

Bytes Software Services (Bytes) ‘Our Journey into Ivanti’ partner case study



Following the promotion of Bytes Software Services to Ivanti’s top tier Platinum Status, Adam Thornton, Divisional Director, Bytes, details their journey through the levels.

Profile:

Bytes Software Services are a leading UK provider of software licensing services and security services trusted by thousands of customers across retail, media, finance, manufacturing, legal, the NHS and public sector.

Locations:

Head office in Leatherhead, Surrey, UK with offices throughout the UK and 350 employees.

Industry:

IT

Website:

<https://www.bytes.co.uk/>

Primary Ivanti Solutions recommended by Bytes Software Services :

- Ivanti® Patch for SCCM
- Ivanti® Unified Endpoint Manager
- Ivanti® User Workspace Manager

How long have you been selling Ivanti solutions?

The journey to Ivanti’s Platinum Status started over 15 years ago. At the time, Bytes Software Services (Bytes) were selling RES Software to address the strong business needs posed by workspaces. VDI was gaining momentum being widely viewed as providing the next generation of IT, with the requirement for the same user experience regardless of device. VDI users appreciated how RES’ software provided functionality and uniformity. Additionally, Bytes were already selling significant volumes of AppSense solutions to ease migration paths reaching Gold status in 2015. On the security side, Shavlik was being recommended for automated patch management together with Landesk solutions for service desk and process management capabilities. When the solutions came together under the Ivanti brand in 2017, a clear and consistent roadmap emerged. Ironically today through adoption of digital workspaces, Bytes are seeing a definite resurgence of VDI - the initial cause for starting the Ivanti journey.

Which 3 Ivanti products do you sell most of? Are you recommending Cloud based as a service and licence based on premise Ivanti solutions to clients?

There are two distinct use cases for Ivanti within Bytes. Customers continue to need endpoint and digital workspace management, so Ivanti’s Endpoint and Workspace Management Suite (Endpoint Manager and User Workspace Manager) have garnered strong growth in the past two years. In the security space and given that Bytes are one of the UKs leading Microsoft houses, Bytes continue to enjoy huge success selling Ivanti Patch for System Centre Configuration Manager to alleviate the overhead of cumbersome manual Microsoft and third-party patching. In the past twelve months, momentum is also increasing for Ivanti’s ‘Unified IT’ umbrella messaging as departments across organisations start to utilise the process improvements within Ivanti’s Service Manager, especially those delivered through the Ivanti Cloud console.

In terms of vendor ranking within Bytes, where does Ivanti sit?

Ivanti are a true Tier 1 vendor for Bytes, sitting in the top 15 vendor league (out of 2500 vendors carried). Success is propagated internally as Ivanti falls into an ‘overlay capacity’ with teams proactively engaging Ivanti across verticals and customer user needs. Ivanti has become a tactical door opener with conversations on patching, or migration to Windows 10, to address immediate and pressing needs. Not only are these business needs relatively

easy to uncover, only Ivanti can really offer the full management suite wrap that sits behind these point solutions. Other propositions tend to focus solely on addressing a singular need such as endpoint security with three to five vendors defining and defending that space. Only Ivanti offer complementary solutions that allow us to penetrate further into the account – the ideal land and expand solution portfolio.

This expansion capability within the Ivanti portfolio is critical to Bytes and is pivotal to our growing partnership. As a business, our legacy has been established by providing customers with the right licencing and commercial alliances, optimised and scalable for future growth. Ivanti allows us to have those conversations with confidence knowing what's in the estate and identifying what needs or gaps the estate has. Using Ivanti, we repeatedly laser-in on a singular business pain, such as patch management, solve it and then broaden out to address different needs and requirements. In 90% of cases, ancillary sales follow creating bigger accounts for Ivanti and for Bytes. We already have 140 customers using Ivanti and we see that expanding to 250 within twelve months as we grow with Microsoft transitions, supplementing them with perfect fit additions from Ivanti – e.g. from Windows 7 to Windows 10 with Ivanti migration tools – or Office 365 installs needing Ivanti Patch for Workspace.

We have been pleased with how fast different solutions have been ingested into Ivanti and how quickly the roadmap has evolved. Initially because of the various Landesk acquisitions in a relatively short period, there was a challenge covering all products externally when promoting Ivanti, but the roadmap became clear and concise within 12 months. Since then, the messaging has become on target with effective marketing that depicts the different solutions' value cases.

