



DSS LEVERAGES AVNET PARTNERSHIP TO HELP PLAN, GROW, ANALYZE AND STREAMLINE ITS BUSINESS.



DSS is a best practices provider of business driven technology solutions, offering a broad portfolio of solutions to help companies manage IT complexity, increase efficiency, mitigate risks and optimize the value of their IT investments.

DSS is headquartered in Reading, PA.

Any significant changes experienced by an enterprise—regardless of whether those changes are externally or internally driven—are often felt most dramatically within the IT department. Industry and business dynamics, as well as the unrelenting pursuit of performance and process optimization, pressure IT to continually modernize, implement, integrate and manage complex IT systems.

This pressure is most acute in small and mid-sized enterprises, where limited IT resources strain under the weight of rising expectations and ever more rigorous requirements. Helping these organizations simplify infrastructure management, improve productivity, and optimize IT resources is a considerable part of what Avnet Business Partner and IBM Premier Business Partner Distributed Systems Services (DSS) does.

DSS offers companies in a variety of industries throughout the mid-Atlantic and Delaware Valley region a comprehensive portfolio of services and solutions that enable them to address business critical IT issues, such as infrastructure management, IT optimization, IT staffing and customized software development. But that's not all. DSS also runs an IBM Business Partner Innovation Center out of its Reading, Pennsylvania headquarters and has recently opened a 15,000 square-foot data center to house its IT infrastructure hosting business.

DSS utilizes Avnet partnership on many levels

DSS has been a loyal and highly engaged Avnet partner since its inception. In fact, DSS president, Jim Sweeney, serves on an executive advisory council, which meets with Avnet counterparts several times per year. Likewise, DSS COO, Carl Marks, participates on the Avnet operations council and Director of Marketing, Ann Borza, serves on an Avnet business partner marketing council.

According to Borza, the high degree of investment both parties make in the partnership generates value on many levels for DSS. "Avnet provides services as practical as helping us process orders or configure systems, and as strategic as working with us to plan the growth of our business," she said. "They're in tune with our business, which means they can provide support in very meaningful ways, not just in marketing campaigns but in developing strategy and providing real insight."

Avnet works with DSS on approximately 8-10 marketing and business development tactics each year, some of which are conceptualized in-house at DSS and co-funded by Avnet. Others originate with Avnet, which then invites DSS to participate. Regardless of a campaign's genesis, Borza appreciates Avnet's willingness to be a true "hands on" partner, noting that DSS' Avnet Account Development Manager made sales calls with DSS during the company's recent Blitz Day campaign, which saw DSS reps dropping in on its customers to offer them an on-site assessment of their server and storage environments as a means of introducing the benefits of consolidation. Avnet professional services group also performed some of those assessments. "So not only did Avnet help fund the campaign, they rolled up their sleeves and showed up to help too," said Borza, who points out that it is typical for DSS reps to call upon Avnet technical resources during the sales process when necessary.

DSS is also leveraging Avnet programs and services to streamline its business, drive demand for its IBM Business Partner Innovation Center and hosting business, and expand its sales staff.

For instance, DSS is a partner in the Avnet Resource Alliance Program, a program whereby Avnet agrees to help fund new hires and new certifications in order to enable partners to reach agreed upon IBM software and hardware revenue targets. With Avnet's help, DSS was able to fund two new



