

NEWS

KgW & Company and Arrow ESC Midmarket Partner to Expand Solution Portfolio, Service to Clients

Based in Chattanooga, Tennessee, KgW & Company has become a trusted partner to hundreds of small and mid-sized businesses by focusing on solutions and solving business problems rather than simply providing technology. An IBM Premier Business Partner, the company has grown dramatically since opening its doors in 1993, and it has diversified its offerings over time from its IBM server base to include solutions such as collaboration, messaging, virtualization and storage. The Midmarket Group of Arrow ECS has been instrumental in helping KgW & Company navigate through expected growing pains and expand its solution offering to continue helping customers succeed. Through education, solution expertise and enablement, this unique partnership exemplifies the benefits channel collaboration can bring not only to KgW & Company, but any Arrow ECS reseller targeting the midmarket space.

Recognizing and Capitalizing on the Market Potential

The Arrow ECS Midmarket Group was formed to help partners capitalize on the fastest-growing IT market segment today and focuses on providing integrated solutions in the areas of computing, security and storage to address customers' critical pain points. The team's focus blends perfectly with KgW & Company's customer base, which is comprised entirely of small- to mid-sized companies.

The first step Arrow ECS takes in helping partners such as KgW explore non-traditional solution areas is education regarding the market opportunities and solution enablement.

"Our staff is comprised of employees with significant industry experience, but most have spent the bulk of their careers focused on IBM server technology," said Trish Way, vice president of sales and marketing for KgW & Company. "While servers remain important, we recognize the value in expanding our reach. As newer solutions become hot in the marketplace, Arrow ECS steps in to provide formal training and guide us in how to best approach and drive into these new markets."

In fact, Arrow ECS Midmarket has developed and refined specific solution areas for reseller focus based on intensive research and data analysis. These key areas include business continuity, collaboration, content management, security, storage, and virtualization. During enablement sessions, Arrow's Midmarket team strives not only to help each reseller understand what the market is, but provides detailed analysis regarding the reseller's focus geography to further define the opportunity. KgW & Company, in particular, has recently benefited from storage solutions enablement and has plans to investigate the security arena in greater detail with the Arrow ECS Midmarket team.

"The formation of the Midmarket Group enables us to send teams of architects to educate midmarket partners on new solutions and help them to bring even greater value to their customers," said Brenda Diamond, midmarket territory representative for KgW & Company at Arrow ECS. "Rather than simply participating in a large training class as they have done in the past, our midmarket partners now have the opportunity for guidance and skills transfer with a one-on-one focus."

Identifying Customers and Enabling Marketing Success

Arrow ECS Midmarket offers more than mere education, however. Marketing and identifying prospects is

an instrumental part of the midmarket initiative from which KgW & Company has also benefited. Recently, KgW & Company began a virtualization telemarketing campaign leveraging an Arrow ECS demand generation program. The campaign, which will target 500 customers and prospects with a multi-tactic approach including a survey, is anticipated to generate valuable virtualization sales leads for follow-up.

“We wouldn’t have had access to this type of demand generation program in the past,” said Way. “We’re thrilled that Arrow ECS Midmarket hand selected us for this marketing opportunity.”

Arrow ECS Midmarket supports and augments resellers’ internal initiatives as well. KgW & Company, for example, hosts an annual Solutions Day event, which draws hundreds of attendees from the Chattanooga region alone. The event allows KgW & Company to give back to its customers, presenting both business and technology topics in a forum that encourages attendees to learn from others and increase their own success.

“Marketing support from Arrow ECS, combined with its willingness to participate in the solutions expo itself, helps ensure we provide a top-notch event for customers,” said Way. “The event delivers huge returns over time in customer satisfaction and ongoing sales.”

Way notes that Arrow has always placed a large emphasis on marketing and credits Arrow ECS for leading KgW & Company to engage in critical marketing programs as an enhancement to in-house efforts. “Although we’ve always recognized the value of marketing, it has never been feasible for us to handle everything internally,” said Way. “Taking advantage of marketing programs from Arrow ECS allows us to gain industry and customer exposure at a reasonable cost.”

Providing Critical Resources

When the leads from its marketing efforts materialize, KgW & Company knows it can count on Arrow ECS to help close the sales as well. To augment and supplement gaps in staffing, architects on the Arrow ECS Midmarket team will blend seamlessly with partner technical and sales professionals to present solutions to clients and continue the knowledge transfer process.

“We’ve provided server virtualization solutions to clients for some time, but storage virtualization is a new frontier for us,” said Way. “Arrow ECS Midmarket architects are willing to help us sell and deliver solutions such as IBM SAN Volume Controller.”

This collaborative approach enables KgW & Company to keep costs low relative to hiring additional personnel while still addressing the business needs of its customer base. It also provides critical ongoing skills transfer, gradually giving the reseller confidence to handle future opportunities on its own. When appropriate, Arrow ECS Midmarket can facilitate partner teaming as well.

“From day one, we have been focused on solving customers’ business problems,” said Way. “If it’s evident that the customer requires a solution that extends beyond our expertise, Arrow ECS will engage another partner that has complementary expertise, and we team to provide the required services. With this approach, we are able to maintain the customer relationship – and even build trust – because we are working with the customer’s best interest in mind.”

United in Goal for Success

Whether it’s providing a consultant to analyze its business and determine what type of hire KgW & Company should make next, providing training in storage virtualization or providing marketing support, Way believes Arrow ECS Midmarket has more than proven itself as a partner on which KgW & Company can depend.

“Any distributor can emphasize education and marketing,” said Way. “The difference is that Arrow ECS

supports us with actual resources and programs that are targeted for our customer base. It's more than just rhetoric."

Midmarket territory sales representative Brenda Diamond couldn't agree more. "At Arrow ECS Midmarket, we are committed to KgW's success. Between KgW's solution focus, its emphasis on customer satisfaction and its willingness to explore opportunities that the Midmarket Group is providing, the company's potential is unlimited."

"Arrow ECS has been a critical part of each stepping stone as we've grown over the past two decades," concluded Way. "Now, with the addition of the Arrow ECS Midmarket Group, we have an entirely new level of support and resources available to us, and we're going to continue capitalizing on them. Our company and our customers can only benefit."

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For more information on KgW, please visit www.kgwco.com

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