



# RingCentral Partner Buddy I.T. Services Takes Innovative Approach to Close Large Deal

## Company Profile

Buddy I.T. Services is a leading provider of technical services in the San Diego County area that offers cutting-edge technical solutions for businesses. They provide proactive analysis and solutions rather than believing in reactive to improve IT services and increase cost savings.

## Website

[buddyit.com](http://buddyit.com)

## Headquarters

San Diego, CA

## Total Contract Value (TCV)

\$1.25 million USD

## Sales Cycle

September–November 2017

“I would say my relationship with my channel manager was integral to successfully closing this deal. And that is an understatement.”

—Andrew Brockhaus  
Owner & Chief Technologist at Buddy I.T.

“I immediately knew Brockhaus understood the cloud, RingCentral, his customers, and how all three can combine to build mutual success.”

—Dante White  
Senior Channel Manager at RingCentral

The cloud is winning, with enterprises rapidly migrating from on-prem to cloud. Unsurprisingly, forward-thinking company Buddy I.T. saw the light early on.

## Recognize the opportunity

Buddy I.T. began selling RingCentral’s market-leading UCaaS solution in 2015, using its differentiators and positioning to draw in new customers and expand their cloud offering to their existing client base.

“I recognized the high revenue potential immediately,” says Andrew Brockhaus, Buddy I.T.’s owner and chief technologist. “Demand is high, and my customer base has grown exponentially since I started selling RingCentral.”

RingCentral’s Partner Program has contributed to this success. At the outset, Brockhaus’s channel manager, Dante White, set expectations that by following the program, success would follow.

## Start with the basics

Brockhaus began by raising awareness of his status as a RingCentral partner by uploading the RingCentral Partner logo to his website. He completed all three RingCentral certifications, attended webinars and partner academies, and visited the RingCentral Channel Learning Center on YouTube. As he continued through the established program, his knowledge of and ability to articulate RingCentral positioning rapidly increased.

## Build a trusted relationship

As Brockhaus covered the RingCentral basics, White remained alongside him the whole time: a trusted relationship between channel manager and partner was being built. They developed a strategic sales plan

and then managed its tactical execution over a period of time, working side-by-side.

## Execute the right strategy

Buddy I.T. started off with 5-seat deals, moving to 15, 30, 40, 60 seats. White then decided to try a more innovative approach. Based on customer profiles of Brockhaus’s clientele, White recommended up-leveling positioning to RingCentral’s Contact Center. Once Brockhaus identified qualified opportunities, he embraced RingCentral’s Channel Harmony™ and Subject Matter Experts (SMEs) to sell its complex, yet lucrative, contact center solution.

The beauty of RingCentral’s Channel Harmony is that Brockhaus didn’t need to be a contact center sales expert to close this deal. Rather, all Brockhaus had to do was to identify qualified opportunities, and RingCentral made it happen. Because Brockhaus listened to White’s strategic advice, prospected, and allowed Channel Harmony to work for him, he was able to close a deal that significantly impacted his business.

## The results

Buddy I.T. just ended the year by closing a \$1.2 million TCV, 100+-user RingCentral Contact Center deal.

## Partner takeaways

Every partner—even those more technically inclined as opposed to sales oriented—can achieve high results as a RingCentral partner. What do you need to succeed? The right relationship with your channel manager, the right enablement and support, the right coaching, the right strategy...and you already have the right solution. Buddy I.T. did it; will you be next?