Over our long history of trading with Ivanti, it's notable that Ivanti have remained 100% committed to the channel, without ever considering selling direct even in situations when other vendors may elect to do so. We therefore go confidently into engagements and are rewarded handsomely for bringing these to the table. The commercial support that Ivanti offers is outstanding in terms of speed, flexibility and open, transparent communications. Technology wise, they have some great people who work with us to consistently support the portfolio. Overall, their channel model is simply great, an exemplar standard.

Can you detail your subsequent growth curve and progression through the Ivanti partner levels?

It has been a mutual growth story. Once Bytes achieved Gold Ivanti partner status in 2017, the relationship really started to mature. Commercially recognised as Gold partners, we started to enjoy good incumbency margin for renewal business. For new business, solid engagements opportunities followed escalating Bytes to the Platinum status we now enjoy.

We have also capitalised on our legacy strength in providing optimised Enterprise Licence Agreements (ELAs) for customers' software assets. When we started with Ivanti, individual point solutions led sales, but today Bytes use Ivanti's solution portfolio to fully understand customers' full software asset environment and to provide good advice and guidance on data centre challenges such as infrastructure consolidation. Patch and Licence Manager continue to act as key solutions that give us a better understanding of our customers' software assets and critically, what is vulnerable and needs addressing fast.

As we have grown to Platinum, the partnership has expanded between the organisations. Peer-to-peer, we now have multiple lines of communication within Ivanti – not only in sales, where there are some simply outstanding people leading the channel sales effort - but right across departments with fast, transparent communications.

Lastly, obviously gaining Platinum status secures Bytes additional margin but it also promotes us into the elite tier of vendor recognition that we pride ourselves in offering our customers.

Was there an immediate use case/or any vertical market at Bytes that seemed to jump out as compelling use cases for fast adoption?

Public Sector is a natural fit for Ivanti solutions with pressing needs to meet compliance, patching and SCCM. Historically we gained customers fast using Ivanti in local government, the NHS and the MOD. Now the portfolio has expanded and the relevancy increased, we see traction and opportunity across verticals.

Can you recall how you used the supporting marketing programme offered by Ivanti and how you have used Ivanti marketing to your advantage with examples?

The Ivanti portal is good, easily to navigate and with compelling up to date materials (although my team members use it more frequently than I do). Our main marketing at Bytes occurs face to face through events, and whenever we run an event such as our most recent ‘Digital Workspaces’ conference, Ivanti are always happy to support and step up with quality speakers talking with pertinence that invariably drives further engagements.

If I were to identify the biggest marketing differentiator, it has to be Ivanti’s customer centric ‘need classification’ that is now built within throughout materials to succinctly pin-point business issues and outcome values of usage. Unlike a lot of other software vendors who drown in technology features, Ivanti have managed to clearly articulate the business pain eg “Ensure compliance to survive my next software audit”, “Extend SCCM with 3rd party patching”. Simple, but on target.

Has selling Ivanti promoted Bytes’s status as a service driven provider and trusted advisor? Why?

To an extent. Carrying this elite status gives customers the confidence that Bytes are offering best in class advice. In the same vein it gives greater credibility when asking customers to consider using other Ivanti solutions to address problems within their infrastructure. Carrying Platinum status, no longer are you considered an advisor for a single point product; you clearly demonstrate proficiency across the portfolio with the ability to offer holistic, rounded and measured solutions across the board.

What’s next for the Ivanti Bytes partnership? Which direction can you see it going in? Is there a forthcoming feature or product on the roadmap that will drive further highs?

We just received a detailed briefing from Ivanti on their roadmaps and planning for the next 12 months. To that end, we are now embarking on account mapping and deployment of the tactical need messages. As Platinum partners, we do a lot of peer to peer interactions between both sales organisations. Bytes are so confident in our partnership that wherever we have projects, we open up dialogues far sooner—

commercially and technically. This allows us to lean on Ivanti’s technical guidance earlier in the sales cycle.

Do Bytes find the Ivanti supporting materials (such as datasheets, cheat sheets, guides, videos) easy to access/use?

I’ve already mentioned how the need sections found at www.ivanti.com are examples of Ivanti providing what the channel needs to actively and easily position solutions. For instance, if you are talking to a VDI prospect, all the messaging is accessible and on target with to address their concerns. The content is superb.

“In summary, I really don’t have any negatives to say about Ivanti. Ivanti is a trusted vendor that brings trusted much needed solutions to Bytes customers. Operationally, Ivanti provides great commercials with solid technical resources readily available. It’s a great partnership that oozes potential for more projects which we jointly embrace with open arms.”

Adam Thornton

Divisional Director, Bytes Software Services.

Note: Bytes results are specific to its total experience of Ivanti. Individual partner results may vary.

Learn More

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