



What Should You Look for in a **Value-Added Reseller?**

As you probably already know, a **value-added reseller (VAR)** provides services required by the end-user to ensure successful implementation and support. The added value can come from professional services such as integrating, customizing, consulting, training and implementing.

However, what VARs offer can vary tremendously—and when you're searching for the best one for your company, it can feel overwhelming.

So, what should you look for?

We're glad you asked! Ideally, a VAR serves as a trusted source that understands your business and can act as your advocate with manufacturers.

To see how much value your VAR is actually adding, see how many boxes below you can check.

Sales Liaison / Post Sales

The sales support group should take care of all client issues. This group is essential in maintaining day-to-day processes for your account. They address issues such as contract co-termination, new product quotes, inside sales information, and other details need to maintain proper licensing.

Order Processing

In today's world, responding quickly to security needs can make all the difference. That's why the team that takes care of your order should be dedicated to ensuring you have everything you need when you need it. A VAR's order-processing group should facilitate, coordinate, and monitor order processing at all points—from sales representative to order entry to distribution to client.

License Center Management

Let's face it: keeping licenses in order and up-to-date is time-consuming and prone to error because many networks deploy multiple security products over a wide geographical distribution. Your VAR should help by setting up all user center accounts, maintaining accurate records, assisting in the set-up of additional offices/users, and even changing an IP address associated with a license. In other words, your VAR should allow you to focus on securing the network instead of doing paperwork.

Contract Agreement Renewal Notification

There is nothing worse than finding out that a support or maintenance contract has expired just when you desperately need help. A VAR should keep track of your support and maintenance contracts and notify you when they need to be renewed or updated. As a result, substantial cost savings come from not having to upgrade "legacy" licenses that have expired.

Contract Co-termination

Complex security environments almost always consist of multiple pieces of hardware and software each with their own support and maintenance agreements. Juggling multiple start and stop dates for these important agreements can turn a security professional into a paperwork shuffler. A good VAR adds value and saves you time by putting together packages of contracts that all have the same start and stop dates. That way, you only need to execute a simple update once a year, leaving you more time to devote to the business of security.

Budgeting

A VAR should not only help you put together your upcoming fiscal year budget, it should also review items such as license renewal amounts, dates of renewal, support contract renewals, and opportunities to lower costs by co-terminating licenses or looking at innovative support options. In addition, it should aid customers with estimates for anticipated purchases.

Customer Advocacy

Advocacy takes customer service to a higher level so you receive more attention than you would elsewhere. A VAR should provide 24x7 availability for post-sales support, order processing, license management, renewal notification, user center management, and budget coordination. In addition to these services, the support group needs to work closely with the technical services division to ensure accuracy in technology selection and manage client satisfaction.

Business Acumen

This is often overlooked but a reseller should understand how to balance your security needs with your business needs. If you're overly diligent protecting your company from risk, it's likely you'll reduce also efficiency. Your employees need to spend more time working and less time on hold with the help desk.

Assessments

A VAR should be able to independently evaluate your security posture to provide a "health check" that identifies potential weaknesses and provides actionable recommendations based on industry-recognized standards. A reseller should offer a comprehensive suite of assessment services expressly intended to confirm that a client's controls are working as intended.

Consulting and Professional Services

A value-added reseller should be a resource that can act as a trusted advisor and offer supplemental services that can help your company reach its fullest potential. These services are independent of specific manufacturers or indeed not necessarily product-related at all. Engineering, Technical Support, Training and even consulting services such as vCISOs can help fill in any gaps needed.

How many boxes could you check off?

If your VAR isn't adding true value, you may want to reconsider your relationship. If you'd like to chat about the ways Cadre could help grow your business, please give us a call or drop us a line