

smartstories

Deployable technology experts help one Ingram Micro customer zoom in on new IP video surveillance sales.



In 2007, Dynamic Computer Solutions of Topeka was noticing an increasing end-user interest in IP video surveillance solutions. There was just one challenge: This solution provider was lacking the technology expertise and manufacturer relationships it needed to close these deals.

Its technical and sales teams needed a better understanding of IP video surveillance technology — and how it could solve real-world business needs. The company needed a solution fast.

President Mitch Miller immediately turned to Ingram Micro — and the Technology Solution Engineer (TSE) program — for help.

Within a few weeks, an Ingram Micro deployable

engineer and a representative from Axis Communications were on site with the solution provider, co-hosting a successful, two-phase surveillance training event.

First, the experts focused on the sales and technical staff — teaching them about the technology from a technical perspective as well as from the sales and marketing standpoints. Participants learned about customer pain points and how this technology can help businesses become more profitable, robust and secure.

A few hours later, the experts held a second seminar — this time for 12 end-user customers and prospective clients. The attendees learned the practical applications of

IP surveillance, and how it could address their current business issues.

“Out of the 12 customers in attendance, eight of them either wanted a sales proposal immediately or asked to schedule a site survey and discuss the physical security needs of their properties,” said Miller. “We attribute that success to this seminar. Furthermore, the sales people were now confident enough to talk to many customers who weren’t even at this event,” he added. “The value of having access to these technical resources is incredible.”

Dynamic Computer Solutions of Topeka Topeka, Kan.

Market Segments

General, Financial, Government/Education

Challenge

Train a solution provider’s technical and sales teams on IP video surveillance while generating end-user demand for the technology.

Solution

Use a two-fold training approach to create interest in the technology — and the skills to generate new sales leads.

Customer Benefit

Technology-focused seminars helped this solution provider develop its competencies, and successfully generate end-user interest and incremental business opportunities.

