



When a credit union recently needed to increase server and storage capacity to support a new software platform, David King, founder and president of Red Level Networks, found himself competing for the business against a large, nationwide company that was recommending a different solution at a lower up-front cost.

The story could have come to an unhappy end right there — but King, a member of Ingram Micro's GovEd Alliance, knew exactly where to go for help. He contacted Dave Honsberger, a manager in the GovEd sales division who had recently introduced

him to the Ingram Micro Solution Center. Within hours, Honsberger was working with Solution Center engineer Andrew Schmidt to secure funding from HP for a live demonstration of Red Level's proposed solution.

At the same time, Red Level and Ingram Micro worked behind the scenes to lock down special pricing from HP and lay out financing for the project. The result: Red Level Networks won business to the tune of a quarter-million dollars, and the end user gained a better understanding of the full capabilities Red Level brings to the table.

“One of the keys to success was Ingram Micro's ability to prepare a demonstration of the specific solution we were recommending to the client, and not just show off blinking lights,” King says, “The Ingram Micro team understood the complex nature of this project, and the conversation focused on total cost of ownership rather than price. This is what set us apart from the competition.”

## Red Level Networks

Novi, Michigan

### Market Segment

Financial Services

### Challenge

Win an end user's business against a competitor by showing value over price.

### Solution

Partner with Ingram Micro to demonstrate the proposed solution in action.

### Customer Benefit

\$250,000 sale plus recurring revenue from ongoing hardware service.