

## MicroCorp's Ultimate Partner Training Helps Compass Solutions Gain New Partners and Sales

MicroCorp hosts an educational event, Ultimate Partner Training, for its partners multiple times a year featuring Open Spectrum, a data center marketplace consulting firm.

Open Spectrum provides the lead trainers for this intense classroom experience for partners who want to stay on top of the industry's latest trends, technologies, and sales tactics.



**Ultimate Partner Training** has resulted in some specific wins, and lucrative deals have come about from the networking and educational opportunities afforded by the event. Learn more about the successes of Compass Solutions, a provider of cradle-to-grave technology consulting and support, below.

### THE NEED

Compass Solutions sought to build on one of its brand pillars: subject matter expertise. The company wanted to expand its knowledge base in cloud, colocation, and virtualization to deliver strong support and thought leadership to its customers.

### THE ACTION

At the first Ultimate Partner Training in November, 2016, Marty Lyman, CEO of Compass Solutions met Todd Smith, SVP Data Center Marketplace for Open Spectrum.

Open Spectrum, among other thought leaders, conducted training sessions at the event which Lyman attended. He quickly connected with Smith to form a business partnership that would build his portfolio of services and thereby aid in expanding his sales opportunities.

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**“We wanted to proactively look for personnel that can provide expertise in those areas. Then we found Open Spectrum. We have chosen to partner with them, and we view them as our colocation and virtualization division.”**

**Marty Lyman**  
CEO, Compass Solutions

## THE RESULTS

Compass now uses Open Spectrum's expertise in the data center facility, colocation, cloud infrastructure, and managed hosting fields to broaden its reach with potential customers, and has more confidence and knowledge in addressing technology concerns.

## THE SALES

Through Ultimate Partner Training and its partnership with Open Spectrum, Compass has made the following sales:

### 1. Cleveland, Ohio-based health services company.

- Open Spectrum determined that a move of the physical IT hardware to a local colocation facility would be approximately 50% of the expense of the current in-house solution.
- The customer was acquired by another firm shortly after the conclusion of the project.
- Compass is working to use this work to further potential engagements with the new parent company.

### 2. Akron, Ohio-based utility services consulting company.

- At the time of this writing, this engagement is in process, and will either result in savings of approximately 30% for the customer by optimizing their current contract, or a relocation of services to an alternate vendor.

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“We are bringing specific subject matter experts to the table that came specifically from the vendor side of the data center and hosted community. We are helping IT companies or executives that have been winging it.”

**Todd Smith**  
SVP Data Center Marketplace,  
Open Spectrum

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“It's important to us that we have in-depth training that allows us to truly understand the technologies. We are now comfortable talking about these subjects in front of customers, and from a different angle to grasp our customers' needs and address them on a deeper level.”

**Lyman**

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**ULTIMATE PARTNER TRAINING,**  
AND CONNECTING WITH  
INDUSTRY EXPERTS,  
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