

Benefits of Partnering with an Accredited Company



Why should you care if a service provider is a Certified Partner with vendors?

Value Added Resellers (VAR) act as a gateway. Companies that specialise in reselling particular solutions also add industry-specific features and functionality which make the products more suitable for particular sectors.

Software and Hardware Vendors depend on their Reseller Partners (VAR's) to gain access to the market. These partners not only distribute product but also re-configure them to provide the ideal solution for the end user. Vendors need to be very careful how they select their VAR's. They want to make sure that there are competencies involved – their reputation relies on it.

Most Software and Hardware Vendors have an accreditation scheme crucial to the successful reselling of their products within vertical markets, enabling them to develop useful solutions for core markets.

Customers should investigate potential VAR credentials. After all, they could end up being the one investing a vast sum of money in products and services and, perhaps more importantly, they will spend a long time working with the VAR as a trusted partner

What benefits does working with an Accredited Partner bring to you?

Companies searching for solutions to achieve greater efficiency and profitability have rightly become extremely cautious about who handles their information management needs. Any new systems implementation project can either make a business fly or, if executed wrongly, can set it back by years. Customers need to look for more of a partnership approach with their VAR's and service providers; a relationship that's akin to a trusted business adviser, such as an accountant or legal team. The days of selling boxes and walking away are long gone.



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If you were going to choose a new business partner, wouldn't you choose one that is appropriately qualified and well connected?

The practice of partnering with Certified VAR's has a clear benefit to customers in that it not only raises standards, it also maintains them.

Message from LANtech Managing Director

"As an Accredited Partner for various Hardware and Software Vendors, we are able to bring the wealth of our experience and knowledge to our customers, plus the advantage of leveraging our Vendor relationship." says Paul McQuinlan.

"Our Software and Hardware Partners set stringent conditions each year, which include several of our staff having to pass examinations representing specific skills and services. This enables our Staff and LANtech Limited to keep up with the changes within the evolving IT Industry. Our continued success reflects the specialist skill set of our team, our proven ability to meet our customers needs and our continuous effort to retain our accreditations and qualifications."

What is a Microsoft Gold Partner Accreditation?

The Microsoft Partner Program was established to represent Microsoft's commitment to its business partners and, through them, to its customer base.

There are three levels of Partnership in the programme: the lowest being the Registered Membership level; the intermediate level is the Certified Partner, which represents a high degree of competency and expertise in Microsoft technologies.

The highest level of **Gold Certified Partner** enjoys a very close relationship with Microsoft, allowing full access to a comprehensive range of software and technical support resources.

Not everyone can become a Gold Partner, and it certainly doesn't happen overnight. What's more, unlike some membership schemes, you can't just buy your way up the ladder: it has to be earned; tough examinations have to be passed and stringent criteria must be met.

The VAR's individual sales and support professionals have to pass rigorous examinations on a regular basis to become Microsoft Certified IT Professionals (MCITPs) and Microsoft Certified Systems Engineers (MCSEs). This is a qualification that is widely recognised in the industry.

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Customers can be sure that their technology partner is under continuous scrutiny by Microsoft for quality in all areas of its work. Accreditation is by no means a 'lifetime achievement': the VAR has to invest time and effort into keeping its accreditation as it is monitored on a continuous basis and knowledge of any new developments is regularly tested.

Message from Microsoft's Corporate Vice President, Allison Watson, of the Worldwide Partner Group,

"I believe that Gold Partners, with their certified experience, training and support direct from Microsoft can build a much more positive customer experience. Customers are looking for partner companies that can bridge the gap between their business demands and their technological capabilities. They need to trust in suppliers that can act as expert advisers for their long-term strategic plans. We place tremendous value on our partners, who help us deliver solutions and applications to achieve this with the highest levels of professionalism."

An accreditation this valuable, which is not only awarded but also needs to be constantly maintained by the VAR, should inspire a significant amount of confidence in customers looking for solutions partner.

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