

## MicroCorp's Team Alliance Program Connects Partners for Bigger Sales and Happier Customers

MicroCorp's Team Alliance Program offers a means for agents, VARs and MSPs to team up and better provide solutions to potential buyers.



Virtual Telecomm's Mark White partnered with Open Spectrum through the Team Alliance Program in order to best serve his customer: Sun Tan City. Through the Team Alliance engagement he made with Open Spectrum, White was able to bring in an expert to provide the necessary data center hosting market intelligence to secure the deal.

### THE NEED

Sun Tan City -- Virtual Telecomm's customer -- realized that it was up for renewal with its current data center hosting provider, and it started to examine its current systems more closely. The company had questions about scaling its business, and found that it had several unneeded services as part of the package with its provider.

The company wanted to streamline systems and save money, but did not know the best way to make that happen.

It turned to Mark White with Virtual Telecomm, its partner in technology solutions. White brought in Open Spectrum. Together, they provided relevant competitive market data to equip Sun Tan City with the tools to negotiate more favorable terms.

### THE ACTION

With the information in hand, Sun Tan City could better engage in contract re-negotiation with its provider. The company won significantly better terms and established a three-year agreement!

## THE RESULTS

Virtual Telecomm's partnership with Open Spectrum allowed both companies to help Sun Tan City achieve ultimate savings of

**\$34,282.60**  
after relevant fees.

The Program's structured teaming benefitted Virtual Telecomm by protecting its customer, and became a turnkey benefit to Open Spectrum as the expert.

The Team Alliance Program connected Virtual Telecomm to Open Spectrum, and gave White the confidence to approach Sun Tan City about its renewal and potential migration needs.

Having attended MicroCorp's Ultimate Partner Training, White gained expertise in data center, colocation, and cloud services that enable him to have deeper conversations with customers like Sun Tan City.



To learn more about the **Team Alliance Program**, or about **Ultimate Partner Training**, reach out to us at MicroCorp today.

