



## Case Study

Expert IT

As IT Managed Service Providers (MSP's) seek to offer the best solutions to their customers, they understand the importance of aligning themselves with strong technological partners. Expert IT, one of the nation's top 100 MSP's, is always looking for the next enterprise partner who will help strengthen their business value in the marketplace. Profound Technologies provides the benefits of a successful strategic partnership, and Kevin Busza, director of strategic alliance for Profound, is excited about the growing relationship between the two companies.

From the start, a partnership between Expert IT and Profound Technologies made sense and progressed smoothly. Kevin explains that "the main component of a successful and complete introduction is meeting with the strategic partnership managers." Kevin met with Jason MacDonald, partner development manager at Expert IT, and says that "through this introduction process, Profound covered the full gamut of strategy to tactics, describing the whole picture of how we could win business together." One reason the partnership looked to be mutually beneficial was because of the common relationships the two companies already shared. "We work with similar manufacturers, like Cisco," Kevin adds, "and they have audiovisual contacts who speak highly of our work."

This meeting allowed Jason to fully understand the benefits of partnering with Profound Technologies. "Kevin told us about how Profound will come into our customer environment and provide pertinent solutions that are not part of our primary

offerings, yet enable us to solve customer problems and remain relevant." Jason recognized that Profound's comprehensive expertise and enterprise-level solutions would be favorable in a partnership, as are the companies' shared emphasis on managed services. "Expert IT looks for high-end partners that can help extend our business offerings and capabilities, and it was clear that Profound would do just that."

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By partnering with Profound, the end goal is business growth through the sale of additional services. "Rather than having to turn away opportunities, IT companies like Expert IT are able to offer turn-key audio visual solutions to their customers and prospects," Kevin says, explaining the benefits of partnering.

"Sometimes companies struggle through A/V opportunities only to find that in the end it costs more time and manpower trying to do it themselves. Bringing Profound on board takes away that pressure so IT businesses can focus on what they do best." By building real relationships, Profound works to further understand their partners' businesses and how to meet their customers' needs.

Expert IT is enthusiastic about this opportunity to have an

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enterprise-level partner for meeting spaces. "We see the need to have strong partners that can sell to our customer base," Jason explains, "but it was Profound who showed us how we could create business through partnering with a systems integrator." Now Expert IT can include more top technology solutions into their value proposition and can package services in a new way.

The alignment of these two companies has proved to be successful, with many new opportunities and shared values in customer relations. Kevin sees Expert IT's similar beliefs as a perfect fit to those with whom Profound is looking to engage. He describes the customers Profound has helped through Expert IT. "We have worked with various industries such as financial institutions, private higher education, and nonprofits, just to name a few."

The first opportunity Profound and Expert IT tackled together was with labor union Local 77, setting the foundation for their growing partnership. Joshua Fitzpatrick, IT director at Local 77, was thrilled with Profound Technologies' work in their meeting rooms. "We were so relieved to find a company that actually knew what it was talking about, was able to relate to exactly what we were experiencing, and knew how to solve the problem. They exceeded our expectations."

The success of an agent partnership depends on the creation of satisfied customers. Kevin explains how Profound takes this mindset into their projects: "We work above and beyond to delight the end user and make sure we take care of them well." Jason says that Expert IT is pleased by Profound's dedication. "I was happy with the persistence in helping the customer resolve issues with the system, even if it was due to the customer's lack of technical knowledge. This is consistent with how we are long-suffering with

our customers, and we appreciate our partners who are also customer-centric."

As this relationship continues to flourish, Profound has arising opportunities for future projects and a hope for more. The relationship thus far reflects Profound's value in strong channel partnerships, according to Kevin. "We emphasize building a true relationship, offering an increase in business opportunity, and working to become a valued component of our partner's go-to-market strategy. This is a win-win in our opinion."

Expert IT is also compensated for each opportunity they bring to Profound. Jason appreciates the new opportunities created by their A/V partner relationship. "Profound's emphasis on the IT network means that IT enabled devices previously unaddressed by us are now incorporated via the Profound partnership. Working in conjunction with Profound allows the same kind of familiar IT managed service coverage, but now extended into the meeting places like never before."

Profound is excited to see how this partnership continues to grow. "Expert IT is a good fit for us and vice versa," Kevin says proudly. "We each do what we do best, and together provide the best technology solutions to benefit their customers."

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