



Partner Case Study



Background

Technology Integration Group (TIG) is a nationally recognized technology solutions provider, offering best-in-class IT solutions to their clients with value-added services and consulting to help clients transform and future-proof their IT platforms. Founded and headquartered in San Diego for over 39 years, TIG has earned a stellar reputation as a top-notch systems integrator and trusted IT solutions advisor that services a breadth of industries and markets.

Introduction

Several years ago, Security On-Demand (SOD) transitioned to a 100% channel sales model. SOD initiated this strategy to meet the growing demand for providing managed security services through the partner channel.

CEO, Peter Bybee said, “When we started looking at who could be an ideal fit for us, we were incredibly impressed with TIG’s trusted advisor relationships with their clients, relationships that had been built over many years”. Shortly thereafter, TIG became the first solution provider to join SOD’s new partner program as it launched in 2018, and rose to become one of SOD’s top business partners.

Headquarters: San Diego, CA

Coverage: US, Canada, China

Industry: Tech Solutions Provider & Consulting

Specialties: IT Security, Systems Integration, Network Design, Storage/Big Data, Legacy Systems Migration

Clientele: Businesses across multiple industries along with K-12 Education & local, state and federal agencies



What makes the relationship work?

For Technology Integration Group, Security On-Demand checked all the boxes for an ideal partnership. At the top of the list was SOD's ability to add significant value to TIG's security practice, and managed services offering, along with their go-to-market model. TIG found they had quick access to sales resources, cyber-security experts, solution architects, client support managers, and more.

Channel Enablement

With regular and timely communication, TIG and SOD coordinated sales and marketing efforts to provide the sales organization training and support to help both develop new business as well as expand existing relationships.

- The TIG sales team did not need to become security experts overnight, all they needed to do was learn how to ask some key questions and invite their clients to learn more. SOD stepped in to provide answers, identify opportunities and help design the solution.
- Jeff DiRado, Executive Vice President Technology Solutions Sales and Professional Services said, "SOD gets what the channel is about. They didn't just do a hand-off and said, 'here's the script, go.' They came prepared with market data, client targeted content and training. And they figured how how to work within our sales organization."
- Since the relationship began, TIG's sales teams have reported that SOD's services and capabilities have performed as advertised, and that the services strategically compliment the company's other managed services.

Win/Win Strategy

In addition to complementary business and sales models, SOD and TIG work hard to achieve the same goals. "When I work with partners, I always try to put myself in their shoes", said Peter Bybee, CEO. "Our initial focus with TIG was to help them win additional revenue being left on the table and have since transitioned into helping them attract new clients with expanded managed security offerings."



Conclusion

Today, Security On-Demand and TIG remain very attentive to each other's success, and mutually strive to achieve service excellence for TIG's clients. As both organizations expand their service offerings, their joint investment continues to pay off with bigger projects and bigger wins.

As Security On-Demand and Technology Integration Group look back on their partnership growth, they both agree that the time and energy invested to achieve success have been worth it. By developing a growing and solid book of recurring, high value subscription security services, the relationship has paid off both financially and strategically.

Top 3 takeaways from the SOD and TIG Partnership:

- **Build trust from the start.** TIG and SOD come prepared to every sales deal, and work closely to align strategies.
- **Unite under common goals.** Mutual initiatives keep both partners working towards the same short and long-term goals.
- **Communicate effectively.** TIG and SOD tend to each other's needs in a timely manner.



About Security On-Demand

Security On-Demand (SOD) provides 24x7 advanced cyber-threat detection services for businesses and government agencies. SOD's "security-as-a-service" solutions include 24x7 advanced threat monitoring and detection, network intrusion protection, automated remediation, log analysis, and regulatory compliance solutions.

Headquartered in San Diego, California with R&D offices in Warsaw Poland, SOD services and protects hundreds of brands globally and is the winner of multiple industry awards. For more information about Security On-Demand, please visit www.securityondemand.com. Follow us on Twitter @SecurityOnDemand.