



**Client Location:**  
San Antonio, TX

**Primary Business:**  
Leading provider of enterprise telephony security and management technologies and services

#### Challenges:

- Multiple schedule contracts
- Inconsistent and out-of-date pricing
- Deal poaching
- Recruiting

#### Solution:

- Centralized GSA schedule contract through immixGroup
- Leveraging immixGroup's recruiting capabilities
- Access immixGroup business development to complement internal staff and skills

#### Results:

- Negotiated better contract terms under immixGroup's GSA schedule contract
- Sold an enterprise-wide Army deal through GSA schedule contract
- Ability to concentrate more resources on sales.
- Well maintained, up-to-date GSA schedule contract
- Stronger profit margins

## Case Study



### SecureLogix Snares Big Enterprise Deals with immixGroup

*immixGroup client profile as told by:*

*Bob Huffman, SecureLogix vice president of global channel development*

#### Background

"SecureLogix is a telephony security and management company headquartered in San Antonio, Texas. Our solutions primarily serve the enterprise market. At present we have several large enterprise customers in the Federal market, including the Air Force and the Army. On an annual basis federal sales accounts anywhere from 30-60% of our revenue.

#### Business Challenges

When I took over the channels division, SecureLogix had letters of supply with numerous companies and were on multiple GSA schedule contracts. This proliferation didn't happen overnight, but was rather a gradual process. We finally reached a point one day where the level of effort to ensure all these schedules were current was becoming a time sink, adversely impacting our ability to target new opportunities.

Besides the time investment, we had the additional problems of deal poaching and margin erosion. In several instances we had partners with no "investment" in selling into an account underbid the opportunity from another partner who had originally created the demand and worked the deal from the very beginning. Needless to say, this created some very contentious and unnecessary channel conflict that confused customers and lengthened sales cycles.

The margin erosion issues arose simply by having numerous schedules. As each new letter of supply was issued and new GSA schedule contracts appeared representing our solution, the end market price eroded and the government had difficulty making best value determinations.

As a result of these issues, SecureLogix decided that it needed a different sales strategy for the government market than to manage and maintain multiple GSA schedule contracts through numerous partners.

#### Solution

The solution was found using immixGroup to hold a master GSA schedule contract for our products and services and letting our partners team through immixGroup for resale. In addition to simplifying the GSA schedule contract process it also allows us to tap into immixGroup's extensive capabilities in negotiating and closing complex enterprise government technology deals.

An added benefit to working through immixGroup is the Client Investment Program. This program has enabled us to earn "credits" on sales through immixGroup that can be applied to marketing, recruiting, training and business development services offered by immixGroup to help us grow our business.

#### Results

##### **\$10 Million Army Win**

In early 2004, we were engaged directly in a large, complex enterprise sale to the U.S. Army. As the details of the deal were being formulated it became clear we needed to run this deal through immixGroup in order to retain control

of project and to ensure we could apply the properly negotiated terms and conditions that were provided within immixGroup's GSA schedule contract.

immixGroup did an excellent job of helping us negotiate and close the business side of the deal. Thanks to immixGroup's expertise, we were able to deliver, invoice, and receive payment for the hardware separately from the implementation services, which can often incur delays due to environmental factors outside of our direct control. It was absolutely brilliant and we are extremely grateful to have had the experts at immixGroup to handle these terms for us.

SecureLogix could not have closed this \$10 million deal without the help of immixGroup's highly experienced and knowledgeable team.

***Executive Search Helps Build Federal Team***

The executive search services offered by immixGroup have been invaluable in locating the right account executives needed to effectively sell our solutions. These services have enabled us to greatly reduce our search cycles and get new account executives on the street quickly.