

CASE STUDY

Workspace IT & DataSolutions



Workspace IT

Workspace IT is a professional services consultancy company born in 2017. Based in the UK (Berkshire) they help customers prepare for and implement IT transformation such as Operating Systems Upgrades (e.g. Win7-Win10), Platform Change (e.g. Physical to Virtual Desktops) and moving to public, private and hybrid cloud solutions. They are all about end user computing - anything that relates the workspace. **This core activity fits in very well with DataSolution's offering - SysTrack and Citrix.**

CHALLENGE

The pandemic put an end to face-to-face meetings with potential customers and so there were concerns about the sales pipeline. They needed to figure out what was the best way to navigate through the turbulent waters presented by the 'new normal'.

Workspace IT needed a strong distribution partner that was able to support them with the challenges of closing sales, along with fresh marketing ideas that could provide new lightbulb moments.



SOLUTION

DataSolutions worked closely with Workspace IT through 1:1 sessions and enablement webinars.

These sessions allow partners to be inspired about new products or specific technologies that would allow them to enhance their offering to their own customers.

Workspace IT were able to get the value from these sessions and webinars. They were easily able to learn about new tools and materials, as well as gain the knowledge they needed to identify solutions for their clients.

“ The way in which most people were now working provided technology opportunities for a business like us. We understand the solutions we need to provide to our customers, but DataSolutions gave us that extra edge to grow our business over the last year. DataSolutions empowered our sales processes via their webinars and education series. With the lack of physical customer meetings, these 'online' utilities helped us to help our customers - a win-win for everybody.

- Dan Ogilvie, Workspace IT

RESULT

“ The marketing support and related campaigns have generated many leads and a healthy dose of live opportunities directly linked to those campaigns. Additionally, DataSolutions have run their own campaigns and directly passed leads to us - we've had 2 just in the last month. We've been working with them for 18 months now and their personal touch really shines through. The DataSolutions team adopt a very proactive approach with us in all that they do. It is great to work with a bunch of people who are so lively and enthusiastic - it makes our job so much easier to do.

- Janet Evans, Workspace IT