initiatives*
- *Increased confidence in the stability and reliability of business-critical digital platforms*
- *Established a scalable CSP partnership that supports ongoing growth and change*

Simon Property Group continues to leverage Coretek as a trusted Microsoft Cloud Solution Provider, ensuring their cloud environment remains reliable, manageable, and aligned with the needs of the business.

"Companies are eager to understand how AI can make them more efficient. The potential is huge, and Coretek helped us clarify where we can benefit now and where the tools still need to mature."

— Gregory Grskovich, Director of Digital Marketing Systems, Simon Property Group

"Coretek is well-positioned to help companies like Simon incorporate agents into their tech stack and everyday operations. The partnership has been going very well and we look forward to continuing on that path."

— Gregory Grskovich, Director of Digital Marketing Systems



Microsoft Partner
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