

DWS eyes up print and IT channel for growth

The comms, IT and cloud solutions provider is geared up to support print resellers branch into new areas and generate additional recurring revenue streams



Garry Grows

In June last year, Daisy Group merged its three channel-serving divisions – Daisy Wholesale, Daisy Distribution and Daisy Worldwide, under one organisation and one brand, Digital Wholesale Solutions (DWS). The move was designed to create a completely 'channel-obsessed' business, focused on helping channel partners address the convergence of telecoms, IT and cloud technologies, and grow their businesses.

DWS operates independently of other businesses in the Daisy Group so that it is able to respond more quickly to new opportunities in the rapidly changing ICT landscape, while still benefiting from the scale and financial backing of the wider group.

The channel-centric company offers an extensive portfolio of solutions across voice, connectivity, IP communications, cloud, product supply and mobile, and is looking to offer these solutions to businesses in the print sector.

Sales Director, Garry Grows says that the convergence of voice and data brings a fantastic opportunity for print and IT resellers to branch into new areas and

generate additional revenue streams by offering a wider range of complementary solutions to their existing customer base.

He said: "Print and IT resellers work with their customers on a long-term basis, they don't just sell the goods and leave them to it, they build ongoing relationships to generate monthly recurring revenue (MRR). It's logical for these businesses to find new recurring revenue sources from their existing base, instead of relying on the search for new customers."

"We offer a broad IT, telecoms and mobile product set, which nearly every end-user business needs. What we are trying to do with our broader portfolio is make it easy for partners to offer more to their customers, because that is what their customers are demanding."

Flexible partnerships

DWS offers resellers a number of ways to work with them including true wholesale, managed billing and recurring commission models.

Partners looking to own the contractual relationship with the end-user can become a reseller partner, benefiting from technical pre-sales, sales and marketing services, as well as white-labelled materials and resources. Partners on its dealer model can concentrate on selling branded products with DWS providing the product, installation where needed, billing, cash collection and first and second line support. The other partnership route is as a virtual reseller where the partner does not need to worry about any aspect of billing, cash collection or direct debit management, instead they are free to concentrate on selling to, and supporting, their end-user customers.

A trusted advisor

"By branching out into connectivity, dealers can offer a complete solution with both the printer and the network

that it sits on. Resellers need a trusted advisor to help them capitalise on the opportunity and we can be that for them," Grows said, adding: "With our broad portfolio, combined with our extensive resources and experience of selling MRR services, we can help resellers find their feet in what can be a complex industry."

Grows suggests a great place to start is with simple broadband and mobile connectivity. DWS offers really simple broadband and SIM-only mobile propositions that are easy to buy and sell. Both products are offered on an MRR basis and enable dealers to leverage existing relationships with customers to offer complementary solutions. Dealers can then expand into enhanced connectivity, voice, IP telephony and cloud, all available from one supplier.

From its webstore DWS offers everything from smartphones and laptops to printers and routers. "It gives partners the opportunity to source hardware from multiple distributors at fantastic prices. Also included is a quick and easy, fully automated, online subscription finance option so resellers can spread the cost across a set number of months for their end-user customers, all through a single portal.

"The benefits are clear, you can boost your revenue and increase profits from your existing customers with new products that help differentiate you from competitors, whilst increasing the value of your business," Grows explained.

DWS wants to get dealers excited about this opportunity, provide the right products that work for them and their customers, and support them throughout the process, from the first adoption through to a successful bill run. "It's a true partnership, we only make money if our partners successfully sell our services, so it's imperative that we provide them with the right products at the right price for their markets, and fully support them in making it a real success," Grows concluded.

www.digitalwholesalesolutions.com