

Trust X Alliance Partnership accelerates new vendor adoption

Delivers value more quickly

As a business owner, making a sweeping vendor change can be intimidating and risky. Patrick Racine, president of Quebec-based solution provider Commandare Technologies, knew a lot was on the line when he made the decision to migrate his customers off one exclusive vendor line and over to another. Navigating the switch with customers was burden enough, but making the decision about what new product line to adopt was the big leap the business needed to tackle. Leaning on the advice of Trust X Alliance members and the vendor specialists embedded within that peer community made the process seamless—and more successful than Racine thought possible.

As Racine pondered his options, his first call was to his Ingram Micro Trust X Alliance rep.

The decision to move away from an exclusive partnership with a major vendor in 2014 wasn't made lightly. Racine explained that as that vendor moved to acquire new lines of business and make shifts in its strategy, it wasn't as good a fit for Commandare Technologies and their customers. As he pondered his options, his first call was to his Ingram Micro Trust X Alliance rep. "We were struggling to find another partner,

and then our rep told me he had someone he wanted me to meet," recalled Racine. Soon after, during his first Trust X Alliance Invitational, Racine sat down with the Lenovo Canada rep aligned with Trust X Alliance rep, Melissa Gould, and agreed to try a few of that vendor's products—laptops and desktops.

Made the process seamless—and more successful than thought possible.

"Melissa understood the difficulty of making this kind of transition, and she made it easy to explore doing business with Lenovo because she really got to know us, know our business. She helped us navigate through the process much more smoothly," explained Racine. Commandare Technologies found sales of the new line accelerating quickly, and after only one year, enjoyed a nomination as Lenovo Canada Partner of the Year. Over the next four years, Commandare Technologies slowly grew its involvement, eventually carrying the full Lenovo line and earning back-to-back Canada Partner of the Year awards from the vendor.

"We're a very engaged company, and we like a vendor that works specifically with us. This relationship grew because our relationship with Trust X embodies exactly



Trust X embodies exactly that type of commitment between members, vendors and Ingram Micro.

Patrick Racine President, Commandare Technologies

that type of commitment between members, vendors and Ingram Micro,” said Racine. For example, early on in the product line adoption, Racine shared with Gould that Commandare Technologies wanted to be a warranty center for the new product line; it was a value-add to his customers. The team made that happen, accelerating Commandare Technologies’ training to achieve that certification. Racine stressed that he is committed to the vendor partnership at the same level, serving as a vendor champion that participates in focus groups, offering feedback on everything from promotions to product launches.

While the partnership between Commandare Technologies and the vendor was elemental to a successful portfolio rebuild, Racine and his team also needed to manage the change with customers, many of whom were standardized on the prior vendor’s product line. “From the start, my team challenged me around what we were going to tell customers. But for us, the trust between us is so strong, it eased the way,” explained Racine. “We were completely transparent, explaining why we opted to migrate to a new solution partner, and asking them to work through the change with us.” To accelerate that process, Lenovo provided demo products, making it easier for customers to see the advantages.

“The trust between us is so strong, it eased the way.”

Commandare Technologies’ involvement with Trust X was essential to the successful migration process, said Racine. “I wouldn’t have been able to integrate the product line as well as we did without Trust X. Even if we had landed on this vendor choice, I would have been a little fish in the big tank, and I wouldn’t have had the privileged access or high levels of attention that made this decision go so well, and allowed us to accelerate through the process so quickly. The company, Lenovo and my customers all enjoyed a smooth transition to a reliable product with high levels of support—that’s a win for everyone.”

“I wouldn’t have been able to integrate the product line as well as we did without Trust X.”

www.trustxalliance.com

@IngramTrustX

