

A FASTER PULSE

MicroPulse Technologies accelerates sale close time by 30% and cuts operational costs by 60% with Dell PartnerDirect



SOLUTIONS
• PARTNERDIRECT

MicroPulse
Technologies

CUSTOMER PROFILE

COUNTRY: Birmingham, AL (USA)

INDUSTRY: Technology

FOUNDED: 1993

WEB ADDRESS:

www.micropulsetech.com

CHALLENGE

MicroPulse Technologies must provide customers with the right solutions and the right answers quickly to retain business and shut out competitors. With a small sales and engineering staff, time is precious.

SOLUTION

With Dell PartnerDirect, MicroPulse can confidently offer its customers the best pricing and support, close sales faster and reduce operational costs.

BENEFITS

GET IT FASTER

- 30% faster sale close time
- Quick access to product expertise

RUN IT BETTER

- Serve customers better with innovative solutions
- Register deals using PartnerDirect's Deal Registration Tool, designed to help partners protect revenues and avoid conflict with Dell's Direct Sales Teams

GROW IT SMARTER

- 60% reduction in operational costs when purchasing through Dell

DELL

In a world where the right technology infrastructure is a prerequisite to business success, having a trusted technology advisor that can think long-term is a considerable asset. That's the value that Birmingham, Alabama-based MicroPulse Technologies brings to its customers—a full range of IT services backed by dedicated professionals who have been in the business long enough to know how to deal with the one certainty, change.

“HAVING QUICK ACCESS TO DELL TECHNICAL EXPERTISE HELPS US SHORTEN THE SALES CYCLE. OUR SALES CLOSE TIME IS 30 PERCENT FASTER DUE TO OUR PARTICIPATION IN DELL PARTNERDIRECT.”

Brad Crawford, CEO, MicroPulse Technologies

But even advisors need advisors. When MicroPulse needs access to technical and product expertise outside the scope of its own consultants, the company relies on its membership in Dell PartnerDirect.

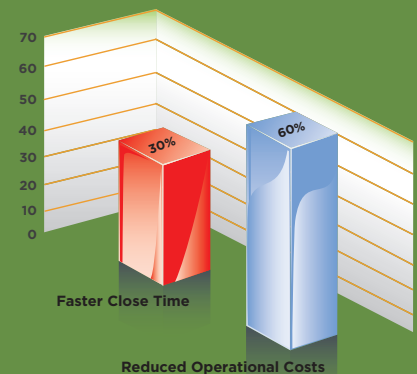
BREAKING NEW GROUND

As a Dell Certified Partner, MicroPulse can get fast answers to questions about the latest technologies—even if they have yet to be used together in a production environment. For example, one of MicroPulse's clients recently requested a cutting-edge deployment of Microsoft Exchange Server 2007 running on Microsoft Windows Server 2008 using an EqualLogic iSCSI SAN for storage. To ensure high availability, MicroPulse clustered the Exchange Mailbox role between two Dell™ PowerEdge™ 1950 servers. Using virtualization software from VMware, MicroPulse deployed the other

Exchange roles on virtual servers, and delivered exactly what the customer requested.

However, MicroPulse engineers had questions about using the multipath I/O feature of the EqualLogic SAN in Windows Server 2008 to provide load balancing across multiple network ports and help remove single points of failure between the server and the storage. A quick phone call to Dell turned up the answers they needed to complete the solution.

“The technical assistance we received from Dell on the EqualLogic multipathing issue was valuable, especially since we didn't expect to find support resources for such a new set of technologies,” says Brad Crawford, CEO of MicroPulse. “But the Dell EqualLogic person we talked to knew exactly what to do because



“WE REALIZE A 60 PERCENT REDUCTION IN OPERATIONAL COSTS WHEN PURCHASING THROUGH DELL BY NOT HAVING TO CONTACT AS MANY PEOPLE DURING THE SALES PROCESS. OUR DELL REPRESENTATIVE WILL RESEARCH EVERYTHING AND GET BACK TO US QUICKLY.”

Brad Crawford, CEO, MicroPulse Technologies

he had seen it before in a testing environment. For him to be able to say, ‘I don’t know anybody that’s doing this in production yet, but this is the solution,’ was pretty impressive.”

A SMOOTH TRANSITION

There are two levels of membership in Dell PartnerDirect: Registered and Certified. Becoming a Registered Partner is as simple as filling out an online form. MicroPulse chose to become a Certified Partner, which requires completing a straightforward set of certification requirements in one or more of PartnerDirect’s Certified Practice Areas, such as Managed Services and Enterprise Architecture. MicroPulse’s channel partnership with EqualLogic actually began just before Dell acquired EqualLogic, and Crawford was happy to see Dell take an already strong channel program and make it better.

“The transition was very smooth,” he says. “Dell added additional product

lines and new ways of buying that make things easier for us, but kept everything else pretty much the same, which is great. The Dell PartnerDirect portal makes it easy to register deals, which helps us protect our margins and provide the right solution to our customers. If we think that EqualLogic is the right solution, we can sell them the right solution without fear that we’re going to be undercut on pricing by a higher volume vendor. It’s less confusion for the customer, too.”

CLOSING SALES 30% FASTER

As a technology services company, getting customers the right answers quickly is the name of the game. By having one point of contact for presales, procurement and support through Dell, MicroPulse is able to sell solutions faster.

“Having quick access to Dell’s technical expertise—as well as being able to deal with Dell directly—helps us shorten the sales cycle, from the initial

customer interest to the final sale,” says Crawford. “It saves us time and helps us get the solution out in front of the customer quicker. Our sales close time is 30 percent faster due to our participation in Dell PartnerDirect.”

REDUCING OPERATIONAL COSTS BY 60%

Dell PartnerDirect has also allowed MicroPulse to save sales staff time—and therefore operational expenses—by reducing points of contact. Because MicroPulse’s sales staff can tap Dell’s expertise, they now have more time to sell instead of getting bogged down in technical research.

“For solutions that we don’t go through Dell on, our salesperson often has to contact multiple vendors, wait for all of them to get back to him, and then pull it all together,” says Crawford. “Whereas with Dell, he just asks one person, so he’s saving hours of his time. We realize a 60 percent reduction in operational costs when

purchasing through Dell by not having to contact as many people during the sales process. It's usually just a matter of an email or phone call to our Dell representative, who will research everything and get back to us quickly."

This fast communication lets MicroPulse do the same for its customers. "We like to be the first one back to a customer or prospect with an answer," says Crawford. "With Dell, we never have any trouble knowing who to contact or how to go about things. Dell helps keep us ahead of the competition."

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