

## Bennett Frank Associates - Case Study



### Middle-Market IT Services Provider

#### Problem:

A \$150 million IT services provider needed new revenue streams to accelerate growth and increase customer loyalty. The company offered a suite of IT project and managed services to mid-sized companies in the Northeast but competition was intensifying. This slowed growth and impacted profit margins. Furthermore, clients' needs changed as their businesses evolved and many were requesting additional IT services rather than hire additional IT staff.

#### Solution:

As Director of Product Marketing, I spoke with several clients about their difficulties finding and retaining IT staff. I learned that being short staffed sometimes resulted in network outages that negatively impacted their businesses, for example, accepting customer orders. I also learned that our company had a good reputation for hiring and retaining high performing IT experts.

From this market research, I determined demand was strong for the company to offer IT staffing services. Executive management agreed and I co-lead a cross functional team to bring these services to market. The team included finance, HR, operations, sales and service delivery and we developed:

- an attractive set of IT staffing services to offer
- target clients to pursue
- a compelling value proposition for these services

We then executed a demand generation and sales campaign

#### Results:

Demand for the company's IT staffing services grew rapidly and this new business line generated \$8 million and 30% gross margins during the first 4 years.

#### Impact:

The clients were elated since these IT staffing services lowered their costs and allowed them to exceed internal performance levels making IT look good to their bosses. My company's executives were gratified since these new services accelerate revenue growth and increased client loyalty.