

Struggling to find a truly cost-effective remote access and application delivery solution for Starcomm's newly budget-sensitive customers, Konect *Elite* delivered on core business requirements with an attractive pricing model customers could not refuse.

CASE STUDY

Reseller

Starcomm Technologies
Mississauga, ON, Canada

of Employees

6 employees

Services

Wide range of services for SME's in any vertical

Client Environments

Windows® XP, Vista, 7

Server Environments

Windows® Server 2003, 2008,
2008 R2

Virtualization

Hyper-V



Clients

Diverse client base ranging from dental & health Clinics, manufacturing, retail, service, legal, etc.

Applications

All types; mostly Accounting, Business and Practice Management applications.

Driving Factors for Reseller Relationship with desktopsites

- Enterprise feature offerings at a price point for SMEs.
- Friendly service, dedicated account managers & excellent technical support.
- Simplified product deployment & maintenance, saving a considerable amount of time and effort.
- Price sensitive and cost-effective for small to mid size clients; adds value to sales packages; reduces technical headache
- Konect *Elite* offers unique sales opportunities while delivering extraordinary value for Starcomm's sales team.

Challenge

In Mississauga, Ontario, things hadn't exactly been going according to plan. As the financial crisis hit in late 2008, Starcomm Technologies ('Starcomm') was yet another IT service company struggling to find a truly cost-effective remote access and application delivery solution for their newly budget-sensitive customers. Starcomm's customers (large and small) simply could not keep up with the cost of the solutions they were currently using for remote access, so they began asking for alternative solution offerings to choose from.

Results

Starcomm Owner, Sam Azer, had been contacted by one of desktopsites' ('dts') dedicated account managers in order to review the desktopsites Konect *Elite* remote access and desktop virtualization solution. Sam reluctantly agreed. Like most IT pros, his schedule was packed full and he really didn't have the energy to review another new product offering. To add to his stress, his clients were getting tired of trialing other products that were affordable but did not offer the functionality they required. Sam needed to give them something, and soon.

Following an online product demonstration of Konect *Elite*, Sam was extremely impressed. The product looked fantastic, and desktopsites showed a solid sales cycle for Starcomm to utilize. Following an invasive technical analysis by Sam's technical team, a green light was given for his sales team to present to their new and existing clients. Immediately, Starcomm's clients were very responsive as not only did Konect *Elite* deliver on their core business requirements, but offered an attractive pricing model they could not refuse.

Currently, with a strong ratio of Starcomm's clients using the Konect *Elite* solution, Sam and their technical team are experiencing a strange loss of IT headaches. With a great appreciation for the technical support, friendly service, and dedicated account manager made available thru desktopsites, when asked how desktopsites was performing as a partner/vendor, Sam replied, "100%. Not 99%, 100%." When asked how his clients are enjoying Konect *Elite*, he replied with a satisfied chuckle, "Again, 100%. They couldn't live without it now!"

"Konect Elite has allowed us to free up the pc's that our old peer-to-peer solution would use whenever we were working remotely. The secure, fast connection has really improved our productivity, and the simplified management console is proving a big time-saver as well!"

- The Art of Dentistry

"We needed a cost-effective solution to centralize our database and provide remote access to sales reps across the country. We ultimately chose Konect Elite because of its security and ease of use."

- Groves International

"We wanted the option to work from home or our cottage, and we needed our new remote access solution to be simple to use. We also needed a fast, secure connection, and that's what Konect Elite gave us!"

- GRT Genesis



"Unlike some other products, it was very easy to become a dts Reseller. My experience with Konect Elite has been a very positive one as the dts team always ensures the satisfaction of my clients. The real win for me as a dts Reseller is the manageability of Konect Elite. Why take on a big headache if you don't have to? Konect Elite is proving itself time and time again as a complete solution offering in a rapidly expanding market."

Sam Azer, Owner, Starcomm Technologies
<http://www.starcomm.ca>

About desktopsites

desktopsites is a leading developer of innovative and cost effective application and desktop virtualization solutions for small and mid-size businesses ("SMEs"). desktopsites Konect *Elite*™ is a Windows® application and desktop virtualization solution that centralizes application and desktop management and delivers applications to physical or virtual desktops on-demand to users anywhere using any PC, thin client, laptop or netbook.



ISV/Software Solutions

