

Case Study: Platinum Titan Partner

Increased value of relationship 114% to \$1.35M within 18 months

ICCS SERVICES:

PCI SECURITY

ICCS SMART security provides full PCI compliant network appliance, integrated 3G/4G wireless backup, improved application performance, and fully managed solution.

CLOUD SERVICES

Includes Virtual Servers, Disaster Recovery, Hosted PBX and Video Conferencing.

MANAGED IT SERVICES

Includes Desktop/Server Support, Managed Router, Firewall, Colocation, plus many other services.

VOICE SERVICES

Includes Business Lines, Long Distance and Audio & Web Conferencing.

TELECOM EXPENSE MGMT

IT Asset Management, Cost Consolidation, Audit, Review, Bill

Company Profile

Our Platinum Titan Partner is a telecom consulting company headquartered in Tennessee which has been in business for over 12 years. They provide telecom consulting services to over 400 clients nationwide and represent over 70 voice, data, mobile, and network carriers. In addition, they also represent hardware partners such as Avaya, NEC, Cisco, ShoreTel and Iwatsu.

Business Situation

When we first met the Platinum Titan Partner eighteen months ago, the monthly billing of their client telecom services was approximately **\$230,000** with monthly gross profits of **\$35,000**. The average length of their client telecom contracts was **18 months**. The Platinum Titan Partner was looking for a way to stay competitive in today's business environment, plus plan for an attractive company exit strategy within ten years.

Solution

The telecom consulting company signed up for our Platinum Titan Partner program. As part of our industry-leading partnership program, Platinum Titan Partners receives a number of benefits, including:

- Pre-planned exit strategy/liquidity event; premium valuation of business
- Most competitive residual compensation in the industry with numerous bonuses, incentives and spiffs
- Dedicated Account Management, Channel Management and Project Management team
- FREE Account Management of your clients and up-sell of other I.T. services to your existing clients
- Dedicated training "Metrics to Success" and C-Level Executive Council for Business Planning
- Free Virtual Server, Hosted PBX and Email Hosting
- Ongoing Platinum Titan Partner branded marketing services including Titan website, marketing collaterals, case studies, quarterly marketing newsletters and one free press release

Results

- Our dedicated account management team quickly jumped in to learn their business, understand their problems, and utilize our expertise to quickly implement consolidated solution selling addressing existing technology needs and future technology strategies to their existing client base.
- As a result of our work the past 18 months, the Platinum Titan Partner increased their monthly gross profit from **\$35,000** to **\$55,000**, which represents a **57%** increase in their gross profit in only **18** months.
- The average length of their client's telecom contracts increased from **18** months to **36** months, which represents a **100%** increase in long-term customer value.
- Since becoming a Platinum Titan Partner, they have increased the value of their business from **\$630,000** to **\$1,350,000**, which is a **114%** increase in the value of their business as a result of our Titan Partner relationship.
- Shorten the owners exit strategy time frame from **10** years to a **2** year projected target attainment time.

About ICCS

Founded in 2005, Integrated Communications Consulting Services (ICCS) is one of the country's leading technology and telecommunication brokerage firms managing communication services for thousands of clients. Our consolidated solutions deliver customized voice and data services, including PCI security compliance, cloud services, managed IT services and telecom expense management. For more information, please visit www.iccsagency.com or call **1.877.292.4227**.