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# Riding the Wave: Working With Allies

By T.C. Doyle and Rich Cirillo, VARBusiness

Mon. Aug. 13, 2001

While fiercely independent, many small-business IT specialists agree that partners are vitally important to creating a viable business--especially during times of tough economic conditions.

"The key to success within the VAR community is coming out of partnerships, because at the end of the day, the technologies are so complex that not everybody can afford to hire the right type of people," says Future Computing's Singh, whose company gets about 70 percent of its revenue from SMB work.

To that end, Future Computing is a member of Tech Data's TechSelect network of SMB VARs, which connects solution providers around the country. "It provides us a great forum where we can...benchmark best practices and share ideas."

Eviciti, on the other hand, maintains a close working relationship with \$33 billion solution provider IBM Global Services, taking ownership of engagements and clients that fall below the scope and size normally handled by Big Blue. "They'll subcontract out Eviciti to complete that work," Abbott says.

What's more, Abbott says the relationship between the two companies changed last year when Eviciti started moving back to a product-selling model. "Last year, we made a commitment to IBM as a Web integrator channel partner that all we did was influence hardware, we didn't directly sell it. This year, I've reorganized the company so Eviciti will now get back into reselling hardware and software, including the iSeries, Websphere and Domino products."

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