

THE PINNACLE OF CUSTOMER SERVICE

Dell™ PartnerDirect helps Redapt Systems save 5% of revenue and do more for its customers



SOLUTIONS
• SERVICES



CUSTOMER PROFILE

COUNTRY: Redmond, WA (USA)

INDUSTRY: Technology

FOUNDED: 1996

NUMBER OF EMPLOYEES: 40

WEB ADDRESS: www.redapt.com

CHALLENGE

IT services provider Redapt Systems wanted to offer Dell hardware and domain expertise to its customers, yet did not want to introduce additional complexity into its business model.

SOLUTION

Dell PartnerDirect offers a flexible and efficient channel program. By partnering directly with Dell, Redapt and its customers benefit from easy access to a wide range of IT expertise, as well as delivery of hardware and services.

BENEFITS

Get IT Faster

- Quick access to IT expertise for pre- and post-sales support, often within an hour or less
- Reduce average sale close time by 5 days

Run IT Better

- Offer a broad range of Dell products to serve diverse needs
- Help customers invest in scalable solutions they can grow with

Grow IT Smarter

- One-third of revenue growth in the past year driven by Dell product sales
- Save 5% of total revenue by reducing operational costs

The Dell logo, featuring the word 'DELL' in a white, sans-serif font inside a black circle with a white border.

One major Northwest department store has outpaced its competition thanks to a unique commitment to customer service: Empower employees to do the right thing for the customer without having to ask. That difference made an impression on Rick and David Cantu, brothers who grew up working for the retailer and eventually applied the same philosophy to their own IT services company.

“DELL IS A VERY RESPONSIVE COMPANY TO DEAL WITH. YOU DON'T HAVE TO DEAL WITH A WHOLE BUREAUCRACY. THEY'VE BEEN VERY EAGER TO PARTNER WITH US.”

Rick Cantu, President & CEO, Redapt Systems, Inc.

That company is Redapt Systems, now the second largest minority-owned business and one of the fastest growing privately owned businesses in Washington State. The self-funded startup launched in 1996, with the intent of saving clients money on servers by selling refurbished UNIX machines. That focus on helping customers get the most for their dollar carries over into Redapt's technology channel partnerships—especially its participation in Dell PartnerDirect.

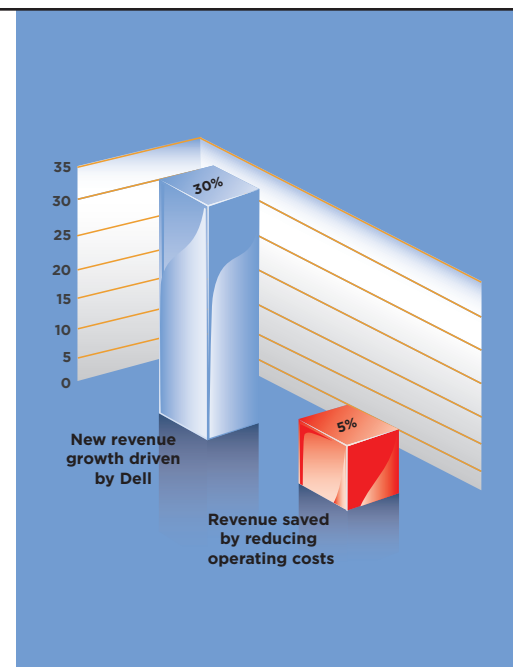
A WIN-WIN SITUATION

Since partnering with Dell, Redapt has noticed a difference in Dell's approach

to the channel. Dell's attentiveness mirrors and reinforces the kind of customer service that the Cantu brothers grew up with, and continue to provide to their customers.

“Dell is a very responsive company to deal with,” says Rick Cantu, president and CEO. “You don't have to deal with a whole bureaucracy. They've been very eager to partner with us, and have made a concentrated effort to build the strongest channel program out there.”

Over the past year, Redapt has realized a 15 percent increase in total revenue, and one-third of that gain is directly



“WITH DELL, WE CAN BECOME MORE COMPETITIVE WITH ONE PHONE CALL. SOMETIMES IT FEELS LIKE THE PEOPLE WE DEAL WITH AT DELL ARE ACTUALLY PART OF OUR OWN TEAM.”

David Cantu, Vice President, Redapt Systems, Inc.

attributable to sales of products that the company did not offer before becoming a Dell Certified Partner.

“Dell is extremely well known in the data center market, so it’s nice for us to be able to offer Dell servers, storage and networking products to our clients,” says David Cantu, vice president.

EXPERTISE ON DEMAND

Although Redapt has a wealth of internal IT knowledge and over a decade of experience putting that know-how to work for customers, its 40-person staff can’t be experts at everything. Through Dell PartnerDirect, Redapt is able to offer a wider range of services and support.

“Dell PartnerDirect helps us fill gaps in our technical expertise,” says David. “Becoming a Dell Certified Partner has allowed us to improve our internal skill sets and plan for the future. For example, we have added additional storage engineers through Dell’s training programs.”

Redapt’s easy access to Dell’s technical resources is enhancing its clients’ experience. “One of the largest transactions we’ve done with Dell was a complete data center build-out,” says David. “Our client picked EMC storage,

and we didn’t have a full-time EMC engineer on staff. Dell helped us build the solution, made sure that the client had the right software configuration, and even came to the table with some different options that the client loved. Dell’s assistance helped us capture that additional revenue.”

LESS COMPLEXITY, MORE VALUE

By removing obstacles such as distributors and confusing, multi-tiered partnership models, Dell PartnerDirect delivers less complexity and more value. “Dealing with Dell directly saves us operational costs on inbound freight, integration facilities and integration time,” says Rick. “We estimate this savings to be about five percent of our total revenue.”

There are only two levels of participation in PartnerDirect: Registered and Certified. Becoming a Registered Partner is as simple as filling out an online form. Becoming a Certified Partner—which provides additional benefits such as lead generation, product roadmap reviews and demo units—requires completing a straightforward set of certification requirements in one of PartnerDirect’s Certified Practice Areas.

“Becoming a Certified Enterprise Architecture partner has allowed us to build a storage practice based on Dell EqualLogic™ products,” says David. “This has rounded out our storage offering and complemented our expertise in servers and networking.”

ON THE SAME TEAM

Because of the direct contact Redapt has with Dell, the company is better equipped to engage customers in pre-sales technical analysis, as well as offer fast, world-class support once the deal is done. The PartnerDirect Web portal provides a single destination for product information, pricing and technical support—along with reporting and order transaction history.

“Dell’s direct approach to the channel is unique,” says David. “Dealing with other manufacturers directly is actually pretty hard. With Dell, we can become more competitive with one phone call—it’s very easy to talk directly with decision-makers and win deals. We’re now on Dell’s Partner Advisory Board, and they really listen to input from our panel.”

To Redapt, having access to decision makers has been the single most important factor in the company’s

decision to partner with Dell. “It doesn’t matter whether we’re selling one server or 200,” says David. “If a customer is interested in a particular product, such as virtualization software or a SAN configuration, usually we can get a conference call together with Dell experts within an hour or less. Sometimes it feels like the people we deal with at Dell are actually part of our own team, part of our company. Dell’s quick response has allowed us to shorten our average sale close time by five days, compared to our company average for all solution sales.”

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