

smartstories

Activation services help a mobile wireless reseller deliver a complete solution.



True wireless mobility is the dream of every company with a field staff. It's easy to imagine a legion of employees armed with handheld devices, staying productive no matter where their work takes them. But hardware is only part of a mobile solution — activation with a carrier service is also required to realize that vision of untethered productivity. And luckily, for Ingram Micro customers, both pieces of the puzzle are available in one place.

Consider the experience of Lake Forest, Calif.-based solution provider Zumasys, which recently won a contract to provide a large Southern California real-estate developer with Intermec CN3 rugged handheld devices for its employees to use in

the field. With the hardware portion of the deal already locked in, Zumasys wanted to offer a more complete solution to its customer by providing activation services as well.

Ingram Micro's Mobile Wireless Division had the answer. According to Jamie Rudolph, Ingram Micro's market development manager for wireless mobility, West Region, the Ingram Micro team facilitated a collaboration with the Verizon Wireless direct sales team assigned to the end user and enabled Zumasys to wrap Verizon activation into its offering.

As a result, Zumasys was able to deliver the wireless WWAN and voice service the end user needed to make its mobile solution work.

"Not only did the company effectively double its revenue on the deal by collecting commission on the activation sale, but it also was able to present itself as a provider of the entire solution to their customer," Rudolph says.

Zumasys

Lake Forest, Calif.

Market Segments

Small, midsize and enterprise corporations

Challenge

Maximize revenue on a large mobile handheld sale.

Solution

Work with Ingram Micro's mobile wireless activations team to bundle the hardware sale with activation.

Customer Benefit

Doubled revenue for the solution provider and an all-in-one mobile solution for the end user.