

Partner Growth Success Story

Best Practices for Growing Business with Existing Customers

Featuring:

Lewan Technology

Todd Johnson, Lewan VP of Sales

Todd Moore, Lewan Technical Architect



<https://www.lewan.com/>





Lewan Technology manages customers' printing and IT services so they can manage their business. Lewan Technology is a business technology and managed service provider serving Colorado, Wyoming, New Mexico and beyond.

Interviewees: Todd Johnson, Lewan VP of Sales and Todd Moore, Lewan Technical Architect

The Partnership with Microsoft

How it's structured to expand revenue from your existing customers?

We have a multi-faceted partnership with Microsoft. Our amazing Microsoft partner account manager helps us with training, paying attention to our business and where we have opportunities for upsell and additional licensing. On the engineering side we do a lot of customized training on new Microsoft offerings to develop new services for Lewan clients. Through a focus on services, we can earn that trusted partner status with our clients, becoming the one they return to for services and for our perspective. They know we will be honest. We work with each of our clients to develop their own customized technology road map for things like licensing, subscription renewals and cloud strategy – including Office 365, Azure and overall hybrid IT approach – focusing on what might work best in the cloud and what might work better to keep on prem.

The Growth Drivers

What are the primary growth drivers in services and solutions for your business?

One of the main drivers has been migrating clients to Office 365 and the Azure cloud. We take the time to make sure the client understands the process completely; working hand-in-hand with an administrator or technical lead, showing them how we implement and configure to help them feel comfortable, all helping to developing a stronger relationship. Other drivers are solutions that tie directly to Office 365, like EMS, which allows us to implement multi-factor authentication (significant for many companies) and tie everything together, along with password reset, information protection, and Microsoft Intune to deploy multi-device solutions. It is not just a product or one project, it is a journey. These products change, so we keep up with trends and new capabilities, working closely with Microsoft to deliver solutions.

The Differentiator

How do you differentiate the value of your services?

Our unique process framework – vPOSE – stands for Vision, Project, Optimize, Support, and Enhance. It reminds us to stay plugged-in with clients and help them achieve the reasons they invested in the technology in the first place. In the past we were just a value-added reseller – we fulfilled licenses and hardware and left the client to more fully implement and support. Over time we realized clients only get the full value of their investment by the end of the vPOSE journey. We now capture each client's vision for success up-front; what they hope to achieve when making a purchase in terms of business goals. We want more than just "we want to move to Office 365" or "to the cloud"; we want the bigger picture purpose and why they want to go to the cloud, which might be a specific business initiative. We follow through to complete the Enhance phase, when the client really gets all the business benefit.

Customer Relationships Impact

Why is it important to be continuously proactive in engaging with your existing customers?

An initial project for a client starts the success chain that leads to additional conversations and services that create an ongoing two-way trust relationship. In building any relationship, the more we put in the more we get out of it, and sometimes more than we expect. We take the time when implementing Office 365 to transfer knowledge and show the client how to use its full capabilities. As the weeks progress, we have additional conversations, as Office 365 is a changing product with enhancements and new features being released constantly, and down the road the client might want to implement EMS or additional security components, along with additional licensing. This helps with renewals, additional opportunities for assistance, and building an even stronger relationship to truly be their trusted advisor.

The Learnings & Recommendations

What are your recommendations on sustaining customer loyalty when shifting customers to a cloud-based business?

Years ago we moved away from being a value-added reseller to a systems integrator and managed services provider, truly partnering with the client. Our advice for other partners: Stay with your client after the purchase and come up with your own methodology that forces you to stay involved. It will pay off longer-term for both you and your client. Be a true partner to by understanding their business, making an honest effort to fix their problems whether or not you see near-term revenue. When migrating to a cloud solution, make sure the client is well informed. IT can be scary. Providing information for clients' decision-making and having Microsoft by our side helps us navigate these waters and helps our clients feel more confident and comfortable moving to the cloud with us.

