



SEISMIC

Company: Sierra Associates

Headquarters: Campbell, Calif.

URL: www.sierracomputers.com

Employees: 17

Key Market Verticals: General business with some focus on manufacturing, healthcare and education/K-12

Specializations: Network infrastructure, desktop and server support, remote access and unified communications, security, business continuity, printer service, managed services

Business Challenge: Sierra Associates wanted to expand its competitive edge by providing clients with targeted and affordable managed print solutions that offered a proven return on investment. To make this happen, the innovative solution provider needed a comprehensive print-monitoring and reporting solution.

Solution: By combining Ingram Micro's Seismic Print Monitoring and Management (PMM) and Seismic Help Desk with its existing remote monitoring and management (RMM) application, Sierra Associates added 24/7 support and print-audit capabilities, plus tech support, to ensure that its customers received the targeted attention and results that would keep them loyal.

Results and Customer Benefits: Using Seismic reports, print-monitoring services and the 24/7 Seismic Help desk, Sierra Associates was able to easily demonstrate ROI, optimize the life of its printer equipment and establish an entirely new managed-print business solution for customers.

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CASE STUDY: SIERRA ASSOCIATES

SIERRA ASSOCIATES GAINS COMPETITIVE EDGE WITH MANAGED PRINT SERVICES AND REPORTING CAPABILITIES

By integrating the Seismic Print Monitoring and Management (PMM) offering into its existing RMM application for managed services, Sierra Associates has increased its ability to spot usage trends and potential problems. "We added Seismic's services to our existing RMM managed services to give us a double whammy," said Roe. "If one misses something, then the other catches it and vice versa. It is really a very thorough way of providing managed services in a print environment."

Sierra Associates was a pioneer in the market when it began offering proactive managed services three years ago. The solution provider's print services helped clients reduce printer downtime with proper service and maintenance. They also ensured that the necessary accessories and supplies were available while providing technology upgrades and repairs as needed.

As part of its managed printer services, Sierra Associates focused on excellent customer support and competitive prices, said Truman Roe, vice president of operations at the Campbell, Calif.-based company.

Recently, however, newcomers have flooded the market and are battling for many of the accounts that Sierra Associates already has on its customer list. The company needed a new way to stay ahead of the pack and decided that the best way was to add a comprehensive, value-reporting structure and to offer consultative services to its print-services clientele.

Solution

The solution provider discovered Seismic in 2006 at an Ingram Micro Venture Tech Network (VTN) event. "We realized that we could take parts of the Ingram Micro Seismic offering and bring them in to coexist with our current MSP platform, allowing us to do a better job for the customer and to be more alert to their needs," said Roe. "In this case, more is definitely better."



The company soon realized that Seismic's print-monitoring capabilities and advanced reporting would allow them to quickly make targeted technology recommendations and open doors to more consultative discussions. "Now, we go in and view the customer's use and environment, and explore exactly how they are using the printers," said Roe.

For example, after studying the reports provided by Seismic PMM, Sierra Associates recently helped a marketing group move from its more mainstream printers to a Xerox printer that could provide exact color matching. "The Seismic reports helped us clearly show the value of the product to the customer, and it increased our revenue because we put in a \$42,000 printer," said Roe. "The customer couldn't be happier — and says that it's the perfect solution. And now we are totally entrenched with this customer."

The Seismic PMM reporting tools also help top-level management clearly understand how its printers are being used. "Reports from Seismic are the best way to show a customer the benefits and usage of its printers," said Roe. "Seismic PMM provides understandable reports that a C-level executive gets immediately. Plus we can customize it to fit the needs of each customer or decision-maker within the company."

In addition, the 17-person firm counts on the Seismic Help Desk, a 24/7 service offering, to make technical support available to customers day or night. This very-affordable service delivers peace of mind to Sierra Associates' customers and keeps the company at the top of its game without overworking its employees to manage after-hours service calls.

"We've received nothing but praise from the customers since we started using Seismic PMM and Help Desk."

- Truman Roe, vice president of operations at Sierra Associates.

Results and Customer Benefits

In the past year, Sierra Associates has added nearly three dozen customers to the Seismic platform and expects that number to continue to rise substantially in the coming year, said Roe.

Seismic PMM has enabled Sierra Associates to talk with its customers strategically about how to best use their printers. "That's where Seismic has really helped us to maintain a high-level service to our customers by giving us reports to see where trouble printers are and how we can manipulate them around," said Roe.

In addition, the company has started a program called Total Print, which will provide print services using its own printers while using Seismic PMM to monitor them. "With this program, we have the option of putting in a new printer if labor and parts to fix the old one become prohibitive," said Roe. "By taking the problem printers out of production, we lessen our liability for maintenance and the amount of support calls go down drastically, which increases our profitability."

Now, Sierra Associates is confident that it can maintain customer loyalty at the highest possible levels. "We've received nothing but praise from the customers since we started using Seismic PMM and Seismic Help Desk," said Roe. "Because we go a little further, we have basically locked out our competition."

Business Opportunities

If you'd like to expand your business or geographic reach like Sierra Associates 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 (800) 705-7057. For questions about our services, e-mail services@ingrammicro.com.