Welcomes you...

How the Best VARs ad MSPs power their business?

*Join the conversation on LinkedIn Group “VARCoach”*
Today’s Agenda

Webinar Organizer: Blythe Girnus and Mike Sutton CompTIA

Speakers: Julian Lee, President, TechnoPlanet and Randal Wark, President, IT Revolution.

30 mins: How the Best VARs and MSPs power their business?

5-10 mins: Q & A (Please use chat to ask your questions)
How do you best describe your company?

1. **Retailer/Big Box** - Sells retail and/or online to anyone
2. **Reseller** - Sell anything IT to anyone
3. **Online Reseller** - Sells IT through a web store to anyone
4. **VAR** - Sells IT products, solutions and managed services to mostly businesses
5. **ITSP** - Sells IT solutions and managed services to businesses
6. **MSP** - Sells mostly Managed Services to businesses
7. **Born-in-the-Cloud VAR** - Operates a virtual business selling Cloud and Managed Services solutions to businesses
8. **ReBorn-in-the-Cloud VAR** - Reinvented traditional VAR selling Cloud and Managed Services solutions to businesses
9. **Lifestyle VAR** - Operates a lean and mean business and will sell anything IT to a limited number of clients
10. **IT Consultant /Influencer/Agent** - Sells mostly IT consultation services and helps in the procurement the IT solution
11. **IT Solution Developer** - Develops exclusive IT solutions for specific vertical markets (sells directly and to other VARs)
12. **Public Sector VAR** - Procures IT products for Government or Educational institutions
4 resources to help you build a stronger business

1. VAR Office Suite™ - 30 tools and services to run your business
2. VARCoach™ - Blog, weekly e-newsletter and LinkedIn group
3. VAR Trends™ - Live webinars and face-to-face events
4. VARMasterMind - VARCoach MasterMind Groups with expert Coaches (NEW)

*Take the business health test to benchmark your strengths and weaknesses!*

The New Channel

What is driving the Next Generation Channel 2.0?
How do you adapt your business model to remain relevant?
Can you create enough value in your business to retire?
Where will your business be in 5 years?

Quick test - Are you ready?

1. Are you willing to sell Cloud, SaaS and Managed Services?
2. Can you sell to the “C” people?
3. Can you talk Operation Expense Vs Capital Expense?
4. Are you and your infrastructure ready for a recurring revenue business?
5. Are you willing to let a third-party bill your client?
6. Are you technically up to speed?
What is causing the change in the channel after 25+ years of status-quo?

- ‘Consumerization’ of IT
- Mobility/BYOD
- Cloud-Based Applications
- Managed Services
- Internet of Things
- Big Data / Little Data

Top 6
How will this affect you?

1. **Cash Flow** - Hardware (HaaS) and software (SaaS) means upfront profits down, replaced by lower monthly recurring revenues.

2. **Sales conversation different** - Compliance, risk management, competitiveness, Cloud infrastructure, pay-per-month managed services. CAPX Vs OPX.

3. **Business processes** must be streamlined or you will lose money.

4. **Wider support/expertise** - BYOD driving multi-brand/multi-platform/multi-type hardware devices.

5. **Employees/Business Management influences the buying decision** - IT departments have less control.

6. **More difficult to protect ownership of your customers** with commoditization of services and 3000+ Cloud providers managing your end-users experience.
eCommerce, eQuote, eProcurement & mCommerce

- Professional web site image and easy maintenance
- e-quotes (products and services)
- e-procurement (check real-time prices, availability, order and track for multiple suppliers)
- B2B portals for large customer purchasing, special bids and self-management
- B2C web stores for 24/7 online shoppers
- Government and Education e-procurement portals

VAROfficeSuite
Service Automation

- Manage all types of services
  - Break-fix
  - Managed services
  - SLA contracts
- Report on all service activities and performance
- Invoicing of all services, including recurring
- CRM*
- Integration with RMM tools like MaxFocus, Kaseya, N-Able, Level Platforms etc
Remote Monitoring and Management

- Remote device monitoring and management
- Use an independent PSA to allow you to easily switch RMM platforms, if required
- These RMM tools offer a complete solution for selling, implementing and reporting managed services
- Managed Print Service
- Manage your customers’ relationships
- Easy reporting of sales activities to increase adoption rates
- Automated follow-up
- Data Mining for new sales opportunities
- Properly integrate the right sales process with the CRM tool
Accounting

- Manage all of your GL, AR, AP, Inventory, Payroll, Taxes and Recycle fees
- Synchronize customer and transaction data through automatic daily batch updates
- Must accept .CSV (Excel) files for importing of data or API
- Cloud-based accounting
Add-on Web Apps

- Connect Live Chat to communicate with your customers online through your webstore (see what they have put into their shopping carts and add colleagues to the conversation)

- SSL Branded Certificates to certify the security of your online transactions to show your customers that it is safe to do business with you online

- Credit Card Payment Gateways such as PSI, Moneris, Beanstream and PayPal to process and monitor all online credit card transactions including American Express, Visa, Master Card and PayPal

- Tax calculators to help you maintain the correct tax rates when selling online
Distributor Integration

- XML feeds for real time updates for price and availability, order processing, order tracking and serial number management
- FTP batch updates
- My Warehouse for service catalogue and your other exclusive products
- Feeds for Ingram Micro, TechData, Synnex and more
Rich Digital Content

- Present products more effectively with the best possible online shopping experience
- Related items
- Vendor Direct Content
- Multiple images
- Detailed specifications
- Videos

Watch this Video
Leverage configuration tools that vendors have already developed and maintain.

