

## Crane and Nortel. One year on . . .

They say a lot can happen in a year - and that's certainly been the case for Crane. With a year of enormous development and significant results to his credit already, Nortel Business Unit Managing Director Andrew Saunders explains exactly what has been happening during the last twelve months:

*"It's been an outstanding year for Crane and a very busy year for me. Crane and Nortel had wanted to work together for some time and that finally became possible in November 2004. I suppose you could say that the Nortel relationship really has been 'my baby' and I'm extremely proud of what we have all achieved in our first year of business. The relationship with Nortel has brought a balance to our portfolio and the introduction of a new core product into our range has enabled significant growth throughout the organisation.*

*We have already established our credibility with the Nortel portfolio. For example, we have undertaken an aggressive programme of recruitment, targeting experienced Nortel account management and pre-sales staff to join the team. In fact, our Enterprise sales team manager was recently awarded 'best distributor sales person' by Nortel. These growth plans are ongoing as we continue to expand the sales, technical and back-office support departments within the Nortel division here at Crane. We are very aware that partners who sell SME and Enterprise-focused products have different support requirements, so we are dividing our teams into market-specific sections to ensure that each partner is supported in the correct way for their business."*

### **Why Nortel? Why Crane?**

To boost their successes even further, Crane need to identify more high-quality partners to join them. Whether you are already selling Nortel's award-winning product range, or if you currently have other products in your portfolio but are missing the unique benefits which the Nortel products can offer, then Crane would like to talk to you. Here are just a few reasons why partners such as Central, Spitfire, Sterry, Connect, Comunica, Unified Networks, TMG and Azzuri already choose Crane for Nortel products:

#### **Key benefits of the Nortel product suite:**

- Full coverage from eight extensions to as many as your customer could possibly want.
- Logical transition from smaller to larger system with no confusing 'capacity overlap'
- Voice, data and applications, all from one vendor and one distributor
- Investment protection – re-use handsets and cabinets from older Nortel systems.
- Excellent inter-working capability between SME and Enterprise products
- Market-leading product means low risk for you and for your customers.

#### **Key benefits of buying Nortel products from Crane:**

- Crane are the only Nortel distributor that provides its own technical support for BCM
- Crane's Nortel business division has achieved 100% growth quarter on quarter, exceeding Nortel's expectations.
- Experienced Nortel account management personnel recruited specifically to support partners
- Dedicated Nortel-specific sales support, technical support and order-processing teams
- Separate Enterprise and SME-focused account management teams in place

The Nortel portfolio is fully integrated, with common applications, management systems and terminals. This provides excellent inter-working between the CS1000 and the BCM, making them ideal for branch office networks, multi-site organisations or companies with remote and home workers. Andrew explains the immense revenue opportunity which the Nortel product range offers for partners:

*"With a leading market share for the last 15 years, Nortel have a strong focus on retaining their customers and developing long term relationships. Whether it's Norstar to BCM or Meridian to CS1000 the story is the same, the customer can upgrade to the latest technology whilst still protecting their original investment. To this end, they run many different retention offers and promotions which all provide a more logical choice for customers, who feel no need to look elsewhere for alternatives. To make it easy for our channel partners to show their customers the benefits of upgrading, we have put*

*together a number of promotions which will provide a cost-effective and straightforward upgrade process. So you really are missing out on a huge opportunity if Nortel is not part of your portfolio.”*

### **The right support makes all the difference**

New Nortel resellers need a knowledgeable and supportive distributor. Through a combination of their unique experience and close relationship with Nortel, Crane are able to look after their partners with a service that is second to none. Andrew explains further:

*“Our commitment to our partners involves not only skilled product-specific technical and sales support, but also training, marketing, lead generation, sales incentives and all of the other elements which go to make up a truly unique distributor offering. A classic example of this is our new CS1000 Business Club, an initiative which we are launching to help selected partners develop and win larger opportunities. This involves a range of dedicated marketing activities and Crane-specific product bundles – all supported by additional assistance from Crane and Nortel to close deals.*

*From the BCM50 right through to the CS1000, the Nortel product range offers the ideal solution for any size of business, but the Nortel portfolio is currently under-represented in the indirect channel so there is definitely room here at Crane for more new resellers. There is a high demand in the marketplace for the leading design, quality and value of Nortel’s award-winning products and we know that we can help our partners to make the most of that opportunity.”*

### **What our partners say . . .**

To illustrate Andrew’s comments, Crane asked two of their partners, who sell at opposite ends of the spectrum, for their thoughts on Nortel products and on Crane support:

*“We sell a lot of Nortel BCM products as it is the ideal choice for small businesses. It has big company features but at an affordable price, with the ability to simply ‘switch on’ additional features such as voicemail or unified messaging as required. From a customer’s perspective, the Nortel BCM is a lot of system for your money and it literally flies out of the door.*

*We have been buying Nortel products from Crane for nearly a year and we have found the technical and sales support teams to be very supportive, always willing to help and keeping us well informed of any new developments to the portfolio, which is definitely what you need from a distributor – along with good quality training and the right pricing of course!”*

**Justin Orde - Joint Managing Director, Spitfire Technology Group**

*“Central are very committed to the Nortel product suite and it definitely forms a key part of our portfolio. The combination of the CS1000 and the BCM for multi-site customers is a very compelling offer and one which many of our customers have implemented. We have also found the Nortel products to be ideal for upgrade opportunities and the story there is very strong and the investment protection makes it easier for us to demonstrate the benefits of the upgrade to the customer.”*

*Crane have been an excellent partner for us on the Nortel side and are always very helpful. They provide an excellent level of sales and technical support and we are extremely pleased to be working with them to supply the Nortel product range to new and existing Central Telecom customers.”*

**Julie White – Marketing Director, Central Telecom**