



storm
technology

CASE STUDY

Channel Mechanics

*Gears Up For Growth with Microsoft Azure
and Storm Technology*

Channel Mechanics Transforms Channel Management with Storm Technology

Channel Mechanics is a fast growing company that works with some of the world's largest and best-known technology manufacturers helping them to manage their channel partner sales, marketing and pricing programs more quickly, with less effort and with greater control.

Its clients include manufacturers such as Cisco and companies that drive sales and revenue through extensive channel partner networks. Its solution ChannellIT enables clients to streamline, simplify and automate all the sales, marketing and pricing programs for their channels.

With ambitions for growth and global expansion the business needed to provide its clients with an infinitely scalable and flexible solution that could easily handle the peaks and troughs of demand that are part and parcel of channel programme management.

"Our clients are large global manufacturers that sell through channel partners. The promotional programs they run vary all the time – from targeting thousands of partners globally to focusing on just a couple of hundred in specific regional areas. Our solution had to be flexible enough to cope with that level of diversity while also providing ease of scalability," said Kenneth Fox, Chief Executive, Channel Mechanics.

The Approach

Working with Storm Technology as its strategic technology adviser Channel Mechanics embarked on a digital enterprise transformation programme to migrate its existing ChannellIT solution to a new cloud based platform that would give it the scale and flexibility demanded by clients.

"When we started on this journey cloud technologies were still in their infancy. There was any amount of hype in the market place about what they could and couldn't do. But we didn't want hype, we wanted an objective evaluation as to whether or not moving to a cloud based platform was right for our business. That's why we engaged with Storm," Fox said.

"The calibre of talent in the team is exceptional with deep knowledge about the latest technical innovations but always with a pragmatic lens on what's right for your business and your particular situation."

The team at Storm worked in close partnership with Channel Mechanics to understand the journey the business needed to embark upon. Starting with a deep dive to understand the design and infrastructure behind its ChannellIT solution. Along with identifying the key business success factors that were important to Channel Mechanics in relation to the overall transformation programme such as:

- **Speed** – as a young company in a rapidly emerging market space speed-to-market with new solution improvements was essential.
- **Flexibility** – operating in a fast-paced environment where things change rapidly the flexibility to re-act and incorporate new market and clients' demands along the way was imperative.

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Chief Executive
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- **Cost** – with limited budget innovation and inventiveness were critical to getting the right solution at the right cost.
- **Scale** – with ambitious growth plans the solution needed to satisfy clients' needs and scale for today and tomorrow.

"The team at Storm doesn't just look at the technology – they look at your overall business strategy, what's important to you and what's important to your clients. It's this multi-layered approach that makes the difference what you get is a technology strategy that is fully aligned with your business and market needs – it's refreshing," Fox said.

"For the business to grow, scalability was key to Channel Mechanics. Our role was to design a platform that would allow the company's clients' to scale up and scale down their use of the ChannellIT solution with no hassle, no fuss and no delay. Finding the best solution was a three way approach – matching the needs of the client and their customers with what technology can do," explains Karl Flannery, Chief Executive of Storm Technology.

The Solution

With scalability, speed and cost being three important business success criteria for Channel Mechanics the solution recommended, developed and deployed by Storm was the strategic migration of the existing ChannellIT web based solution to the Microsoft Azure platform.

Today the business has a fully cloud based channel management solution which is directly attuned to its clients' needs providing them with:

- **Infinite scalability** – the ability to easily run sales, marketing and price promotions to 1,000's of re-sellers globally or a niche series of campaigns to small groups of partners in specific regional locations.
- **Speed of deployment** – quickly get programs live and in the channel in less than 24 hours.
- **Cost control** – limited investment required in technology as the new cloud based ChannellIT solution is software delivered as a service.

"Storm understood where we were as a business and where we needed to be – then they helped us get there. Our solution is now fully cloud based, it's built and designed on Microsoft Azure and gives us the platform we need for international growth and expansion," Fox said.

"What's different about Storm is their approach – it's innovative but pragmatic and always focused on what's right for your business. For us they will always be the people we go to for sound, sensible, strategic advice," Fox said.

Looking for advise on the right Technology to support your organisational growth or considering a move to the cloud? [Click here](#) to speak to a member of our Business Transformation team.

"From day one we needed to build our channel management solution with the flexibility to grow and scale in line with our customers' demands. No mean feat at a time when cloud technology was still in its infancy but Storm Technology helped us devise the right strategy using Microsoft Azure"

Kenneth Fox
Chief Executive
Channel Mechanics

Contact Us

Dublin

The Capel Building,
Mary's Abbey,
Dublin 7
D07 FK22

Galway

Galway Bus. Park,
Upper Newcastle Rd,
Dangan
H91 RWF1

T: +353 1 416 1226

E: info@storm.ie

W: www.storm.ie

Microsoft
Partner



Gold Application Integration
Gold DevOps
Gold Data Analytics
Gold Data Platform
Gold Project and Portfolio Management
Gold Application Development
Gold Collaboration and Content
Gold Cloud Platform
Silver Cloud Customer Relationship Management

