

United Systems of Oklahoma boosts revenues 20% during a recession and offers customers more options with help from Dell PartnerDirect



- Connected Classroom
- Dell PartnerDirect
- Services
- Storage



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Stuart Turley, Account Manager and Marketing Director, United Systems



Customer Profile

Company:	United Systems of Oklahoma
Industry:	Technology
Country:	United States
Employees:	40
Web:	www.unitedsystemsok.com

Business Need

United Systems of Oklahoma wanted to offer a wide variety of products to customers, from Connected Classroom solutions to enterprise servers and storage. The company needed a partner that could provide a range of solutions as well as technical expertise through a well-designed channel program.

Solution

Become a Dell™ Certified Partner to expand solutions portfolio, win more deals and generate more repeat business.

Benefits

- Able to offer more product options to customers
- 10% increase in total revenue directly attributed to becoming a Dell Certified Partner
- 33% year-over-year increase in Dell-based server and storage revenue
- 1 hour or less to complete standard customer configurations
- Faster access to product expertise than with other vendors' programs
- Joint sales calls with local Dell reps improve comfort level for prospective customers
- Dell PartnerDirect Deal Registration Tool helps partners communicate with Dell Direct teams
- \$300,000 in additional business identified by leveraging Dell Financial Services
- Able to win more deals and generate more repeat business

The way students learn and connect new ideas is changing—just ask anyone who’s been in a K-12 classroom lately. As “technology natives,” kids today are used to using technology as an information gathering and communications tool. More and more school districts are realizing that opening a classroom to more student interaction and participation through technology is changing education for the better.

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In Oklahoma, many of those districts are turning to United Systems of Oklahoma, a Dell Certified Partner, for complete Connected Classroom solutions. Now the largest educational technology integrator in the state, the company offers customized solutions, from implementation through support, to help local districts make the most of technology. Students benefit from a richer educational experience, and schools benefit from improved teacher morale and more efficient use of resources.

Offering a complete solution with Dell

To offer its customers the widest range of solutions and provide the best possible service and response times, United Systems relies on its membership in the Dell PartnerDirect program.

“We’re able to offer our customers a wider range of products, including interactive white boards, projectors and student response systems, because of Dell PartnerDirect,” says Stuart Turley, account manager and marketing director, United Systems of Oklahoma. “Prior to our partnership with Dell, we were not able to offer some of these products—we were able to get authorized by the manufacturer by going through Dell’s established procedures.”

Revenues up over 20%

Over the past two years, and during one of the worst economic periods in recent history, United Systems has increased total revenue over 20 percent, half of which is directly attributable to Dell sales. United Systems has become certified in several practice areas, including Dell Connected Classroom, Servers and Storage. “From 2009 to 2010, we increased our server and storage Dell-based revenue by 33 percent and have driven overall revenue up by becoming a Dell Certified Partner,” says Turley. “It makes a big difference for us to be able to sell the Dell product line.”

Technology at Work

Services

Dell™ Financial Services

Dell PartnerDirect

Dell Support Services

Hardware

Dell EqualLogic™ storage

Dell Latitude™ laptops

Dell OptiPlex™ desktop PCs

Dell PowerEdge™ servers

We've increased our sales across the board, from Dell EqualLogic storage and Dell PowerEdge servers to Dell OptiPlex desktops and Dell Latitude laptops."

United Systems is also reducing operational costs through a more streamlined sales cycle. "We have reduced configuration times for the sales process through Dell PartnerDirect and the PartnerDirect portal, which helps decrease the length of the sales cycle," Turley explains. "I can talk to a customer and have the configurations done in less than an hour, get them over to my engineers and turn the order around in days. What's more, the sales process is enhanced by the Dell quoting tools, which allow us to get day-to-day quotes done very quickly. And our Dell representatives are very professional and fill in the gaps quickly when issues come up."

Turley and his colleagues rely on the Dell PartnerDirect Deal Registration Tool, which helps partners communicate with Dell's Direct Sales Teams. "We use the Deal Registration Tool a lot," says Turley. "Dell understands that we're not box pushers, and we want the full meal deal—not just the burger."

Building customer loyalty with Dell Support

One of the reasons United Systems has made a conscious decision to sell more Dell equipment is Dell's commitment to invest in United Systems and provide excellent customer service.

"I see Dell folks around our office all the time," says Turley. "We are going on joint calls and working with Dell on joint projects, which increase the comfort level of our customers and potential customers. Dell Support Services is the best in the business, and our Dell salespeople are very accessible. We really enjoy that relationship. So which product line

are we going to sell? I'm going to sell equipment that I can get repaired quickly and get great support on."

When the IT director of a school district called and reported an issue with an older Dell PowerEdge server—their financial package was down and payroll was due—United Systems was able to solve the problem quickly, even though it didn't sell the district that particular server. "We looked up the asset tag number, and with Dell's help were able to diagnose the problem and get them up and running by afternoon," says Turley. "Since then, we've sold a lot of Dell equipment to that district. Experiences like that build customer loyalty—we're able to win more deals and get more repeat business because of our relationship with Dell."

Winning even more business with flexible financing

United Systems is helping customers make the most of their technology budgets—and closing more, bigger deals—by suggesting and coordinating financing through Dell Financial Services.

"We just financed a six-figure server and storage deal for a public school district through Dell Financial Services," says Turley. "The financing helped close the deal and was very helpful to the customer. Dell helped us run the numbers, and we've identified another \$300,000 worth of business that we could win because of Dell's flexible financing options."

A happy customer: Western Heights Public Schools

Just one example of United Systems' many happy customers is Western Heights Public Schools, an Oklahoma district that has been an early adopter of technology in the classroom. With help from United Systems, the district implemented a complete

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*Alvin Myers, President and COO,
United Systems*

Dell Connected Classroom solution, including teacher computers, projectors, mobile interactive white boards, screens, student response systems and an IP TV video distribution system.

“Western Heights is a really good example of what Dell PartnerDirect has done for United Systems, because we were not authorized to sell the elnstruction mobile interactive whiteboard product before the Dell relationship,” says Turley. “As a Dell Certified Partner, we are not only Dell service authorized, so we can do service work for Dell and run it on Dell paper, but we are also now an authorized elnstruction dealer as well. Plus, the ability to source everything through Dell made things much easier for us and much more affordable for Western Heights.”

At Western Heights, teachers are now getting instant feedback via the student response systems instead of waiting months for test scores to come back. Paper use is down nearly 50 percent, and students are more engaged.

“The Dell Connected Classroom is transforming the way teachers teach and the way students learn,” confirms Kimberly Race, director of instructional technology and curriculum, Western Heights Public Schools. “Having United

Systems come in and show us how everything worked and then put it all together for us in conjunction with Dell and elnstruction was extremely helpful. There’s no way we could have done this on our own.”

A valuable partnership

Overall, United Systems’ partnership with Dell is helping the company grow while keeping costs down and serving customers better—a model that’s tough to argue with. “Dell PartnerDirect is a great program that fits our business model,” Turley concludes.

Alvin Myers, president and COO of United Systems, puts it this way: “The partnership between United Systems and Dell has been a great match. Many of our customers were wanting to buy Dell products, but also wanting us to provide services. Likewise, Dell needed a strong services partner in Oklahoma. It has been a win-win-win situation for United Systems, Dell and the customer. We have inquiries from manufacturers every day who want to partner with United Systems. We are very particular, and want to partner with only those who are going to bring value to our customers and United Systems, and in addition we can provide value to them. Dell is one of those partners.”



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