

# Vendor Relationships

knowledgeable, selective and independent

## We Are Independent:

We look beyond partner relationships and commissions to provide independent advice. This may sound like bad business advice until you explore what 'looking beyond commissions' entails.

Traditionally resellers survived, no thrived, on commissions. Now as-a-service is more often replacing the tin, and we need to be able to provide superior service. That includes being able to provide the advice and recommendations that steer the client towards those market offerings best suited to their business objectives and directions.

Small IT consultancies are the ones who can provide niche expertise and service, where that expertise becomes more valuable than potential commissions. Where the lower 'finder's fee' (for recommendations and introductions) retains the client's trust and ongoing business, and is more important than a quick partner sale guaranteeing a commission, but possibly falling short of the client's needs.

We work hard to maintain great relationships with our partners and simultaneously work hard to ensure this relationship does not compromise those technologies we select. We remain independent so we can recommend our clients the best solutions for their situations. Even if our customer has gone with one technology vendor for most of their needs in the past, because we know how the technologies we select integrate with other technologies and platforms, we can look for other solutions that will work depending on their requirements and objectives.

## We Monitor and Research the Technology Market:

Our team is always looking, learning, researching what is out there, checking in on new offerings and getting to know them enough to make a determination as to whether to add them to our expertise or just keep an eye on them.

A lot of technologies do certain things well. Thus it is important to look for differentiators – features that may be truly beneficial to customers, and watch technologies disrupting the market, to see if their ideas can be absorbed.

## We Are Selective:

Our approach is to select technologies that fill gaps in our existing partnerships, usually gaps that arise because of new trends and industry drivers. We select technologies that have unique functionalities that will allow us to have options in our arsenal to recommend when the situation calls for them. When a customer issues a challenge for which we cannot already provide through our vendor partnerships, we know how and where to source a solution that will suit.

In some cases we elect to work with a couple of different solutions that essentially do the same thing, but have inherent differences that could make one more suitable than another in particular situations.

*At Envisian our philosophy is simple: flawless delivery, every time.*

# Vendor Relationships

knowledgeable, selective and independent

## What this looks like in action:

A vendor partner gave us a lead on a client looking to upgrade its products. Once we met with the client and understood its particular business needs, including its objective to move from a CAPEX situation to an OPEX model, it became clear to us that a new entrant into the market had a better solution for this particular case.

We had a dilemma on our hands. We are IT consultants and want to maintain the credibility and validity of our recommendations. One of our key consulting principles is to put our client first. And yet we do have industry relationships to build and maintain. We must remain independent and yet work with partners.

We decided to inform the client about the alternative offering even though it would mean losing commission on a potential sale and settling for a much lower 'finders' fee, if the client chose the alternative.

We showed where the vendor partner's product upgrades were ideal, while pointing out another offering that could be integrated into the client's overall solution and respond best to the needs they had identified.

In the end, the client benefitted from our research, understood the possibilities on offer and made an informed decision to stay with their existing supplier. The vendor kept a client, but also received valuable feedback on market innovations and new directions challenging their dominance.

Envisian established itself, to both client and vendor, as an independent and therefore trusted source of industry knowledge, technology application expertise and strategic IT recommendations.

**We remain independent so we can recommend our clients the best solutions for their situation.**

*At Envisian our philosophy is simple: flawless delivery, every time.*