



## CASE STUDY

# Global distributor automates installed base sales management



Fortune 500 Company



Information Technology Industry



Distributor



Global Presence

## HIGHLIGHTS

### Challenges

- Data held within disparate systems
- Shift to consumption model
- Difficulty discovering/actioning lifecycle opportunities
- Costly manual processes
- Revenue leakage/loss

### Solution

- Automated Asset Lifecycle Management with [iasset.com](https://iasset.com)

### Benefits

- Protect existing revenue
- Expand customer lifetime value
- Proactively pursue lifecycle events
- Automatically generate quotes
- Demonstrate value to customers
- Gain detailed insights into installed base and sales performance

## ABOUT THE COMPANY

Our client is one of the largest value-added technology Distributors in the world. Working with leading vendors and resellers, they help their customers and suppliers solve business challenges through the use of the latest technology and solutions.

## THE CHALLENGE

Asset lifecycle management is a complex area of Sales and CX - particularly when operating with global channel partners. With an ever-increasing volume of data accumulating through its vendor lines and reseller partners, this global Distributor was struggling to manage its installed base and stay on top of asset lifecycle opportunities - from upsell, cross-sell, refresh, migration and upgrades, to renewals.

Grappling with multiple disconnected systems and spreadsheets to run its Sales/CX business, identifying and prioritizing opportunities for its resellers was like finding the proverbial needle in a haystack. And, as the market shifted to consumption and subscription based models, it was clear that their existing manual processes could no longer be sustained. Failing to change would result in missed opportunities in an already commoditized and competitive market.

## SOLUTION

This Distributor chose the [iasset.com](https://iasset.com) platform to provide its partners with a single, real-time view of their installed base, enabling them to manage and action all of their asset lifecycle opportunities with ease.

With the help of [iasset.com](https://iasset.com), they can proactively mine their existing customer base for upgrade, feature attach and cross-sell opportunities, to help demonstrate value and remain relevant - or "sticky" with their customers. In addition to this, the platform helps protect their existing revenue streams through proactive and efficient management of license and maintenance renewals.



## HOW IT WORKS

iasset.com automatically consolidates, analyzes and mines multiple sources of data from both internal and external systems. Through a seamless integration with the Distributor's ERP system, as well as nine other interfaces into iasset.com, the data is automatically refreshed daily with the latest sales history, ensuring the reseller always has an accurate, real-time understanding of its customers.

When logging in, each reseller partner accesses data that's only relevant to them. It displays a pipeline of opportunities, from warranty exits and renewals to product refreshes, helping the partner prioritize accordingly.

iasset.com accommodates relevant price books and discount plans as determined by partner programs, to deliver accurate, pre-validated quotes, eliminating the need for manual adjustments.

## FEATURES & BENEFITS

Since leveraging installed asset lifecycle management platform - iasset.com, this Distributor has experienced the following benefits:

- On-time renewals jumped to over 90%
- \$100M of opportunities uncovered immediately after implementation
- Full visibility and control of their entire installed base - in one place
- Complete audit trail of every product sold – from order to delivery
- Automated/fast/accurate quote creation using pricing tiers/certifications
- Ability to protect recurring revenue and expand customer lifetime value
- Greater analytics and insights into business and partner performance
- Ability to incorporate products from multiple vendors into one quote
- Upgrade/refresh/cross-sell campaign execution with pre-validated quotes
- Delivering value to its vendors and resellers, over and above competitors
- Fewer manual interactions has allowed staff to focus on larger accounts

iasset.com's installed asset lifecycle management platform helps you manage:

### ASSET LIFECYCLES

Execute refresh, upgrade and migration campaigns, extend CLV.

### RENEWALS

Boost on-time renewals with automated, pre-validated quotes.

### POS DATA

Automatically cleanse, consolidate POS data for an accurate view of sales.

### CLOUD REVENUE

Stay on top of cloud usage and billing, stop contracts from lapsing.

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The Global Channel Ecosystem

iasset.com<sup>®</sup> is the leader in revolutionizing global IT channel efficiency. Our cloud-based platform helps reduce complexity and increase revenue for our customers each day. iasset.com<sup>®</sup> empowers the entire IT channel ecosystem – from vendors, distributors/ aggregators, to service providers and value added resellers. We accomplish this by automating the product lifecycle for any type of product or service – including cloud consumption and subscription contracts, and hardware or software maintenance renewal contracts. As a result, our customers achieve superior business outcomes including faster and more streamlined processes, compliance, added intelligence, cost savings and the ability to service their own channel and customers more effectively.

Today, iasset.com<sup>®</sup> manages over \$20B worth of assets in more than 150 countries, and continues to be the solution of choice for leading technology organizations.