

# CASE STUDY

## I-KONIC & DataSolutions



**I-KONIC** was founded in 2000 and has grown to become a prominent Citrix Gold Solution Advisor based in Central Scotland, with one of the largest teams of Citrix Certified Consultants in the region. They provide Citrix consulting services to a broad range of private and public organisations across the UK with recent expansion internationally. Their focus is professional services provision as a technology reseller. I-KONIC serves their customers by providing users with universal access to applications, data and digital content.

### CHALLENGE

**Remote Working:** Over the last 18 months, many partners and resellers have seen massive demands that remote working (or homeworking) has brought to bear on the market.

**Supporting Growth:** I-KONIC needed a strategic distribution partner, somebody who could support their growth both in the UK and in new international markets. They turned to DataSolutions to provide a truly 'value add' experience.



### SOLUTION

Being part of that technology space, the demands of remote working has brought increasing levels of business. DataSolutions offered all the support needed in order for I-KONIC to confidently meet this surge in demand.

DataSolutions were keen to provide that 'value-add' that I-KONIC were looking for. They understood that the products and services that I-KONIC provide can be complex, involving convoluted upgrade paths or tricky cloud transitions.

DataSolutions, as Citrix specialists, were easily able to assist with projects that can sometimes be technically and commercially demanding. As a true value add partner to I-KONIC, they are deeply embedded within that world and understand the challenges and complexities.

*“ Prior to working with DataSolutions we found it increasingly challenging to work with some distributors - we didn't get that personal experience we wanted and we were finding inaccuracies in quoting. We increasingly saw these businesses as generic commodity distributors as opposed to true value add distributors - which is what we needed as a business given our technical specialisms and strategic goals. DataSolutions give us that value-add.*

**- Sean Russell, MD, I-KONIC**

### RESULT

*“ We aim to develop long term relationships with our customers and DataSolutions helps us to achieve these goals in everything that they do in our relationship. We are currently witnessing a transition from on-premise to a subscription based model with many of our customers so we need to be kept in the loop constantly with respect to any changes or updates with vendor solutions - DataSolutions have been amazing in this respect. They are regularly in touch, sending useful information and updating us with all the latest initiatives underway with vendors.*

**- Sean Russell, MD, I-KONIC**