

CASE STUDY: Dynamic Computer Solutions

"If you would have told me a few years ago that I'd be writing five-year contracts with nearly a third of my customers, I would have told you that you're crazy! But that's the reality with HaaR®."

Mitch Miller

President, Dynamic Computer Solutions

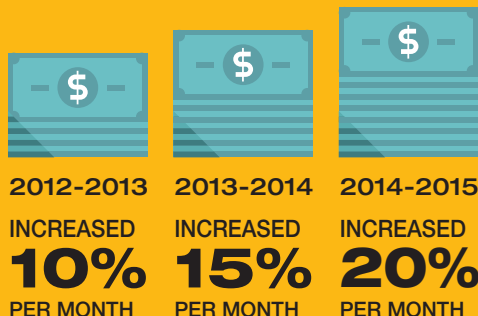
CASH TO HARDWARE AS A SERVICE (HAAS)

Since the early 80s, Mitch Miller has been reinventing his IT company as technology and trends evolve. The latest iteration of Dynamic Computer Solutions' go-to-market strategy resulted in double digit Monthly Recurring Revenue (MRR) growth and increased hardware margins.

Today, Dynamic Computer Solutions is a Managed Services Provider standardizing customers with As-A-Service.

MORE RECURRING REVENUE

The As-a-Service model for Dynamic Computer Solutions has resulted in **growing recurring revenue year-over-year.**



INCREASED MARGINS

Standardization and the As-A-Service model means Dynamic Computer Solutions also gets **significantly more margin** on hardware they sell as a payment.



**STANDARD
CASH SALE
MARGINS
INCREASED
20-25%**

**MONTHLY
PAYMENT
MARGINS
INCREASED
35-50%**

The As-A-Service model Dynamic Computer Solutions adopted uses GreatAmerica Financial Services as their financing and invoicing source. Through Hardware as a Rental® (HaaR®), Dynamic Computer Solutions has the ability to focus on providing technology and growing their business and not worry about cash flow.

THE DYNAMIC JOURNEY TO HAA R

The transition to a standardized Managed Services organization began nearly 10 years ago for Dynamic Computer Solutions. "Every week I had customers with concerns over charges," remembers Mitch Miller, President of Dynamic. "I knew I needed to get my customers to an all-inclusive solution so they didn't feel like I was nickel-and-diming them with every invoice."

At the same time Dynamic was transitioning to a Managed Services organization, they were also attempting to improve the customer experience and profitability through standardization. "Our job is to make their equipment run smoothly, so we aren't constantly on the phone resolving issues for them."

By adopting a monthly payment for hardware, and providing a single monthly payment for the all-in solution, Dynamic easily transitioned customers to a standardized stack without a fight over capital budgets.

Dynamic first began purchasing the hardware and renting it to their customers in a traditional Hardware as a Service (HaaS) model. "I had a lot of customers who liked having one invoice for everything," said Miller, "but it didn't take long for me to burn through my cash doing HaaS myself."

By standardizing with HaaS, Dynamic was more efficient from a services perspective. "For the help desk, we told them call us once, twice a hundred times," explained Miller. "Of course

it was our job to make sure they were set up so they only needed to call in a couple times a month."

While the Hardware as a Service solution was great for sales, it quickly began to have a negative impact on the balance sheet.

"In comes GreatAmerica to save the day."

It was clear to Miller he needed an alternative to HaaS, and in 2014 he found it in the GreatAmerica HaaR program.

"I didn't have the cash or line of credit to bring another customer on with HaaS," said Miller. "In comes GreatAmerica to save the day."

Instead of buying the equipment outright, Dynamic gets paid upfront from GreatAmerica for the hardware, and rents it to the customer over a three or five year contract.

The growth Dynamic has seen with HaaR and GreatAmerica over the past three years is a trend Miller expects to continue, "HaaR makes it so easy for customers to put technology in place and not have any concerns about it going forward."

ABOUT DYNAMIC COMPUTER SOLUTIONS

Founded in 1984, Dynamic Computer Solutions is a Managed Service Provider located in Topeka, Kansas. Dynamic prides itself on being on the forefront of technology and offers IT and telecommunication products and services.

How Does HaaR® Work?

Combine equipment, software, cloud services, managed services, installation and training into one monthly payment. GreatAmerica pays you right away for the hardware, software and installation. Every month, GreatAmerica bills and collects your services and remits back to the Solution Provider upon receipt.

