



Company: GTel Networks and Continuity Centers

URL: www.gtelnetworks.com

Headquarters: Woodbury, N.Y.

Employees: Five

Key Market Verticals: Auto dealerships, law firms and midsize businesses

Specializations: Business continuity, disaster recovery and managed services

Business Challenge: Debt-collection firm TRAKAmerica was required to perform an exhaustive internal audit, as well as a comprehensive, nationwide external audit of over 125 law firms to ensure the company and its subcontractors met the new business-compliance standards of one of its larger clients.

Approach: Although GTel Networks had the IT expertise, it didn't have the reach or staff to support and complete a nationwide business-continuity project. The company needed to find several trustworthy solution providers to partner with before the deal could happen.

Solution: GTel reached out to the Ingram Micro Services Network (IMSN) to extend its geographic coverage and meet TRAKAmerica's pressing business needs.

Results: Along with the IMSN, GTel successfully audited over 100 of TRAKAmerica's subcontractors around the country within the first 90 days, and completed the nationwide audit on time and within budget. GTel has since earned nearly \$100,000 in additional services revenue and new business as a result.

CASE STUDY: GTEL NETWORKS

LOCAL SOLUTION PROVIDER GAINS NATIONWIDE REACH WITH THE IMSN

TRAKAmerica, a debt-collection firm and longtime business-continuity customer of New York-based Continuity Centers, a sister-company to the solutions integrator GTel Networks, was faced with a very immediate and logistically challenging business-technology requirement.

One of its larger clients had requested that TRAKAmerica perform an extensive internal audit of its business-continuity plan, as well as of both its physical and technical security practices and procedures, to ensure compliance with the company's new standards. The request also extended to TRAKAmerica's 125 subcontractors located throughout the U.S. Realizing it didn't have the in-house capabilities to successfully perform the audit, TRAKAmerica turned to its trusted IT advisor, GTel Networks.

GTel Networks and its sister-company, Continuity Centers, are business-continuity and security experts. They understood TRAKAmerica's dilemma but lacked the resources to support the nationwide audit, which included at least one subcontractor in each of the fifty states. That's when GTel Networks turned to its trusted distribution partner, Ingram Micro, and the Ingram Micro Services Network (IMSN) for help.

Approach

Eight years prior, GTel Networks' president and Continuity Centers' COO, Gregory Tellone, had met several members of the IMSN team at a golf outing. Intrigued by the network's national reach and more than 850 North American solution providers, Tellone kept in contact with the IMSN; when the TRAKAmerica opportunity presented itself, he made the call and set up the deal.



With the IMSN's marketing and technical materials in hand, Tellone walked his customer, Tony La Veglia, vice president of TRAKAmerica, through the details of the proposed nationwide services engagement and explained how it would work.

La Veglia agreed to GTel's partnership with the IMSN, and the two soon began designing audit procedures, guides and check lists. The two-page report featured check-boxes and outlined the required documented proof for each of the steps every law firm would have to take to achieve compliance. Before taking the audit nationwide, Tellone and TRAKAmerica tested the procedure on 10 law firms in New York and New Jersey to fine-tune and streamline the system. The audit was ready.

Solution

With a proven system in place, GTel Networks turned over the process and requirements to the IMSN. The IMSN immediately issued the audit protocol to partners across the U.S. for deployment and, just like that, GTel's TRAKAmerica audit was underway.

In addition to supporting the technical and business aspects of the audit, GTel, TRAKAmerica, and the IMSN worked out a defined payment schedule and a six-hour fee cap to underscore the partnership's integrity and commitment to customer satisfaction. "Because each law firm was paying for their audit, we wanted to implement a fee structure that was fair to all involved," explained Tellone.

Results

"Within three months, IMSN members had audited over 100 of the law firms. It would have taken us at least 12 months and travel would have made the cost of the project rise significantly," said Tellone. "From this relationship with TRAKAmerica, we've generated approximately \$100,000 in revenue over the past year, all made possible because of our partnership with the IMSN."

The client relationship between GTel Networks and TRAKAmerica continues to grow. "Each law firm that successfully completes the audit must be retested every two years," said Tellone. "Those firms that failed have 90 days to address problems before a follow-up audit."

GTel Networks has already received a call from at least one law firm that successfully passed the audit and was interested in learning more about the solution provider's 100-seat hot-site and other business-continuity services. And since the audits must be conducted every two years, GTel Networks and its IMSN partners have tapped into a continuing source of service revenue.

"Now, every time we come across a new opportunity outside of our physical footprint, the first call we make is to Ingram Micro and the IMSN," Tellone added. "The IMSN took care of everything in a very professional manner and is truly a pleasure to work with. I now have a business partner throughout the United States — and that's Ingram Micro."

Business Opportunities

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