

# Global Service Provider Grows Market Share and Increases ROI

## OVERVIEW

MarketSource's client provides technologies for unified communications (UC) and collaboration, contact centers, customer experience management, and networking, along with related services to large enterprises, mid-market companies, small businesses, and government organizations around the world. In addition to a direct sales model, the client leverages strong channel sales with more than 12,000 global channel partners to resell UC solutions. One of its largest premier channel partners, a global telecommunications company, needed a way to cost effectively resell and support the client's equipment/UC solutions to small and medium businesses (SMBs). The primary issues were twofold: (1) supporting the sale of the client's equipment solutions to SMB customers was cost prohibitive for the channel partner and (2) the channel partner's sales force did not have the expertise and experience required to successfully resell the client's equipment/UC solutions in this space.



## ACTIONS

A significant amount of our client's business with this premier channel partner was at risk, so after consulting with MarketSource, the client approached its partner with a bold, unique idea—co-fund a turnkey customer solutions center (SC) dedicated to the sale and support of the client's mid-market/small business solutions through the partner channel. Both companies selected MarketSource to staff and manage the SC on their behalf, including inside and field sales reps and management, training, engineering, business analytics, and support personnel. MarketSource currently leverages these resources to directly and indirectly support customers of differing sizes and complexities in any B2B segment within the client's channel partner.

## RESULTS

This unique, three-way partnership between MarketSource, the client, and the channel partner resulted in an SC that has successfully operated for more than two decades.

- Co-funding the SC enables the channel partner to properly align their cost of sales with the mid-market and SMB segment, resulting in tens of millions of dollars in revenue per year and enabling the partner to support the total solution needs of millions of its business customers in this space with an ROI that makes sense in a competitive business environment.
- The SC addresses the channel partner's need for sales and product expertise in support of the channel. The channel partner now markets the SC as the "easy button" and directs its sales force to partner with the SC to position total solutions for its B2B customers. As a result, the channel partner is recognized as the sales leader in North America for our client's SMB solution.
- Our SC has shown consistently favorable results for all parties and has stood the test of time, driving more than a half billion dollars in sales across the partnership over the last decade alone.
  - The SC has driven 30% year-over-year revenue growth for the channel partner in client equipment sales in the last five years.
  - The client has realized an ROI exceeding 150% over the past ten years.
  - New solutions sold in the SC have generated a significant lifetime revenue stream for the partner, delivering an industry-leading, post-warranty, service-agreement attachment rate approaching 85%.