Value Added Distributor Creates New Revenue Streams with Energy Management

ArmAdA extends its portfolio with Cisco® Energy Management to provide complete solutions with additional value to the channel.

EXECUTIVE SUMMARY

Customer: ArmAdA Bilgisayer Sistemleri San. Ve Tic. A.S.

Industry: Information Technology

Location: Turkey

Size: 150 employees

Challenge
- Help resellers grow their business
- Invest in innovative technology to strengthen competitive advantage
- Enable end customers to reduce energy use, costs, and carbon emissions

Solution
Cisco Energy Management Suite

Results
- New business opportunities and revenue streams for resellers
- Differentiation in the market place
- Offering value-added solutions with sales and cross-sell opportunities for resellers

Challenge

ArmAdA is a leading value-added distributor, specializing in the Turkish IT sector covering a wide range of products, such as servers, storage and backup systems, networking, IP and physical security, unified communications and collaboration (IP voice and video), virtualization, data center infrastructure, PCs, industrial portable terminals, barcode readers, and printers. ArmAdA distributes its products and solutions from Cisco and other vendors through a large number of resellers and provides them with the professional services, training, and technical support that adds value to the distributed products.

ArmAdA's branded services were developed to provide an affordable, scalable, quality-driven service organization that enables resellers to lower operating expenses while providing their end-user customers with an easy-to-use support experience for their Cisco solutions.

To grow its business, ArmAdA is constantly looking for new and innovative ways to help resellers better service their customer's complex IT problems, while increasing end-customer loyalty and profitability.

"ArmAdA has had a long-term relationship with Cisco in Turkey distributing Cisco technology and offering pre- and postsales support and partner trainings. Cisco Energy Management adds value to the products that other distributors are unable to deliver, which allows us to build a unique proposition and key differentiator in the market place," said Mustafa Güven, managing director, ArmAdA.

Solution

Energy costs have increased dramatically over the past few years due to higher prices and a growing number of devices, tools, and equipment used for manufacturing, lighting, heating, and cooling. In fact, energy is the largest unmanaged expense in organizations. Monitoring and reducing energy consumption

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Managing Director
ArmAdA

is one of the key initiatives for companies of every size in Turkey to extract costs from the business.

With Cisco Energy Management, organizations gain 100 percent visibility into the energy use of every IP-connected device on their networks. With Energy Management organizations can reduce energy costs by up to 35 percent and create an inventory of all devices that shows precisely what can be optimized and pinpoint equipment to virtualize or retire.

ArmAdA offers Cisco Energy Management as a core component with its IT solutions and has identified, trained, and enabled 20 Cisco channel partners to sell and support Cisco Energy Management to their end customers. Associated with Cisco Service contracts, Cisco Energy Management can bring incremental revenue to resellers while increasing end-users satisfaction with Cisco solutions.

Results

Cisco Energy Management enables ArmAdA to differentiate itself from the competition by providing a complete range of services and additional value. Bundled with advanced solutions from Cisco, such as data center, enterprise networking, collaboration and IT security, Cisco Service contracts and ArmAdA's branded services, Cisco Energy Management creates cross-selling opportunities for the channel. Resellers can offer a complete solution to meet their end customers' total IT needs and improve satisfaction.

Gaining more visibility into the customers' networks gives ArmAdA and its partners new business opportunities and increases renewals and profitability. Energy Management not only helps customers reduce their operational costs but also increases their awareness of their environmental footprint.

To increase awareness in the market, ArmAdA gives live demos at its Solution Center, visits partner and customer sites, and offers seminars. Cisco Energy Management is a key part of the Cisco solutions ArmAdA distributes to help end customers drive down their energy use and costs and extend the lifecycle of their mission critical data center and IT investments.

"ArmAdA aims to expand its Cisco business by providing the right support, services, and tools to the channel. We strongly believe Cisco Energy Management will empower C-level executives and increase the satisfaction of Cisco customers by helping them lower their energy costs dramatically," said Güven.

For More Information

To learn more about Cisco Energy Management Suite, visit www.cisco.com/go/energymanagement.

Products

Cisco Energy Management Suite

This customer story is based on information provided by ArmAdA and describes how that particular organization benefits from the deployment of Cisco products. Many factors may have contributed to the results and benefits described; Cisco does not guarantee comparable results elsewhere.

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