



SEISMIC

**Company:** Technology Consulting Services (TCS)

**Headquarters:** Olympia, Wash.

**URL:** www.tcspro.com

**Employees:** 1

**Key Market Vertical:** Banking

**Specializations:** Microsoft Small Business Server, Remote User/Office Access via Remote Web Workplace, Mac and Windows integration

**Focus:** Network and mobile computing; disaster-recovery and business-continuity planning; web, application and database development; broadband, voice and VoIP services.

**Business Challenge:** TCS wanted to hit the ground running, but founder William Davis knew that to make a splash as a managed-services provider in the banking industry, he had to partner smart and deliver just the right mix of services and support.

**Solution:** Distribution partner Ingram Micro and its growing Seismic services portfolio offered TCS a secure and scalable business-technology solution that appealed to the banking industry's strict compliance standards.

**Results and Customer Benefits:** With Seismic as its go-to-market partner, TCS has built a robust managed-services offering designed for the needs of its banking clients. The aspiring MSP is also boasting big plans for 2008, anticipating adding an average of two new customers per month.



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## CASE STUDY: TECHNOLOGY CONSULTING SERVICES

### TCS BANKS ON SEISMIC, WINS NEW CLIENTS

With Ingram Micro Seismic as his go-to-market partner, William Davis successfully launched Technology Consulting Services in June 2007 and has been aggressively and successfully courting new clients ever since.

When William Davis was gearing up to launch his new company, Olympia, Wash.-based Technology Consulting Services (TCS), the experienced IT consultant knew there were at least two elements that would prove critical to his success as a managed-services provider: finding the right niche and finding the right partners.

Davis found his market niche early on in the banking industry. As an IT examiner for a state regulatory agency, Davis got a close look at the challenges facing small banking institutions. "These banks were challenged to find competent IT assistance for hire because they had a limited budget and didn't have enough work to hire a full-time person. Often, they also couldn't find anyone with the array of technical capabilities they needed."

When it came to identifying the right partners, Davis explored his options, test-driving a few technologies and talking to a number of providers. Like many aspiring MSPs, Davis wanted to team up with a provider that would offer him great technology solutions backed by the expertise and resources necessary to support prospective customers — without the burden of having to hire an array of technicians to do the job.

"I knew that in order to make this business model work long-term, we needed an affordable technology platform with strong tools and support resources that would allow me to service clients remotely," Davis said. "The vision behind TCS was to bring small banking customers solid help in understanding and implementing documentation, adhering to requirements, the creation of policies and procedures and selecting the appropriate technology." The only missing link standing between Davis and the imminent success of his new managed-services company was the right technology partner.





### Solution

After doing his share of research and working briefly with another managed-services platform provider, Davis realized he needed a partner that could offer more than just technology and marketing assistance. His banking customers demanded technology that could hold up under regulatory scrutiny. “Working with banks, I realized that TCS had to have a back end that was secure and a front end that maximized IT spending,” said Davis. “In order to be taken seriously by our clients, our solution needed to be secure and scalable.”

This temporary security roadblock led Davis to revisit his list of potential technology providers, including Ingram Micro Seismic. “I had stayed away from Ingram Micro, thinking they were just a distributor, but when I looked closer at their Seismic Help Desk and Seismic Network Operations Center, I found that the technology worked really well, was affordable and could easily scale,” said Davis. “More important, Seismic had a process for getting SAS 70 certification, the standard for IT services in banking. SAS 70 isn’t a panacea by any means, but it is a check box and shows examiners that the customers have done due diligence.”

### Results and Customer Benefits

“Partnering with Ingram Micro Seismic changed the tone and tenor of the conversations TCS had with potential customers,” Davis said. With Ingram Micro as a partner, TCS was able to allay the concerns of these small banks and offer a reputable, proven solution that is being used to remotely service hundred of businesses across North America.

*“I had stayed away from Ingram Micro, thinking they were just a distributor, but when I looked closer at their Seismic Help Desk and Seismic Network Operations Center, I found that the technology worked really well, was affordable and could easily scale.”*

— William Davis, president, Technology Consulting Services, Olympia, Wash.

“Seismic quickly turned one of my negatives — having to go with an untested brand-new company that doesn’t have security — into a positive,” says Davis. “Now we can offer customers a strong technology platform with security measures already in place.”

Although TCS started out with Seismic Remote Monitoring and Management (RMM), Davis quickly added on the Seismic Help Desk and NOC capabilities. TCS recently expanded its services portfolio with Seismic Managed Print services, and Davis says there is big potential for other Seismic services. “The offerings for antivirus and spam fit my model as well.”

Customer response to the new TCS service offerings has been extremely favorable, according to Davis. Since the company’s launch, TCS has brought on board two banks and a dental office and is in final service negotiations with a handful of other banks. “I wouldn’t be talking with these customers if I didn’t have the Seismic portfolio of products and services to offer them,” Davis said.

Over the next six months, TCS plans to extend its reach rapidly, adding two customers each month. “Bankers start talking to each other and we’ll get referral business with shorter lead times, since their buddies have already done it,” said Davis. “Plus, we still need to tap into the credit unions as well. Ingram Micro Seismic has been a real business-builder for us.”

### Business Opportunities

If you’d like to expand your business or geographic reach like Technology Consulting Services 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](http://www.ingrammicro.com/seismic) or call (800) 705-7057. For questions about our services, e-mail [services@ingrammicro.com](mailto:services@ingrammicro.com).