CLOUD SERVICES

scansource®
services group

PORTUS GROUP
CASE STUDY:

How strong partnerships help boost a reseller partner's portfolio.

End users clearly see the benefits of cloud services, and successful resellers understand the importance of adding these technologies to their offering. Partners who hesitate to move forward with cloud offerings not only miss out on monthly recurring revenue (MRR) opportunities, but risk losing customers to competitors. As an experienced distribution partner, ScanSource understands the challenges resellers face when they expand into new technologies and are able to help make the transition and adoption an easy one. Moreover, our sales reps strive to understand each of their reseller partners' businesses to guide them to new technologies. ScanSource Communications' reseller partner, Portus Group, recently worked with their dedicated sales rep and ScanSource Services Group to fill an immediate gap in their portfolio, which proved a game changer for their business.

THE CHALLENGE

Portus Group is an IT consultant/solution provider focused on the SMB market. Owner Dave Bakhash, felt that his portfolio was remiss in providing customers who needed or wanted a hosted disaster recovery or virtualized server environment. Bakhash watched opportunities, including one with more than $7,000 a month in recurring revenue, go to his competitors. In order to seize these additional opportunities and turn them into profitable deals, Bakhash needed to find a partner with expertise in this particular area – quickly.

THE SOLUTION

A thorough knowledge of Portus Group's business objectives provided Gene Rivera, a dedicated ScanSource Communications sales rep, with the insight needed to suggest a cloud solution provider offered through ScanSource Services Group's Cloud Team. An overview call between Portus Group and Green Cloud Technologies was scheduled, and within 30 minutes a new partnership formed. The existing relationship between ScanSource and Green Cloud made Portus Group's onboarding process efficient as well as seamless.

THE PROCESS

Within a few weeks of that first call, Portus Group captured their first cloud-based opportunity. Green Cloud worked with Bakhash to price out the end-user customer's needs, discuss logistics, and develop an implementation strategy. A deal was drafted, presented, and finalized by Bakhash and his customer. As with most resellers who start a cloud practice, Bakhash was apprehensive. But the warm hand-off from ScanSource to Green Cloud and the thorough information they provided about the process enabled Portus Group to successfully onboard their first customer.

THE RESULTS

After a successful first deployment, Portus Group has continued to pursue opportunities around disaster recovery and virtual servers they passed on previously. Within months, Portus Group closed six more deals for a MRR total of more than $8,000. Not only did this help them generate strong recurring revenue, which continues to grow, but it also helped them bring in more hardware revenue and strengthen their consultative position in the market place.

SCANSOURCE SERVICES GROUP'S CLOUD TEAM DELIVERS

Once Gene Rivera analyzed his customer's business needs, he was able to confidently turn to ScanSource Services Group Cloud team for help positioning a new service offering to them. ScanSource Services Group's Cloud team provides ScanSource resellers a profitable, easy path into the cloud. On their relationship with ScanSource Communications, Bakhash said, "ScanSource has been one of my best partners since I started my business and Gene has always been there for us." As for Green Cloud Technologies, the reseller has high praises for them as well. "They are good at what they do, and the timing for our business needs couldn't have been better." Our dedicated ScanSource sales rep and cloud team along with Green Cloud, help Portus Group gain an edge over their competitors – a win for everyone.

WANT TO LEARN MORE?

If you are ready to grow your existing cloud practice, move your business into the cloud, or learn what it takes to get started-email our cloud team at **cloud@scansourceservices.com** or call us at **866-370-6712 x5094**.

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