PARTNERING FOR PROFIT

Mosaic Technology trims sales cycle by up to 50% and converts 20% of leads into sales with Dell PartnerDirect program

"We want our investment back in 12 months."

That's what customers are saying to Herb Hamblen, senior account executive at Mosaic Technology in Salem, NH, a Certified Partner in the Dell PartnerDirect program.

"Yet the efficiencies of virtualization are such that we can provide that," he says.

SUCCESS IN MANY MARKETS

Mosaic has achieved success in data management, storage, disaster recovery, virtualization and refurbishment. Best-of-breed virtualization solutions from Mosaic Technology can help companies save money, space and resources—and respond quickly to fast-changing data center workloads. In addition, Mosaic's extensive inventory of leading brands and "white glove" configuration, buyback and logistics services can extend the life of companies' legacy systems.

Mosaic's twin focus helps its customers get the most out of their IT budgets and existing resources—a valuable combination in difficult times.

"Virtualization with VMware helps companies reduce their demands on power and cooling, as well as their service costs, because they experience a reduction in overall equipment requirements," says Hamblen. "At the same time, we can often help customers avoid the cost of purchasing new servers by refurbishing their legacy hardware. On some older systems, if we can just increase the memory, and the CPU meets the requirements for virtualization, and the chip set meets the requirements for VMotion between multiple servers, why not use what customers already have instead of requiring them to go out and buy more servers?"

SAVING CUSTOMERS TIME AND MONEY

Dell hits Mosaic's sweet spot with its broad range of products and its ability to respond quickly with quotes, answers to questions and marketing support. When Mosaic recommends new servers, those tend to be Dell PowerEdge servers, and Mosaic sources VMware through Dell, which is some cases is pre-installed on the servers at the factory.

"Dell offers support programs for the servers and VMware. They also offer an option to preload some of the VMware software. This can save the customer setup time and reduce costs slightly by not requiring the purchase of additional disks to load the software on later," says Hamblen.

Mosaic Technology

CUSTOMER PROFILE

COUNTRY: Salem, NH (USA)
INDUSTRY: Technology
FOUNDED: 1995
NUMBER OF EMPLOYEES: 50
WEB ADDRESS: www.mosaictec.com

CHALLENGE

Mosaic Technology sought to partner with a larger company to obtain sales, marketing and technical support, thereby extending its reach into the server and storage virtualization market.

SOLUTION

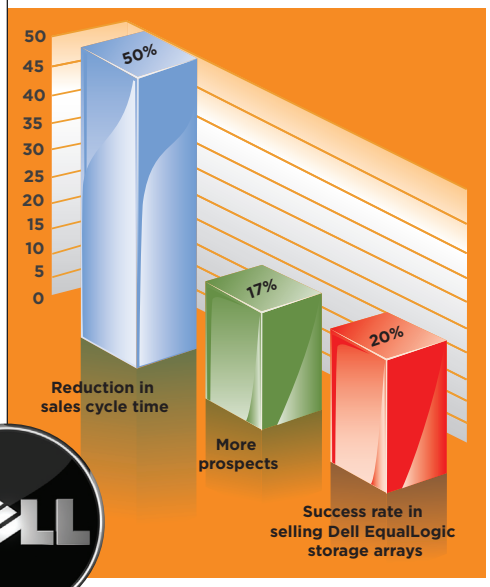
The company became a Certified Partner in the Dell PartnerDirect program. With Dell's help in sales, marketing and technical support it has developed a successful business providing Dell™ PowerEdge™ servers and Dell EqualLogic™ SAN arrays to companies that are undergoing server virtualization initiatives.

BENEFITS

GET IT FASTER
- 20%-50% reduction in sales cycle time
- Time saved per server in configuration for customers purchasing VMware factory-embedded in Dell servers

RUN IT BETTER
- 17% more prospects due to Dell telemarketing efforts
- 1 day per week saved through Dell management of Dell/Mosaic events

GROW IT SMARTER
- 20% success rate selling Dell EqualLogic storage arrays to previous users of Fibre Channel SANs



"DELL IS AN EXCELLENT PARTNER ON MULTIPLE LEVELS IN SALES, MARKETING AND SUPPORT. DELL IS THE PROTOTYPE OF WHAT A GOOD PARTNER SHOULD BE THESE DAYS."

Don Basler, director of marketing, Mosaic Technology

OUTSTANDING UPTIME

Whether Mosaic sources VMware direct from VMware or through Dell, the result of virtualization is always the same. "The customer ends up with a lot of virtual servers," says Don Basler, director of marketing, Mosaic Technology. "And those servers need accessible storage. To meet this need, we choose to lead with Dell EqualLogic iSCSI SAN storage. Our customers are absolutely thrilled with Dell EqualLogic storage. We have a number of customers within the EqualLogic install base, and there are very, very few failures for that product set. It has an outstanding mean time between failures."

SHORTENING THE SALES CYCLE 20%-50%

Mosaic has participated in the Dell PartnerDirect program for two years and in that time has found that Dell provides all the resources in sales, marketing and support that the company was looking for in its search for a partner to extend its marketing reach.

"Dell has been extremely effective in the areas of technology that we go to them for," says Hamblen. "In storage and virtualization they have layers of support that are the best in the industry. Their promptness and efficiency with quotes have cut 20 to 50 percent off the sales cycle for us."

17% MORE PROSPECTS

Mosaic and Dell conduct approximately 15 co-marketing events per quarter that account for 40 percent of Mosaic's sales pipeline. "Of that 40 percent, 17 percent of our pipeline is directly due to Dell's telemarketing efforts in support of these events," says Basler.

Dell and Mosaic each provide presentation talent, supported by sales. "Both Dell and Mosaic get a lot of value out of these events in terms of pipeline development and exposure to the community," Basler says. "In marketing alone, Dell has been an absolutely spectacular partner. The events take a fair amount of time to pull off. Dell marketing handles most of the logistics. They get the contracts in place and the credit cards set up. They save me one day a week in work I don't have to do."

THE PROTOTYPE OF A GOOD PARTNER

When Mosaic's prospects are users of Fibre Channel SAN arrays and are ready to consider other options, Mosaic is able to convert approximately 20 percent of those accounts over to Dell EqualLogic iSCSI storage. "Our 20 percent success rate with users of Fibre Channel is due to Dell's expertise in iSCSI storage," says Hamblen. "Dell puts an EqualLogic expert at our joint events and comes with us on sales calls. Our EqualLogic customers are frequently repeat customers because they come back for additional arrays as they virtualize more servers."

"An aggressive growth company like Mosaic can intelligently leverage Dell's resources to extend its capabilities and accelerate its market penetration," Basler concludes. "What we've found is that Dell is an excellent partner on multiple levels in sales, marketing and support. We feel that Dell is the prototype of what a good partner should be these days."

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Mosaic Technology

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