

# Partnering for Success



Increase Revenues, Strengthen Customer Relationships, Sell IBM Software

## Are you missing out on additional revenue?

Are you overlooking IBM software opportunity in your customer base because you don't have the necessary accreditations to quote and transact the software?

Is IBM software something you view as too costly or complicated to get involved in?

Working with Integres you can overcome these barriers, boost revenues and strengthen your existing customer relationships without any real change to your day to day business.

Interested? Read on.....

## Who are Integres?

At Integres we live and breathe IBM software. It is our sole focus and the reason we are one of the leading IBM Business Partners and fully-accredited software resellers in the UK today.

We treat every enquiry big or small as equal. This is why our customers and partners view us as a trusted, safe pair of hands guaranteed to help them navigate the maze of IBM software. We can help you deliver the correct answers quickly and at the lowest possible price for your customer.

## So, what's the problem?

IBM operate a controlled distribution model which means that to be able to sell IBM software license or renewals you must be accredited in that particular product category.

Currently there are 28 categories. Authorisation to sell software in each of these requires at least 1 sales and 2 technical certifications. That's 84 certifications in total!

Without these accreditations you could be missing out on opportunity and revenue from a well-established, trusted customer. relationship.

## And the Opportunity?

If your customer has a requirement for a new IBM license or their IBM support renewal is due, they need to order it somehow. Why not through a known, trusted partner organisation like yours?

This is where Integres can help.

**Hardware Providers** Leverage your existing customer relationships and Integres' expertise to expand into IBM software quickly and easily.

**Niche Software and Service Providers** Broaden your customer relationships and let your customer know you can provide the full range of IBM software products.

**SI's and Multi-Vendor Resellers** Integres can reinforce your offerings with expert guidance around IBM software and processes to help you win and retain more customers.

## Your Customer, Your Relationship!

When supporting you for the delivery of an IBM requirement all customer contact remains direct with you. It is your relationship and it will stay that way. Integres will operate similar to a Value-Add Distributor and will remain in the background.

If you need pricing, we will quote you and you quote the customer.

When you win the business, you place an order on us and we invoice you. At no point do we contact the customer.

If the customer requires a little more hands-on advice, we are happy to talk directly with them however, this will be done with you.

**When you win we win**, so we aim to ensure you remain as competitive as possible when it comes to efficiency, knowledge, and most importantly pricing.

## What are we offering?

Integres will enable you to boost revenues and profits in your existing (and new) customer base by providing:

**Competitive** distributor level pricing for IBM software  
**Efficient** and smooth process for support and pricing  
**Discount** negotiation on your behalf  
**Expert** advice and guidance on the IBM portfolio

## How do I start?

When you are happy and ready to start winning new business then it is as simple as letting your customers know you are now IBM software capable!

Contact us on [partner@integres.co.uk](mailto:partner@integres.co.uk) or call 0161 682 6826 to discuss how we can help.