



5 Ways to boost your profits with white-label Professional Services



Boost your Profits

Professional Services are so often overlooked as a potential revenue stream. They're viewed as an add-on, an extra, and often ignored through the sales process or forgotten about once an end-user's hardware requirements have been fulfilled.

Moreover, many resellers feel they don't have the resources and capability to offer their customers Professional Services and find themselves missing additional revenue generating opportunities.

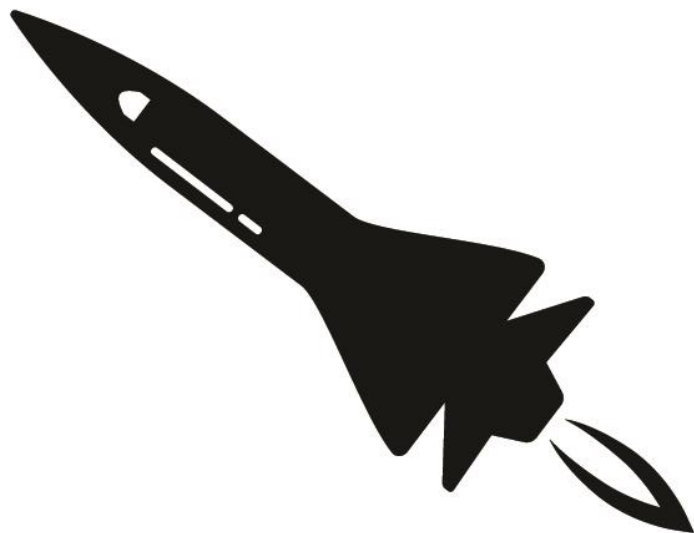
The range of today's white-label Professional Services have grown out of a need that end-users have for added value, which goes above and beyond their technical hardware requirement.

Due to the continued expansion of the reseller market, it's imperative to capitalise on every relationship and every sale, focusing not only on the customer's technical requirement, but on an overall solution, truly adding value to your business relationships and your profit margin.

But offering Professional Services isn't just about capitalising on additional revenue. Having the ability to offer customers, site surveys, installation, configuration, integration and maintenance services, showcases your business as an industry leader and paves the way to increased customer retention, client recommendations and new business prospects.

In this whitepaper we'll look at the opportunities that are open to you by highlighting how you and your customers can benefit from the range of Professional Services that come supplied white-labelled by 3rd party suppliers like Square 1 Products Professional Services division, Square Care.

Remember, that although offering Professional Services will increase your profits, more importantly, it will gain you market perception as an industry leading, solutions orientated value added reseller.



White-Label Coverage

As a trusted partner, you've done the hard work proving you can deliver time after time, so introducing Professional Services shouldn't be too hard, right?

It takes time to build a customer's trust and offering Professional Services by a 3rd party may not be as simple as you think or all that appealing to your end-users.

Utilising white-label services provides your business with a Professional Services network of nationwide qualified technical professionals without any of the hassle; leaving your customers with peace-of-mind they're dealing with you, their trusted partner.

Whether you need support with site surveys, installation, configuration, integration or maintenance; even demonstrations or additional technical know-how during the bid process, Square Care's Professional Services team are on-hand to see you profit.



Site Survey

How are you guaranteed to maximise on every sales opportunity? The answer is to associate a valuable service to your discovery phase; to determine which products are best suited to the solution required.



Utilising engineering specialists to advise on the best suited components for a solution at the discovery phase adds gravitas to your business by detailing your approach as structured and methodical.

Our team of Square Care professionals are available to become the extension of your business required to deliver site surveys.

The benefit of site surveys is they're a service which can be associated with any networking or AV project. They're a necessity to determine the structural integrity and layout of a premises for the installation of networking or AV solutions or to assess the volume of hardware that a solution requires; for example, wireless access points.

Installation

Many resellers and their customers have the in-house knowledge and experience for installing common applications. However, as technology continues to evolve at a rapid pace, using accredited professionals becomes justified for complex installs.

On these occasions, factoring installation into your quotes from your Professional Services team, not only adds to your overall profit margins, but showcases the proficiency of your business as a deliverer of solutions and added value.

Using technical professionals who meticulously plan and deliver installs across all scales and technologies guarantees optimum efficiency and minimal downtime, at negligible cost to your end-user.



Configuration

Professional installation is a process which can occasionally see costs escalate if equipment for install is not configured with the correct software licenses prior to arriving on-site. On these occasions visiting engineering professionals will need to configure hardware on-site in order to marry it with existing equipment, seeing extended time on-site and so an addition of unplanned end-user costs.



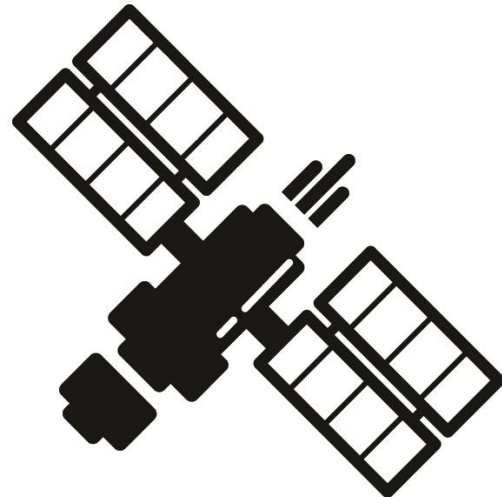
By including Square Care's white-label configuration service as part of your customer agreement enforces your client's perception of you adding value by ensuring on-site engineering costs are kept as agreed.

White-label configuration services from Square Care's configuration facility, build, test, configure and despatch a wide range of hardware including switches, routers, firewalls, servers and desktops from a variety of different vendors.

Integration

Ensuring that newly configured installations perform seamlessly with your customers existing systems is integral to supporting the overall end-user experience. Integration is a service that naturally flows on from installation, creating more opportunities to increase profits and furthermore substantiate yourself as a solutions provider.

Due to the volume and diversity of installs completed by Square Care engineers, they are fully proficient at incorporating new systems with an established infrastructure and quickly troubleshooting on-site if required.



Maintenance



We all know that standard manufacturer warranties, as the name suggests, offer a standard response to your customers' maintenance issues.

In some cases 'return-to-base' is all you need when the issues aren't operationally critical. However, for those customer solutions that need more protection from limiting downtime, especially when there's a sizable budget involved; securing the appropriate Service Level Agreement should naturally form part of the overall solution, instead of an afterthought.

When you can offer your own branded maintenance infrastructure, it's incredibly simple to bolt on appropriate Service Level Agreements to each of the products your customers receive. No matter who the manufacturer, each Service Level Agreement available is tailored to cover a variety of time-frames with global technical on-site or remote support through a 24/7/365 Technical Service Centre.

Contracts are sent for signature electronically and are delivered in a format that allows you to add your own logo's and contact details where necessary.

Conclusion

These are just 5 services from the Square Care Professional Services portfolio that can boost your profits. There are others that are regularly taken white-labelled from Square Care Professional Services and utilised to increase profit margins.

As mentioned at the start of this whitepaper, although Professional Services will increase your profits, more importantly, it will gain you market perception as an industry leading, solutions orientated value added reseller; and if you have a renowned and respected business, word-of-mouth can be an integral element to business growth.

If you'd like to initially discover more about the white-label Professional Services that are available please visit www.square1products.co.uk and follow the Square Care Professional Services link; alternatively if you'd like to talk with one of our team to find out how we work with examples of how we've supported other resellers, why not give us a call on 01925 530 111 or email enquiries@square1products.co.uk

