

EVERYDAY HEROS

By Joseph Marion

Ask most IT Managers why they would consider buying equipment from a Reseller (be it an authorized or secondary market Reseller), and they will tell you that they would buy from a Reseller to save money compared to the prices they would pay to a manufacturer. While they are right about that, it is probably the least important reason to make a decision to go to a Reseller.

Service is the reason. Resellers of IT equipment offer superior service to the manufacturers. Don't believe me? Well here are a few real life examples.

DISASTER RESPONSE

Last year US Federal disaster assistance agencies saw a tremendous increase in computer processing needs during the recent hurricane crisis in Florida. To keep up with the number of emergency assistance requests, they needed additional IT equipment "yesterday." One agency placed an order for 21 servers to be set up in Dallas, Texas. That order went to Canvas Systems (www.CanvasSystems.com) of Norcross, Georgia at 8:30 p.m. on a Thursday night. They needed it on Friday. To make matters worse, bad weather was headed towards the Atlanta airport, where the equipment had to be shipped from. Working through the night, the Canvas folks kicked into high gear so that by 10:00 a.m. on Friday, the agency in Texas had received the equipment had it up and running and were processing claims for the storm damage.

9/11

Three days after the 9/11 tragedy struck the U.S, E.L.I Inc. of Cambridge, Massachusetts (www.eli.com) was contacted by New York based Hilliard Farber Company. Farber was flat down and they needed to set up duplicate, Digital Equipment Vax 4400 machines, PCs, terminals and networking gear in a new space they had rented in New Jersey. Their goal was to start up operations at their new facility on Monday morning. The order was placed on Friday afternoon. Working all night on Friday and Saturday, E.L.I got the machines configured and tested. At 6 AM on Sunday the systems were loaded onto a truck and delivered to Farber. On Monday morning, right on schedule, the Hilliard Farber Company was open for business running on the machines provided by E.L.I Inc.

MORE FOR LESS

Recently, a large software manufacturer was interested in upgrading their IBM mainframe server capacity. They had targeted 1300 MIPS as their capacity requirement and focused on IBM's Z-Series 64 byte architecture for software savings considerations. The 2064-107 was the mainframe the customer was planning on acquiring and could be provided on a "new only" basis for a price of \$3,200,000.

After being made aware of the anticipated hardware acquisition, N-1 Technologies of Chesterfield, MO and Westchester, IL (www.n-1technologies.com) developed a mainframe donor strategy designed to dramatically reduce the cost of the new 2064-107. Under this strategy, N-1 would supply 65% to 75% of the intended 1300 MIPS from N-1's pre-owned inventory at a significantly reduced per-MIP savings and simultaneously have the customer order the balance of the intended MIPS via a new model upgrade directly from IBM.

The result for the customer was a \$1,000,000 cost savings as well as an additional 10% increase in capacity for the IBM processor the customer requested.

AROUND THE WORLD

In 2003, a Kmart store in Tamuning Guam was hit by a hurricane and their main server was destroyed from water damage caused by a tear in the roof over the server room. Since the rest of the store was intact and operable, it was imperative to get a new server out ASAP to get the store up and running. As you can imagine, Kmart has many products that people will need during a time of disaster, but without a server, they could not open the doors and sell. Kmart contacted re.Source Partners of Mt. Clemens, MI (www.re-SourcePartners.com) late that afternoon to determine turnaround time on obtaining a replacement server. re.Source Partners assured Kmart they would have their server within 24 hours. The next day not only did Kmart celebrate, but on the other side of the world the folks at re-Source who had been following the shipment via computer also held a celebration of their own.

RESPONSIVENESS

Ryan Companies, a Minneapolis based builder of multi-million dollar premier projects for companies such as Target Corporation, Deere & Co, Ford Motor Company and US BancCorp use HP and CISCO systems in their operation. When their systems "go down" their first stop is usually Vibrant Technologies of Minnetonka (www.vibrant.com). "Vibrant responds with a delivered replacement faster than I can even get a call back from the manufacturer," says Mike Kohorst of Ryan. "Vibrant saves us time and money and that makes me look good to my management, what more can I say."

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Remember this. If you face an IT Disaster, be it natural or "computer generated" or if you are looking to save money ANYWHERE in the world, it is the Resellers who will help you out. You can find a great list of quality ethical Resellers at www.ascdi.com