Global growth and scale of deployment services

Partnering to close service gaps, improve scalability and expand globally

The situation

The need to grow and scale services while leaving resources free to focus on business development is one of the biggest challenges original equipment manufacturers (OEMs) face in the fast-paced IT market. To overcome this challenge, OEMs are connecting with partners that are certified and knowledgeable in their specific technology and can offer a full range of end-to-end services to meet their needs.

At the end of 2019, a growing U.S.-based technology company that develops data storage products identified a large gap in its scale, reach and capabilities. They needed to find a partner that could grow and scale with them to make a shift in alignment to perform installations that represented 30% of their volume. Their provider at the time only operated regionally and could not support their installation services while the OEM business was expanding at a large scale.

Another issue the OEM's leaders faced was the use of their own technical sales staff to perform installation services, which they recognized was not the best use of their resources, time or effort.

To address and overcome these challenges, the OEM chose to partner with Tech Data Global Lifecycle Management (GLM), bringing the delivery, services and expertise they needed to help grow their expanding business.

The solution

In order to initiate immediate support, the GLM team worked with the OEM to identify key service gaps and prioritize the areas in need. With an agile plan, the GLM team was able to quickly start training its own engineers and certifying them in the OEM's technology.

Quick Facts

Industry information
- Software and hardware technology

Firmographic information
- U.S.-based company that develops data storage products

Wanted
- OEM-certified partner with global reach, scalability and ability to deploy their technology properly
- Free up internal resources from installation services

Services provided
- Identification and assessment of service gaps
- Scalable workforce to free up company's resources
- Alignment with OEM's goals of growing and scaling deployment services globally

Outcomes achieved
- Intensification of relationship with GLM, strengthening the possibility for new partnership opportunities
- Planning of remote services implementation

Tech Data

Global Lifecycle Management

Ultimately, GLM helped the OEM deploy its solutions in the U.S. and close its deployment gaps nationally, eventually advancing to other parts of the globe according to the OEM's business needs.

Additionally, GLM's team of deployment experts took care of the deployment component responsibilities, freeing up the OEM's technical sales staff to instead manage the essential business aspects that mattered most.

The outcome

GLM offered the delivery services and expertise the OEM needed to grow its ascending business, and the accelerated ramp-up of this relationship allowed both parties to benefit from pivotal outcomes quickly. The company appreciated the effective engagement as GLM became a Certified Delivery Partner (CDP), which enabled GLM engineers to start training other professionals, accelerated the overall process and met the OEM's expectations.

Furthermore, GLM's global reach and ability to scale have enabled the opportunity to expand its coverage as a delivery partner to support the OEM in the EMEA and APAC regions as well, managing more complex deployment services. Consequently, GLM is learning more about the OEM's other business needs and identifying additional areas to provide support throughout the entire product lifecycle.

GLM and the OEM are working on additional plans to better serve the OEM's customers with installation and other services. This includes the development of an offering to provide remote installation and configuration services, which has also helped increase the OEM's awareness of market trends and needs. Built on a solid foundation, this powerful partnership is just getting started.

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Having a partner come in and provide the services to free up their internal resources was a big goal for this company — and it's our mission to help them focus on the road ahead.

Adam Behman, business unit specialist for Global Field Services

About Tech Data Global Lifecycle Management

Providing expertly designed deployment solutions that address customers' unique needs helps to deliver an exceptional, stronger customer experience, but it doesn't end there. Tech Data Global Lifecycle Management delivers all of the services required to get the most value out of every technology product investment your customers make, from service and support, to asset tracking and management, to proper and compliant product disposal and replacement at end of life.

Let us help you every step of the way.
To learn more, visit: **servicesbytechdata.com**

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