TBL Networks

StrataVAR

A case study of success achieved with the Partner Services Workspace

Using StrataVAR's Partner Services Workspace, TBL Networks delivers **outstanding customer service** and achieves **record renewal rates**.

About TBL Networks

TBL Networks, Inc. is an award winning Cisco Certified Gold Partner based in central VA.

TBL Networks is about moving forward with innovative technology. TBL empowers clients' collaboration strategies, virtualization and datacenters to do more with less. TBL delivers these advanced solutions directly where it counts most – the desktop. Building secure and reliable solutions that introduce efficiencies in human interaction is how we see the future. For more information about TBL Networks visit: www.theblinkylight.com.

TBL's founders, Alan, Patrick, and David are all highly trained CCIE-certified engineers. They established their careers working for places like Cisco and IBM. They united to form TBL to help underserved, mid-size companies become more capable and competitive through agile technology connecting real people in remarkable ways.

Challenges

TBL was trying to make it easy for its employees and clients to have visibility to SMARTnet contracts for a given client. Bill-To IDs and CCO permissions are unwieldy to manage.

By integrating contract data into the TBL Salesforce.com CRM, employees have access to entitlement information for support, and the account teams have reporting functionality and notifications for renewals and End-of-Life milestones, increasing TBL Network's renewal rate and services rebate.

Having that info easily accessible in Salesforce.com CRM also allows TBL Networks to expose it to clients through salesforce.com 'Communities Customer Portals', providing them with insight into budgeting for renewals, visibility into serial number updates from TAC RMAs, and confidence that TBL is a great steward of their Cisco service contracts.

This allows TBL to meet its goal of providing the highest level of customer service, and provides an experience that is hard for the customer to replace at the next renewal.

*"With **StrataVAR PSW** empowering our teams, we achieved a **93.1%** renewal rate this past quarter."*

Alan Sears, CEO of TBL Networks

The Journey

"We always knew Salesforce was the appropriate place to store our data, and had been through two previous development cycles for tools that we had used to try and keep our Salesforce data synchronized with Cisco. Keeping our tools current and updated for every tweak Cisco would make to their file formats, contract types, etc. became cumbersome. We always required our users to manually download a CSV file and upload it into our tool, which was a time consuming process. We learned that this process often became delayed and could cause our Salesforce contract data to go stale."

Partnership

Realizing the need for a dependable, scalable, and native Salesforce.com solution, TBL Networks responded to StrataVAR's inquiry on LinkedIn regarding its portfolio of solutions for Cisco Partners.

"We were intrigued by StrataVAR's 'one-click' solutions for Cisco integration. Their CCW Integration was our first inquiry, and we use that too. We came to realize that easy updates to Salesforce data for Services means more accurate data. The TCO of the StrataVAR subscription was lower than the internal cost of our home-grown solution, and now we can focus on our core business."

Implementation

"The impact of implementation was minimal. We required several customizations of data and StrataVAR was very accommodating and easy to work with."

Results

"Moving our data sync from manual uploading of a CSV file to clicking a button has provided time back to our process team and increased accuracy of our contract data in Salesforce."

1. Single click integration with CSCC data and SFDC CRM. No more Excel copy/paste and no longer reliant on Cisco portal.
2. Instant availability of accurate data accessible by any employee or customer of TBL, whenever and wherever they need it, saving valuable time and increasing our Customer Satisfaction.
3. Easy identification of renewal opportunities and EoX milestones, resulting in higher renewal rates and increased Cisco rebates.
4. Endless saved man-hours of effort by eliminating bottlenecks and excruciating Excel copy-pasting. Becoming a better steward of our Customer's services after the initial sale, resulting in higher customer retention in a competitive environment.

Contact a StrataVAR representative for more information at:
www.stratavar.com

About StrataVAR

StrataVAR is the world leader in Commerce Cloud Integration technology.

Our mission is to connect Cisco VAR's with their critical data residing on manufacturer's and distributor's commerce & configuration tools. Our customers benefit from improved business Intelligence (BI) when using StrataVAR SaaS solutions to increase profitability, eliminate costly errors, improve efficiency and make informed decisions. StrataVAR eliminates most Excel Copy/Paste functions associated with the Quote to Order process; and frees valuable human resources to focus on customer success.

StrataVAR is an approved Salesforce AppExchange Partner and our managed package solutions are approved by SFDC after passing rigorous security reviews.

StrataVAR is also an approved Force.com Partner which enables delivery of solutions to any VAR using one of the world's most highly trusted delivery platforms with unlimited flexibility for system interoperability.

StrataVAR focuses on the Cisco Reseller Channel is consistent with the Founder's decades of experience and proven success in this Ecosystem.

It's your data, why isn't it on your platform?