

# RingCentral Helps Insight Gain Power With Cloud-based UCaaS



Insight Cloud has always prided itself on truly connecting with its customers by serving as trusted advisors, guiding and helping leaders make the best IT choices for their businesses. Now Insight is finding that its business model is being shaped by a powerful force: customers' *demand* for UCaaS.

## Opportunity is knocking

Today's modern workforce has created an era of digital transformation and rapid cloud adoption, one in which customers already understand the benefits of the cloud and are *proactively requesting* it. Additionally, they expect the *best* solution, and their timeline is *now*.

As customer demand for market-leading UCaaS solutions penetrates the marketplace, in position for domination, prospective RingCentral Partners are presented with an incredible money-making opportunity. Here's a story about one RingCentral Partner who understood that the time to capitalize on the rapidly growing UCaaS industry is *now*. (It's also a good idea to partner with a UCaaS market leader.)

## Thrive by transforming

As UCaaS adoption continued to increase worldwide, Insight's business needs shifted accordingly, naturally pushing for greater communication expansion opportunities in the cloud. To address its customers' desires for market-leading UCaaS solutions, Insight did something smart: established a partnership with RingCentral.

RingCentral, a global cloud communications and collaboration company that has been named—for three years running—a Leader in the Gartner Magic Quadrant

for Unified Communications as a Service (UCaaS), inarguably provides the type of innovative solutions that today's customers are demanding.

Over the past 24 months, Insight has seen exponential growth in the UCaaS space and is transforming its business strategically in response. Specifically, it's revamping two of its core business areas with a focus on leveraging RingCentral as a key growth multiplier.

Insight considers RingCentral to be the perfect partner to provide an integral solution to these business transformation plans.

"RingCentral is a huge win for Insight because our customers are proactively asking us to bring them the top partners," says Dwight Jordan, Sr. Manager-Software Business Development at Insight. "As a Leader in Gartner's Magic Quadrant for UCaaS, RingCentral is a key addition to our portfolio of solutions. In fact, we specifically target opportunities where we can leverage RingCentral—that's how much our customers are seeking RingCentral's products and services."

## Complementary values

The partnership has been extremely successful, in part because RingCentral's actions align with Insight's values: hunger, heart, and harmony.

"RingCentral has exhibited a great deal of hunger and harmony and has been an excellent partner thus far," says Scott Adams, Business Development Manager-UCaaS/Cloud VoIP at Insight. "And I can tell you that from the conversations I have had with all of the channel team, the

### Company profile

As a global system integrator of Insight Intelligent Technology Solutions™ in cloud/data center transformation, connected workforce, digital innovation, and supply chain optimization, Insight's 6,600+ employees help clients manage their IT today while transforming for tomorrow.

### Website

[www.insight.com](http://www.insight.com)

### Headquarters

Tempe, AZ

### Total contract value (TCV)

\$1,000,000 USD

### Sales cycle

Less than six months

folks who work for RingCentral are pros and love what they do. That all translates into a successful partnership because it aligns with how we go to market and, most importantly, our core values.”

### Winning harmoniously

Insight’s most recent win with RingCentral involved closing a massive deal with a prominent leading high-tech healthcare company. The customer originally came to Insight looking for a new unified communications service and was relying heavily on Insight to serve as its primary IT resource by presenting several different options and then determining the best solution for the client’s specific needs.

“Initially, other competitors came to the table—that is, until RingCentral got on the phone and won the hearts and minds of the customer,” says Jordan. “The company was so impressed with RingCentral’s ability to demonstrate product differentiation and expertise that the moment the call ended, the customer told us that RingCentral is clearly the leader and there is no need to pursue other paths.”

Like many providers, Insight prefers working with experienced professionals, making RingCentral and its partner program an easy choice. Through the Channel Harmony™: One to Infinity Program, Insight received 100% commissions while utilizing

RingCentral’s segment- and vertical-specialized subject-matter experts (SME), sales engineers, and executive sponsorship resources to help close this deal.

This unique program relieved Insight’s team members of having to learn and sell through the full sales process, allowing them to focus on what they do best, while the RingCentral team members focused on what they do best, so that together, everyone won—and got paid 100%.

### The results

Insight’s largest UCaaS win, with \$1M TCV, took less than six months to close.

“I really enjoy working with the RingCentral team,” says Adams. “We closed our largest UCaaS opportunity in Insight history with them, and the growth opportunity for cloud-based services, especially UCaaS, means that we can confidently look forward to closing many, many more.”

### The future

The UCaaS future is bright, especially for the Insight and RingCentral partnership. Insight expects its UCaaS sales to double within the next year as customers continue to proactively demand the #1 cloud communications and collaboration solution, preferably a market leader. On a timeline of *now*.