

Winning a \$1 Million Digital Contract Against 28 Competitors



ILIS is a national IT solutions integrator with more than 95 percent of its business dedicated to serving federal, state and local government agencies, as well as education. When it came to competing against 28 other national vendors to bid on a \$1 million digital signage project for the Denver International Airport, the ILIS relationship with Ingram Micro helped it win the deal. Bob Ilis, president of ILIS, talked about the success of his project.

HOW IT ALL BEGAN



Bob talks about how Ingram Micro became an ILIS partner while bidding on a project for the Denver International Airport. “We take a lot of pride in the level of support that we offer customers. Around 2008, when we won a \$600,000 contract with Denver, it was our

quick fulfillment that made them extremely happy,” says Bob. “A year later a \$1 million opportunity came up and Ingram Micro was naturally part of the solution.”

Price, ability to fulfill and customer support were three major drivers in Denver’s decision making. Other factors included:

- Speed and quality of fulfillment
- Level of pre- and post-sale support
- Strong relationships with manufacturers
- Large presence compared to competitors
- Financial stability and capability to deliver
- Past performance and references

Those criteria were weighed when it came to Denver choosing one partner among 28 other vendors, many of which were much

larger businesses. “We worked closely with Ingram Micro and NEC to communicate our value to Denver. Our level of post-sale support from the first project helped make Denver feel comfortable enough to continue doing business with us,” says Bob. “And Denver was thorough on selecting a provider, so Ingram Micro’s large presence and industry reputation made us stand out. I see future business opportunities with Denver.”

BRINGING IT ALL TOGETHER

When it came to bringing the \$1 million solution together, Bob attributes his company’s success to strong competitive analysis and opportunity evaluation, Ingram Micro’s pre- and post-sale support resources, as well as to its strong manufacturer relationships. “Ingram Micro’s teams were very responsive to our inquiries, even after hours. Its competitive pricing; solid relationships with its manufacturer partners, in this case, NEC; and fast and reliable delivery make it easy to commit to the customer,” says Bob.

WHY DIGITAL SIGNAGE

Entering the digital signage space required special consideration for ILIS. “We saw a strong demand for digital signage in IT. It’s a growing market,” says Bob. But to get there, Bob’s team conducted due diligence to ensure that digital signage was a good

Winning a \$1 Million Digital Contract

match between customer demand and ILIS business strategy.

Once the decision was made, ILIS reached out to Ingram Micro. "Ingram Micro invited us to its digital signage boot camp in New Orleans in September 2010," says Bob. "The training helped us quickly strengthen our expertise and get deeper into digital signage."

ADVICE TO OTHERS

Bob's advice to others echoes his company's approach to entering a new market. "If you have the capabilities to get into digital signage, do it. It's not saturated and there's lots of opportunity,"

says Bob. "Be sure to realistically evaluate how your business strategy fits with the long digital signage sales cycle. It's not a quick process. While digital signage is attractive, you need to be realistic. It's a high profit-margin business, but it takes time to build it. Once you are there, you will be pleased with the results."

As for the success at the Denver International Airport, Bob says, "We're very pleased with the work and support Ingram Micro has provided for us. It helps us maintain our existing customer partnerships and build new ones."

www.ILIS.com



For more information about Ingram Micro's Digital Signage Division, contact the dedicated sales team at (800) 456-8000, ext. 77607 or visit www.ingrammicro.com/digitalsignageinfo.

