

Colt Platinum Partnership pays major dividends for Linimex

colt

Customer name

Linimex

Business

Telecommunication and IT consultancy

Sector

Technology

Challenge

To compete and grow as a small business with its own focus, by finding the right technology partner

Products and services

All Colt network, voice and data centre solutions

More customers, bigger deals, better commission, additional staff: Linimex is growing in all the right ways since partnering with Colt.

Telecommunication and IT consultancy Linimex has a winning business model, explained by co-founder Neil Lonergan:

“We’re all about building a deep understanding of our customers’ businesses, digging into how they serve their customers, and designing IT solutions that help them achieve their business goals. As an independent consultancy we’re small enough to be very focused, responsive and adaptable in doing this. But we can also compete globally, on big deals, because we’re backed by Colt as our technology partner. Besides a first-class IT portfolio, they give us the scale, reach and brand recognition that we need.”

Our kind of company

When Linimex was founded it worked with a number of different telecoms vendors, but after a few years realised that it was choosing Colt more and more, impressed with its services, approach and ethos. After careful consideration Linimex decided to work exclusively with Colt.

“Colt is just a great fit for us,” says Lonergan. “They deliver reliable services day-in, day-out. They’re global like us, with a focus on Europe. They really understand the IT needs of financial services and media businesses, which are key sectors for us. And they give us really impressive support.”

We’ve not looked back

Three years on, Linimex is a Colt Platinum Partner. The consultancy has won a number of complex pan-European deals and significantly grown its business and customer base. Colt’s support has helped Linimex sign deals worth more than £450,000 per year.

“It’s very refreshing to deal with a provider whose people are willing to work together with you to find the best solutions for customers,” says Lonergan. “In my experience, service providers can be quite guarded with their help. With Colt, no matter who we’re dealing with — from solution architects and marketing managers to VPs — they give freely of their knowledge and experience.”





“With Colt, no matter who we’re dealing with — from solution architects and marketing managers to VPs — they give freely of their knowledge and experience.”

Neil Lonergan
Co-founder, Linimex

Commitment and passion are everything

Lonergan cites four ways in which Colt’s support particularly stands out:

- **Sales training:** Linimex has recently been able to bring three new employees on board with a minimum of hassle. Colt solution architects gave them detailed face-to-face training, and they always have access to Colt’s online training academy.
- **Marketing:** Colt helps Linimex build landing pages and deliver campaigns.
- **Passion:** Colt’s people display extensive technical knowledge and a great belief in their products.
- **Reward:** Whereas the most common form of partner commission is recurring revenue for the initial duration of the customer contract, Colt provides an upfront payment when the deal is done, then

pays recurring commission for the full lifetime of the customer. Colt does this because it wants its agents to maintain close relationships with their customers, to ensure the highest levels of focus and service.

Pushing the envelope

Summing up the experience of working with Colt, Lonergan says: “With Colt you don’t get reasons *not* to do something. There’s no reluctance to get involved. They’re always willing to discuss new ideas and look at ways in which we can innovate. They believe in pushing the envelope and empowering their partners. We wouldn’t work with anyone else.”

Want big rewards without the big risks?

If you’re interested in finding out more about becoming a Colt partner, get in touch here: www.colt.net/becomeapartner

For more information, please contact us on:

Tel: **+44 (0)20 3140 2174**
Email: becomeapartner@colt.net
Visit: www.colt.net/becomeapartner