



RingCentral Partner Apella Group to Build on Foundation of Strong Success Rate in 2018

Company Profile

Apella Group is a professional services consultancy specializing in telecommunications, cloud communications solutions, and IT services, leveraging a consultative approach and a process geared toward helping clients improve business processes with an eye toward expense management.

Website

apellagroup.com

Headquarters

Plymouth Meeting, PA

Total Contract Value (TCV)

\$5.25 million USD

Sales Cycle

One Year

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—David Grau
President and Managing Partner
at Apella Group

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—Michael Zurn
Senior Channel Manager at RingCentral

Apella Group began selling RingCentral’s market-leading UCaaS solution in October 2016. Since then, they have been closing deals ranging from mid-market to enterprise-sized.

Why it works

RingCentral and Apella complement each other in many ways, but key to a successful partnership is a thorough understanding of what your client needs, the value that you as a partner bring to the table, and why RingCentral is the best fit.

“It quickly became evident that our companies’ strategies are cohesive, and the mutual successes started immediately,” says Michael Zurn, Sr. Channel Manager at RingCentral.

The best solution

Apella believes that RingCentral offers a very comprehensive toolbox of communications solutions, with Glip, RingCentral Contact Center, and the flexible Developer’s Platform (APIs) that allows customers to build customized workflows—it’s great for the modern workforce.

The sales model

Apella’s value proposition is to assess their client’s needs and to align those needs with the most suitable provider. RingCentral’s flexibility has made it easy to work together by simplifying the transaction, which in turn makes Apella’s clients happy—a win for all.

One of the reasons RingCentral and Apella work so well together is because Apella fills that oh-so-very-important role of acting as a trusted advisor to their clients and challenging RingCentral to put its best foot forward in an oftentimes competitive landscape.

Apella shares that what makes RingCentral really stand out from the pack is that it has one of the most professional sales groups that they’ve ever worked with. In fact, RingCentral’s approach is very well aligned with the way in which they go to market and offers the flexibility to support Apella with whatever specific resources are necessary throughout the course of the project. Combine that with an excellent, market-leading product, and you have a solid foundation for success.

“When placed into a competitive situation, RingCentral has consistently delivered the quality of service, functionality, and price competitiveness to earn our clients’ business,” says David Grau, Apella Group’s President and Managing Partner. “RingCentral offers the flexibility to bring in whatever resources we need to deliver optimal results for our clients.”

On flexibility

What Apella Group is describing is RingCentral’s proprietary Channel Harmony™ program, wherein for deals of any size, RingCentral will bring in vertically aligned subject-matter experts (SMEs) to help close new business opportunities.

Because of this, Apella and RingCentral’s partnership is harmonious and has enabled them to close some major high-profile deals.

The results

A \$5.25 million deal closed in the healthcare vertical in one year, thanks to RingCentral’s Channel Harmony program and healthcare SMEs, executive sponsorship, and strategic alignment. Based on this and other successes, Apella Group will continue to follow this proven model in 2018 to close future deals with RingCentral.