



Company: Managed Business Communications

Headquarters: Randolph, N.J.

URL: www.managedbusiness.com

Employees: 16

Key Market Verticals: SMB with concentrations in retail and medical

Specializations: Back-end services, inventory management, manufacturing, shipment management, network management, systems integration

Business Challenge: A retail giant asked this local solution provider to perform a multisite upgrade on hundreds of POS systems in record time.

Solution: A quick call to the Ingram Micro Services Network (IMSN) brought the right technicians on board quickly and with no hassles.

Results and Customer Benefits: In less than 12 business days, 60 stores received the necessary IT upgrade. With the help of the IMSN, the major rollout came in on time and on budget.



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CASE STUDY: MANAGED BUSINESS COMMUNICATIONS

MANAGED BUSINESS COMMUNICATIONS AND THE IMSN TACKLE HUGE RETAIL PROJECT WITH EASE

Earlier this year, Managed Business Communications was presented with a large services opportunity by one of its long-time customers. The well-known retail giant wanted the local solution provider to do a comprehensive IT upgrade for 60 of its stores within the tri-state area. The scope of work called for Managed Business Communications to upgrade the retailer's POS systems with the latest credit-processing software and required five technicians to be on site at five different locations each morning at 7. This was a great services opportunity for the 16-person operation, but seemingly an insurmountable task given its bandwidth constraints and ongoing commitments to other clients.

"They needed us to complete each upgrade in less than two hours per store. We knew we didn't have enough technicians to do the job," said Ernie Dellamo, president of Managed Business Communications. "We couldn't afford to send that many people out since it would have conflicted with existing client projects."

In previous engagements, Managed Business Communications was primarily involved in installing fiber-optic cabling for the major retailer. "They didn't think of us so much as a provider for major IT rollouts," said Dellamo, adding that the customer had eight stores when they started working with them in 1996, which has since grown to 1,000. "They used us on very large projects where we could do a specific project at our location or with their subcontractors."

Yet, these client perceptions were about to change, thanks to the solution provider's continued advocacy about their successful relationship with the Ingram Micro Services Network (IMSN), North America's leading professional IT services network. Not only did the



retail heavyweight ask Dellamo and his team to bid this large IT project rollout, they ultimately awarded the high-profile opportunity to them.

Solution

To help manage and ultimately execute the new multistore POS project, Managed Business Communications called upon its trusted partner, the IMSN, for help. The solution provider joined the IMSN, as well as the Venture Tech Network (VTN), in 2006.

“Our value in partnering with the IMSN is not so much about getting business from other network members, but about being able to service our customers by leveraging the network,” said Dellamo, adding that Managed Business Communications has used the IMSN in the past to both extend its reach geographically and supplement its staff locally without having to hire talent on a permanent basis.

For a small service fee, Ingram Micro quickly identified several available IMSN partners with the required skill sets and geographic reach and then automatically began scheduling the jobs. Unique to the industry, the IMSN includes more than 10,000 certified services professionals, including field engineers, network engineers, project managers and technical support representatives. “I just had to provide the scope of work, the contact information and addresses — Ingram Micro did the rest,” said Dellamo. “Ingram Micro does a good job of screening people and we bank on that.”

By working with the IMSN, Managed Business Communications also streamlined its paperwork and

relationship-management tasks. “I can’t say enough about how simple the IMSN made it for us to do this large retail project,” said Dellamo. After the first set of installations, for example, the customer realized that it had a bug in its software. Ingram Micro did the work of cancelling further upgrades until the bug had been fixed and redeploying the contractors to remove the contaminated software.

Once the work was done, Dellamo simply went into IMonsite, the IMSN’s service delivery portal, and approved the invoices for the contractors. Another benefit, Dellamo said, was the standard noncompete contracts that all network members adhere to.

Results and Customer Benefits

In the end, the project was a big win for everyone involved. Managed Business Communications was able to maintain and enhance its strong relationship with a long-time retail customer, and several area solution providers were able to make some extra services revenue on a lucrative POS project. The retailer, meanwhile, achieved its IT goals on time and on budget. “They were really happy with us,” said Dellamo. “We delivered what they wanted, when they wanted it ... and they knew we were using the IMSN to reach our goals and ensure customer satisfaction.”

Going forward, Managed Business Communications is confident it can handle the demands of this large retail customer. Whether the projects are big or small, Managed Business Communications knows that the IMSN is just a phone call away and eager to help.

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— Ernie Dellamo, president of Managed Business Communications

Business Opportunities

If you’d like to expand your business or geographic reach like Managed Business Communications did, consider partnering with Ingram Micro’s On-site Professional Services (OPS). You’ll be able to provide the installation and support your customers require regardless of your location or available infrastructure. For more information, call (714) 566-1000, ext. 24896, or e-mail imsnservices@ingrammicro.com.