

VentureTech Network | Program Benefit Testimonials

VentureTech Network gives you access to technology best practices, world-class solutions and industry-leading service deployment through a network of 375 certified partners and 10,000 technical resources across North America. But the benefits of membership don't end there. As a VTN member, you also can take advantage of myriad business-building services, including:

Technology Assessment Profile (TAP) Software

With a Visual Basic program, a Microsoft Word document and a Microsoft Access database, TAP allows you to take a consultative approach to your clients' needs with a comprehensive network analysis. The software includes such documents as the Financial Break-even and Profit Analysis; Letter of Intent and Engagement; Scope and Statement of Work; Project Proposal; Change Management; Project Plan; and Acceptance and Closure.

“Heartland Technology Solutions has found the TAP profile tool to be one of the keys to building deep and long-lasting relationships with our customers. We have used the TAP since it was introduced and have found that each version allows us to walk our clients through the technology minefield and lead them to a plan that is understandable and can be budgeted for. Too often, our model has been to sell whatever is the focus of the month. The TAP tool keeps our team and our client all focused on the same set of goals and objectives. It has been a real value to us at HTS.”

— Arlin Sorensen, Owner, Heartland Technology Solutions

Business Analysis

Through VTN, you can receive a yearly, confidential analysis of your financial and compensation condition compared with industry averages. Your results will highlight targeted areas of improvement and provide suggestions for managing growth and increasing profitability.

“HBR Technologies has been serving clients for 23 years, but we treat every year as if we are a startup organization. We use the information from the compensation and financial surveys as advice from a highly paid business consultant. By understanding how other successful organizations are doing business, we can set goals not only to achieve but to excel. In technology, we are forced to play on the bleeding edge, but on the business side, we look for sound and grounded decisions so that we remain a strong, viable organization. The Financial Survey specifically allows us to benchmark our performance against organizations of similar size and business models. It also enables us to compare our results against much larger organizations that we may want to emulate, moving into the future.”

— Jeff Romick, Vice President, HBR Technologies

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Invitationals and Local Chapter Meetings

The annual VTN Invitationals provide you with top-level access to industry consultants and Ingram Micro and manufacturer executives. Each event includes member-to-member focused presentations, seminars and workshops on relevant business and technology topics. Four local chapter meetings per year offer additional opportunities to meet other members and interact on a regional basis, as well as to receive manufacturer training and take advantage of customized training courses.

“ACES has benefited beyond my highest expectations from our VTN affiliation. The invitationals have opened a door for us to meet and develop relationships with other great VTN affiliates. Many of these relationships have evolved into mutually beneficial partnerships. These associations also give us a window outside of our little world that allows us to see what is going on in other markets. We learn how our peers are capitalizing on the opportunities in our industry and also learn what pitfalls to avoid. The VentureTech Network is a huge value-add for our business.”

— Phil Kenealy, President, ACES

Ingram Micro Services Network

Your VTN membership also allows you to join the Ingram Micro Services Network (IMSN), an organization of 750 member companies that network throughout North America to provide IT business solutions to customers who value the difference. IMSN capabilities range from professional services to hardware and software support. Members experience increased revenues from service and hardware sales generated through the network. To sign up, please call (714) 382-4572. If you are already a member, please call (800) 235-4128 to use the network.

“Our involvement in VTN and IMSN has had a material impact on our ability to drive a new business strategy. In just under four years, we have expanded from a local business to one supporting over 3,000 customer locations in 40 states. The support of the VTN leadership and fellow members has substantially helped us move our business in new directions.”

— Scott Goemmel, President, PMV Technologies, and President, VTN Advisory Council

Marketing Support

Consulting

The VentureTech Network marketing team is ready and willing to support your business plan initiatives. Marketing programs available to VTN members include lead generation, telemarketing, and the creation and fulfillment of marketing collateral through our Agency Express program. For more information, please call your VTN business development representative.

Marketing Collateral

Visit the VTN web site to take advantage of professionally designed, customizable collateral using camera-ready art and logos. *DataStream*, an end-user newsletter, event invitations and specialized services ads are also available. The VentureTech Network owners' manual contains a comprehensive directory of where to find many of Ingram Micro's marketing tools. For information on Agency Express, please visit www.ingrammicro.com/agencyexpress.

“We had a serious lack of cohesiveness about our brand identity and corporate message. We decided to call on Ingram Micro's Creative Services team to help us create a new brand identity and unique value proposition. As a result of our recent efforts, we have a strong message that will help minimize the chatter and confusion in the marketplace, while refreshing and enhancing our brand image.”

— Steve Feldman, President, Graphtech Systems

For more information on any of the resources available to you through VTN, call your VTN business development representative.