Plug them in to help your customers find the right product and instantly place items into your online shopping cart to buy or quote.

- iBiz10 Supplies Finder and Kingston Memory Finder
- Other configurators for cables, batteries, systems etc.
Membership Groups and Associations

- Lower fees on credit card merchant rates
- Lower cost from distributors
- Lower shipping costs
- Better liability insurance coverage and value (As Cloud, Managed Services and other IT solutions are leverage by VARS, they will need to legally protect their business from liability)
- Better marketing support
Web Marketing

- Social Media to help VARs implement and maintain an effective social media strategy that will build thought-leadership and trigger sales opportunities
- Search Engine Marketing to help VARs drive sales leads to their web stores or businesses on a geo-local level

- Content to help you easily build e-newsletters and tools to professionally e-broadcast to customer base
- Web video company profile to show who you are and what you do
More Web Marketing

- Deal Of The Day to help you find one solid deal every day to send to your customer base and drive sales leads and constant awareness

- Shopping Comparison Sites such as Price Shopper to help you reach buyers

- Affiliate Program with a customized web store specifically for a large customer or group - ideal for schools and associations

- Employee Purchase Programs to directly sell to the employees of your current customers for their personal use
Vendor Channel Programs

- Exploit all benefits from your vendor channel programs
- Subsidize your marketing costs
- Leverage vendor marketing tools and support
- Get more sales leads
- Get listed on vendors’ web sites in where-to-buy section
- Align your marketing strategy with that of your key vendors
- MDF management
IT Risk & Opportunity
Business Assessment

- Assess the IT risks and uncover opportunities of your customers
  - Improve productivity
  - Save costs
  - Reduce risks
  - Compete more effectively

- Become their #1 trusted business advisor

- Help your customer build a knowledge base

- Convert your sales reps and techies into Professional IT Consultants!!!
IT Network Assessment

- Running comprehensive IT risk assessments for Cisco, HP and other networks
- Identifying “deficiencies” in networks, improving the performance and monitoring on-going progress
- Performance testing
- Scoring reports
Basic Asset Management: Track and manage all IT assets of your clients including serial numbers, configuration, user and location.

Life Cycle Asset Management: Automatically manage 100% of product life cycle - updates, renewals, up-sell, cross-sell, end-of-life, recycle.

Generate more revenues from installed base.

Entrench your business relationships with your key customers.

Environmentally Friendly - reuse or recycle. Secure disposal of data.
Deal Registration

- Are you leveraging deal registrations with your Vendors?
- How many deals are you registering with your Vendors?
- Are you getting the most margins from your Vendors?
- How are you managing deal registration for clients with multiple Vendors?
Coaching/Mastermind

- Sales coaching
- Sales management
- Sales skills benchmarking
- HR - Hiring and keeping the right staff
- Leadership coaching
- Sales process with CRM
- Customer Retention
- NEW! MasterMind Group

VAR Office Suite
VAR Coach
VAR MasterMind Group
VAR Mastermind

- 8 to 10 members per group
- Peer-to-peer exchange
- Expert Coaches for support
- 2-4 face-to-face meetings per year
- Monthly virtual meetings with Coaches
- Anytime access to Coaches
- Exclusive group discussion portal
- 3 membership levels

www.varmastermind.com
Cloud Solutions

- Offer a variety of Cloud SaaS solutions to your customers on a recurring revenue basis
- Promote through your web store and web marketing activities
- Online back-up and disaster recovery
- E-mail
- Data protection
- Virtual desktops

- Virtual storage
- Web hosting/access
- VOIP
- Private Cloud
- BYOC
- Over 3,000 Cloud Solutions

OVER 3,000 Cloud SaaS!
BYOD is a huge trend in the workplace and there are many sales opportunities to exploit:

- Compliance
- Data security
- Device acquisition
- Device tracking
- Mobile app development
- M-Commerce (mobile commerce)
Get Started... Take the Business Assessment TEST
Join A VAR MasterMind Group!

- Find out how you rate in all of your key business processes
- Understand the areas in which you can improve
- Build your own roadmap to help you streamline, manage and market your business better
- Benchmark your performance to other VARs, MSPs and ITSPs
- Implement one tool to improve
- Repeat the test to benchmark your progress

- Get on-going support. Join a VAR MasterMind Group!

VAROfficeSuite
VAR Office Suite™

30 Tools to Streamline, Manage and Market Any IT Business

www.varofficesuite.com

Watch for more webinars each month to explore other tools and services of VAROfficeSuite to help you run your entire business and build a recurring revenue business model.

Thank You!
ECommerce, MCommerce, EQuotes, Service Automation, Managed Services, CRM, Accounting, Web Apps, Real-Time Distributors, Rich Content, Group Membership Benefits, Web Marketing, Cloud Solutions

Formula for SUCCESS
Why VAROfficeSuite™?

- VARs, MSPs and ITSPs are demanding less talk and more action
- Channel business development for 25 years
- Channel e-commerce development for 12 years
- Channel events for 12 years, now in 6 countries
- Reseller Choice Awards for 7 years
- Channel news media for 15 years
- Reach over 65,000 VARs and 2,000 vendors
Some Sound for Future Success!

- Go after customers with operational spend instead of capital/up-front spend.
- Sell a narrow range of products but support a wider range.
- Sell your added value (especially Managed Services) as high as possible.
- Be careful about building your own private cloud or selling others’ branded Cloud and private label where possible.
- High-efficiency is a must - Streamline business processes
- Market your business through the web and social media. Leverage online as much as possible.
- Do it before your competitors do you in.
- Do not be “too busy” to improve your business.