



INCREASE YOUR REVENUE AND PROFIT OPPORTUNITIES WITH IMSN

Partnering with other solution providers has proven to be an effective, profitable model for increasing revenues; successfully implementing a wide variety of technology solutions; reducing or containing internal service delivery and training costs; winning new customers; and identifying and closing additional business within your current customer base.

The most successful IMSN members are those who have implemented a culture shift by integrating the IMSN value proposition throughout their organizations, from service to marketing to sales and business development. These companies have included the North American delivery capabilities in their marketing materials, trained their sales organization to identify opportunities for IMSN partnering in their customer base, and used IMSN to reduce fixed labor costs and technical certification expenses in their service organizations. Successful IMSN members have utilized IMSN to grow from local resellers with local customers to national providers of IT products and services to national customers.

Participation in IMSN yields incremental revenue and profit opportunities, including:

- Sales opportunities throughout North America
- Sales opportunities for technologies outside of members' core specialization areas
- Reduced internal service costs
- Incremental service revenue and bench utilization rates
- Flexible, scalable labor resources
- Additional project opportunities within current customer base
- Opportunities to win new customers through IMSN technical and geographic coverage capabilities
- Regional or national deployment contracts
- Regional or national ongoing maintenance contracts
- Technology refresh and upgrade opportunities

How It Works: Two Profitability Scenarios

IMSN allows members to participate in different ways according to their individual skill sets and business needs. Here are two hypothetical examples of how a member might use the network to increase his or her profitability:



Service Provider

In this scenario, the member utilizes IMSN solely as a service provider, hoping to receive service calls from other members. By adding skill sets to IMOnsite and doing some IMSN member relationship-building via conference calls and field-based IMSN events, the member builds service volume up to 10 service work orders per month and 30 cases per quarter. Calls range from desktop and printer break/fix work, to router and switches refresh, to cabling working, with the average value of each work order being \$400.

Profit path:

- 10 service calls per month
- Average value of service work order is \$400
- Assume 25 percent margin on sub-contracted service
- Total profit opportunity: $10 \times 6 \times \$400 \times .25 = \text{\$24,000 revenue and \$6,000 profit in a six-month period}$

Lead Provider

In this scenario, the member includes all areas of his or her business, including service, marketing, project management, and sales and business development, and uses IMSN's North American footprint to win business he or she would not have otherwise pursued. In a three-month period, the member wins one project for an existing end-user customer: a 100-site deployment of wireless routers at retail locations throughout the Eastern Seaboard. This project is slightly outside the company's traditional core business, but the customer needs it completed and would have gone to a competitor had the lead partner not been able to provide support. By completing the project, the company increases both product and service revenues, but for this scenario we will only consider the service profits.

Profit path:

- Sales team leverages IMSN to win one regional or national deployment with 100 sites
- Average billable value to end-user per location (not including product sales) is \$500
- Assume 30 percent margin on outsourced service
- Total profit opportunity: $100 \times \$500 \times .30 = \text{\$50,000 in revenue and \$15,000 profit in a three-month period}$, not including incremental product revenues and margin

For more information about increasing your profitability through IMSN, or to request assistance with an opportunity, call (800) 235-4128.