



Company: Whalley Computer Associates

Headquarters: Southwick, Mass.

URL: www.wca.com

Employees: 150

Key Market Verticals: Medical, education, manufacturing, insurance, retail, state and local government

Specializations: National deployment, staff augmentation, laptop rollouts, managed services

Business Challenge: Needed to expand reach to support customers' subsidiaries and divisions around the country

Solution: Teamed up with the Ingram Micro Services Network's qualified community of IT service-oriented solution provider partners

Results: Earned approximately \$1.8 million in additional revenue in 2006, based on its partnership with the IMSN. The relationship could garner Whalley at least an extra \$2 million in sales this year.



CASE STUDY: WHALLEY COMPUTER ASSOCIATES

NEW ENGLAND-BASED SOLUTION PROVIDER HAS NO PROBLEMS SUPPORTING LOCAL IT REQUIREMENTS

New England-based solution provider Whalley Computer Associates had no problems supporting the local IT requirements of corporate customers. But when these organizations wanted Whalley to expand its reach and provide the same great services to their divisional headquarters, subsidiaries and divisions scattered around the country, the 150-employee solution provider knew it could not accomplish the charge alone.

Leery of seeking partners through word-of-mouth or vendor referrals, Whalley turned to long-time distribution partner Ingram Micro. The company knew Ingram Micro had the capabilities to deliver quality partners in an unbiased and professional manner through the Ingram Micro Services Network (IMSN) and would ultimately help Whalley pitch the partnership arrangement to its clients.

"When I joined Whalley about 11 years ago, we had just joined the Ingram Micro Services Network," said Kevin Learned, director of professional services. "Although we were a member, it was nothing we really took advantage of because we weren't really focusing on any customers outside our geographic region.

"That all changed in 2001, when we got a request for proposal (RFP) from one of our existing customers to support more than 100 locations around the country," he said. "We actually flew someone down from Ingram Micro to present information about the services network to the customer — and to us."

Solution

The trip paid for itself when the client — a large financial firm — inked the deal with Whalley and promptly followed that contract with three more, all of which included Whalley and the IMSN.

"Since 2001, we have been successful in 17 out of our 18 attempts to win bids with Ingram Micro Service Network, and we have three more RFPs on board," Learned said.



Whalley parlayed its success with the financial firm into the competitive retail field. With the help of the IMSN, a major national discount retail chain awarded Whalley a server-upgrade contract at 156 sites around the United States. The project was time-consuming and included not only removing the unnecessary hardware, but providing the packing material as well, recalls Learned. But, the biggest kicker was that Whalley needed to complete the entire contract within eight working days.

Yet, with the IMSN on its side, Whalley not only delivered on its promise to the customer and completed the project — it delivered the solution two days before deadline.

Results

A primary reason for this success was the quality of solution providers that participate in the IMSN, as well as Ingram Micro's integrity, said Learned.

"Everybody adheres to the same policies, guidelines and rules. It's all very clearly spelled out in the IMSN contract. There are no hidden agendas, no hidden fees — no hidden anything," he said. "In fact, you must maintain a very high level of customer service to stay in the IMSN program — a rating of 4.5 out of 5 — or you're booted out. There are noncompete clauses and all sorts of checks and balances."

"Our partnership with IMSN created about 35-percent additional revenue based on one project we did that was worth \$1.8 million. If we're awarded all three of the projects we're bidding on this month, we'll earn in excess of \$2 million."

— Kevin Learned, Director, Professional Services, Whalley Computer Associates

As soon as Whalley is awarded a national contract, one of the first steps is to contact the IMSN with a list of customer locations and requirements. In addition to determining the most appropriate partners to participate in a contract, Ingram Micro also oversees the time-consuming task of project management. That, in turn, frees up Whalley's project managers to work more closely with its customers.

"We have the ability to do project management from our desk, but we often pass that task off to the IMSN team at Ingram Micro so my project managers can focus on the customer, not the other partners," he noted.

Unloading these critical, but more behind-the-scenes project-management tasks improves Whalley's customer service, since clients have more access to its project management team.

In addition to more satisfied customers, Whalley's partnership with the IMSN generated incremental revenue in 2006, said Learned.

"It created about 35-percent additional revenue based on just one project we did that was worth \$1.8 million," he said. "If we're awarded all three of the projects we're bidding on this month, we'll earn in excess of \$2 million."

Business Opportunities

If you'd like to expand your business or geographic reach like Whalley Computer Associates did, consider partnering with Ingram Micro's On-site Professional Services (OPS). You'll be able to provide the installation and support your customers require, regardless of your location or available infrastructure. For more information, call (714) 566-1000, ext. 24896, or e-mail imsnservices@ingrammicro.com.