



SEISMIC

Company: Tekwerks

Headquarters: San Fernando, Calif.

URL: www.tekwerks.com

Employees: 6

Key Market Verticals: Broad based, with a concentration in financial and medical markets

Specializations: Networks, wireless and hardware systems integration

Business Challenge: Tekwerks wanted to offer customers faster service response times on noncritical technology issues with ease and consistency.

Solution: Ingram Micro Seismic Remote Monitoring and Management (RMM)

Results and Customer Benefits: The Seismic RMM extended Tekwerks' service capabilities and increased clients' uptime while reducing costs and improving customer care.

GROWTH INSPIRED – A Bold Vision in Services

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CASE STUDY: TEKWERKS

TEKWERKS AND INGRAM MICRO MAKE IT SERVICES AFFORDABLE FOR SMBs

The very roots of Tekwerks' business are in the service industry. Since its inception twenty years ago, the solution provider has offered service contracts to its business customers. As the industry changed and evolved, Tekwerks knew that its service offering had to change with it.

"Back then, the equipment turnover was a lot different," said Tom Ross, CEO of Tekwerks. "When a PC cost \$5,000, you made it last as long as possible; but as the PC has become a commodity, users are beginning to focus on consistency of operation over repair."

The solution provider wanted to add a managed services offering to its menu of options in order to address new needs. "We knew that managed services would allow us to reach out and touch our customers and let us be there without actually being there, solving problems and issues before the client is really aware," said Ross.

Solution

After considering a number of options, Tekwerks selected the Ingram Micro Seismic Remote Monitoring and Management (RMM) platform for its combination of cost, quality and business fit. "We wanted to keep the functionality high and the cost low, and there weren't a lot of choices out there that fit what we wanted to do," said Ross. "Seismic was a good fit. Now, we can peek into our customers' networks and troubleshoot issues before they become critical."

The combination of Seismic RMM technology with Ingram Micro's proactive customer care and IT support has played a big role in Tekwerks' success. "I am just learning how to tweak the software, and Ingram Micro's support has been good," said Ross. "We were so busy that we didn't set up the platform for several months after we bought it and Ingram's support people were calling to find out how they could help. They basically spoon-fed it to us. I'm happy to know that I have Ingram Micro behind me."





Results and Customer Benefits

Today, Tekwerks has a handful of clients on the Ingram Micro Seismic RMM platform and plans to soon add more. “We are a lean operation that’s just getting its feet wet,” said Ross. “We want to be slow and methodical about adopting things.”

Going forward, Ross says Tekwerks will lead with Ingram Micro’s Seismic RMM services, particularly when engaging with and selling to small and midsize customers. “Seismic is going to change the way we offer services from now on,” said Ross. “In the past, our service agreements have been too comprehensive and expensive. I see Seismic as a way of offering a service agreement to our new customers at a price point that makes it almost too good to pass up.”

In return, Tekwerks’ customers now have a service partner they can count on 24/7 without breaking their budgets.

“My customers want a partner to take care of their computers,” said Ross. “They are tired of hiring Uncle Fred’s nephew who does the work and heads off to college. However, they know they can’t afford to pay a salary.”

The Ingram Micro Seismic RMM platform allows Tekwerks to monitor customers’ networks and help them avoid expensive sales calls that can cost \$130 to \$170 per hour. “They can’t afford to spend \$500 every time someone shows up,” said Ross. “We can come in at a very low price point and peek into their networks every five minutes. If something goes wrong (or is about to), we call and let them know.”

By the end of 2007, Tekwerks expects to have more than half of its clients on the Seismic platform. This growing solution provider plans to leverage the Ingram Micro Seismic RMM offering to attract several new customers next year.

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Business Opportunities

If you’d like to expand your business or geographic reach like Tekwerks did, consider partnering with Ingram Micro. For more information about any of the hosted services available through the Ingram Micro Seismic Virtual Services Warehouse, visit www.ingrammicro.com/seismic or call the Ingram Micro Services team at (800) 705-7057. For questions about our services, e-mail services@ingrammicro.com.

