SYNERGY ASSOCIATES

WEEKEND RESPONSE

A Synergy Associates Success with Deliver IT Source

The Challenge

In the fast-paced world of IT infrastructure, unexpected challenges can arise at any moment. For the Dell customer, an IT and Data Security Services company, an urgent issue emerged on a Saturday morning. Their system was compromised, creating an immediate need for additional servers. Craig Schletty, Senior Sales Manager at Synergy Associates, received an urgent call from the end user's representative. The request was clear 10 servers needed to be shipped by Monday.

Deliver IT Source, a trusted reseller based in Colorado, has been a longstanding partner of Synergy's. Craig Schletty, who has a solid relationship with Deliver IT Source, was tasked with the critical mission. Leveraging his years of experience and technical expertise, Craig knew exactly where to turn to meet the urgent needs of their Dell customer.

DELL Technologies

The Solution

Synergy Associates, a Dell Technologies authorized distributor, specializes in sourcing high-quality Dell Recertified products. Dell Recertified servers offer the same warranty and performance as new servers, but at a fraction of the cost. These servers undergo rigorous testing and certification processes to ensure they meet the highest standards. Additionally, Synergy Associates' strength in sourcing means that we can find the right components quickly, ensuring minimal downtime for our clients.

In this case, although the specifications initially required by the end-user customer were not readily available, adaptability was key. Craig worked closely with Greg Teigen, Dell Product Manager at Synergy Associates, to reconfigure the available PowerEdge R660 servers to meet the end user's NVMe storage requirements. This collaboration ensured that the servers could be built and shipped without delay. Greg's in-depth knowledge of Dell Recertified products and Craig's expertise were instrumental in this rapid turnaround.

Understanding the critical nature of the request, Craig took swift action. He reached out to suppliers over the weekend to source necessary components and adapt the server specifications to what was available in stock. By late Sunday, a purchase order was secured, and the initial payment was wired.

On Monday, Synergy Associates began the expedited shipping process. Eight PowerEdge R660 servers were shipped on the same day, and the remaining two were dispatched on Tuesday. This meticulous coordination ensured that the customer received the necessary equipment in record time.

Key Takeaways

RAPID RESPONSE

Rapid Response Immediate action taken to source and ship critical server components.

TECHNICAL EXPERTISE

Effective collaboration between product managers and senior sales managers to reconfigure and deliver customized solutions.

COST-EFFECTIVE

Dell Recertified products provide the same warranty and performance as new servers, ensuring high quality at a lower cost.

STRATEGIC PARTNERSHIP

Strong, reliable relationships between Synergy Associates and their resellers ensure the highest level of service and support.

AGILITY AND RELIABILITY

Demonstrated ability to adapt quickly to urgent needs, ensuring business continuity for the end user.

SUPERIOR SERVICE

Synergy Associates offers next-day shipping ensuring exceptional service and quick turnaround times.

The Result

The successful delivery of the Dell Recertified PowerEdge R660 servers, reconfigured to meet the end-users specific compute requirements, within the tight timeframe underscored the agility and reliability of both Synergy Associates and Deliver IT Source. This project exemplifies Synergy Associates' commitment to excellence, their robust partnership with resellers, and their 'speed to value' in delivering critical solutions.

The Dell customer's crisis was averted, thanks to the rapid response and technical proficiency demonstrated by Craig Schletty, Greg Teigen, and the entire Synergy team. The use of Dell Recertified products ensured that the end user received high-quality servers with the same warranty and performance as new ones, and with significant cost savings. Moreover, the reseller received full Dell sales credit, an added benefit.

Synergy Associates continues to empower its partners with unparalleled support and innovative solutions. The collaboration with Deliver IT Source on this urgent project reinforces the value of strategic partnerships and the ability to deliver under challenging circumstances.

For more information on Synergy Associates and their range of Dell Recertified products, reach out to Synergy's team to learn more.

Contact Us

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