Title:
Growing your VAR Business

Word Count:
1462

Summary:
Although competitive pressures are intense, the VAR market is highly robust and can be quite l

Keywords:
ERP Software, Softwares, Computer Software

Article Body:
Given this backdrop of explosive growth opportunities, the challenges for VAR executives becom

Advantages for VARs who use Professional Services Automation Software

1. Executive Insight

VAR businesses usually start by selling a primary set of products and services. As they become

#Example of how PSA Software can help improve executive insight

As an example of this, think of a network practice that combines elements of hardware (servers

A CEO view lists all the practices and ranks them by key performance indicators: revenue, grow

2. Client Visibility: All clients are important, but in reality, some are more important to yo

Look at yourself from your client's point of view
Clients see their relationship with the VAR as the sum total of their experiences with sales,

 For a VAR, getting such specifics for even one client is usually a tedious one-off spreadshee

Professional services automation software changes all that. It gives executives the most criti

Using this knowledge can trigger a well placed call from a senior executive at the right time

#Keep tabs on ongoing interactions to improve revenue growth

Many executives measure the health of a client relationship by the number of interactions betw

#Making yourself visible to your clients increases trust

The ultimate deliverable is your ability to create trust and business value for your clients.

By using PSA software portal clients can answer their own questions like have my payments been

Once an order is placed you set up a project to design, install, get the system operational, a

Forward thinking VARs are using professional services automation software to monitor the accep

3. Marketing Effectiveness: Capturing true marketing costs and performance improves your captu

There is an old marketing saw that says 50% of advertising dollars are wasted - we just don't

#Watch pipeline activity to identify where you can stimulate growth

Pipelines are hard enough to manage, even if you aren't dealing with sandbagging or missed exe

#Use client feedback to productize opportunities

Every VAR maintains a support center for ongoing client support and project installations. Dat

PSA software for VARs can provide the facts to make informed decisions about when to productiz

#Accelerate upgrade opportunities through insight into your clients' installed environments

By its very nature, the technology industry is always racing towards the next breakthrough. Un

It's easier to sell when you know how and when the client buys. Many IT directors have a budge

4. Internal Operations: Managing technology implementations means running projects on-time and

#Tight control of new technology introductions can speed revenue and contain ramp-up costs

Becoming market ready for each new technology is not a small or inexpensive undertaking. PSA s