

## iPowerStar Turns Up the Volume with Windows Mobile®



*“By adding Windows Mobile to our Small Business Server offerings, we have increased our sales close rate by nearly 80 percent.”*

- Randy Askew, President and CEO, iPowerStar

### **About iPowerStar**

Based in McKinney, Texas, iPowerStar is a system integrator focused on becoming a trusted advisor to their clients. Randy Askew, president and CEO, has been associated with Microsoft products since 1991, a Microsoft partner since 2003, and a Microsoft Small Business Specialist since 2005.

### **Situation**

According to recent wireless studies, 46% of today's small- to medium-size businesses have mobile employees. Windows Mobile® offers Microsoft partners a unique opportunity to leverage this growing market. Knowing how to introduce mobility to Small Business Server (SBS) and Exchange sales can increase partner profitability and customer loyalty. Furthermore, knowing how to position the breadth and value of Microsoft's offerings can help override competitive value propositions.

Microsoft partner iPowerStar was sold on using mobility in their own business and knew their customers would be too. Their success with it is testament to the effect it can have on driving more server sales and establishing a recurring revenue stream through additional sales of devices, mobile applications, and wireless solutions.

When partners push mobility from a technology angle however, they often fail to address how it can satisfy their customers' pain points and drive incremental productivity.

The result: lost sales—both of Windows Mobile and SBS or Exchange. iPowerStar finds that their most common roadblock comes from customers who are resistant to change. They may understand mobility, but they are often unaware of all the benefits associated with it. Since their average customers have at least ten employees, it's easy to show them how Windows Mobile can help them be more responsive to their customers and their coworkers.

## Solution

Success in selling mobility starts with personalizing the sale. iPowerStar starts by getting to know their clients better and understanding where they are with technology. To do this, they use the Small Business Server Assessment Toolkit available on the Microsoft Partner Learning Center. Its step-by-step framework offers a variety of templates, training materials, a product-driven customizable question bank, and other best practice resources that help partners develop a targeted solution for each customer.

Once they have completed the business technology assessment, they begin to customize the sale by addressing their customer's pain points:

- What is it that gets them down?
- What breaks when they leave their desktop environment?
- What information do they need?
- What do they want to be able to do that they can't do today because they're tied to their PCs?
- Would they like to maximize their team's productivity when they're away from their desks?

iPowerStar then shows their customer how they use Windows Mobile on SBS in their own business. This allows them to pitch the benefits of a Windows Mobile device face-to-face, which helps build their customer's confidence in them.

The final step in iPowerStar's sales cycle is to enroll their customer in a trial program. Currently, they promote Palm's Try a Treo program, offered through Ingram Micro, which allows their prospects to try a Windows Mobile device for free for 30-60 days.

## Benefits

Since adding Windows Mobile to their sales portfolio, iPowerStar has dramatically improved their close rate. When selling SBS on its own, the system integrator used to close 10 percent of its sales. Now, with Windows Mobile, they're experiencing a close rate of nearly 90 percent and additional revenue ranging from \$750-\$1,500 per average deployment of ten devices.

Customers who have already chosen Microsoft server solutions can further their investment—without additional infrastructure or middleware—by adding Windows Mobile to their mix.

## For more information

Please contact your local distributor or the Microsoft Windows Mobile team. Additional resources can be found at the Microsoft Partner Learning Center at <https://partner.microsoft.com>.

This document is for informational purposes only. MICROSOFT MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY.

© 2008 Microsoft® Corporation. All rights reserved. Microsoft and Windows Mobile are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.

