

Nationwide Technology & Equipment Services Reseller

Case Study



The Challenge

Recognizing that profit margins of hardware and peripherals were becoming increasingly thin, a multi-billion dollar U.S. direct marketer of computers and technology products wanted to expand its service offerings. Although the reseller was already successful in selling enhanced warranties along with its products, it lacked the infrastructure and resources to provide the installation of new and the servicing of existing technology equipment. Convinced that providing a more complete portfolio of technology support services would build customer loyalty, add value, and differentiate itself in the marketplace, the reseller sought a partner in developing and providing these new offerings.

The Solution

Based on the reseller's sales model requirements, they selected DecisionOne's SKU-ed service offering - a "productized" service portfolio comprised of more than 75 distinctly defined services resold by our customers. The services have a fixed price and are clearly defined with a statement of work. To aid in selling more complex services, the solution included an ongoing sales training program and dedicated, onsite sales support manager to respond instantly to sales requests. DecisionOne assembled a dedicated support team to provide monthly performance reporting, problem resolution, and collaboration on sales pursuits for large enterprise opportunities. The reseller first rolled out DecisionOne-provided installation services as a natural complement to the product sale and introduced additional services including Technical Service Desk and Managed Desktop Services.

The Results

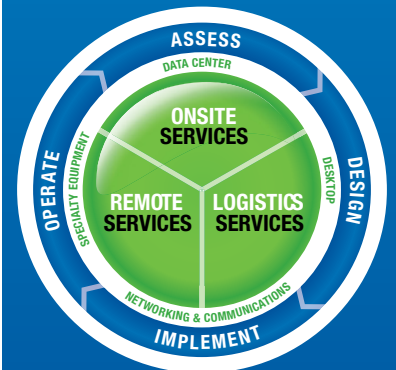
The reseller customer was able to achieve:

- Increased monthly services revenue from program inception based on successful sales of DecisionOne service SKUs
- Won large, custom deals as a result of the SKU offering and DecisionOne's proven service delivery capability and oversight
- Increased repeat sales and awareness of reseller's services offerings amongst customer base
- Improved confidence of resellers' direct sales force in selling support services
- Differentiated position in the marketplace versus the competition, which doesn't sell services

"The difference with DecisionOne is that they didn't just offer services fulfillment for our end-customers. They provided innovative, collaborative, unique solutions and gave our sales force the tools and the confidence to sell them.

They're a true partner."

— Reseller Customer



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