



Perifel's People-oriented Approach Helps Customers Gain a Competitive Edge

By integrating IT into their business strategy

Perifel operates on the conviction that analyzing its customers' business strategy to align with technology will increase their competitiveness—and 18 years of excelling in the industry has validated this premise.

Perifel separates its business into two areas: Licensing and Consulting. The Licensing area has achieved Microsoft® Gold Licensing and Software Asset Management (SAM) certifications; Perifel helps its customers find the right licensing solutions for their needs, aligned to their company's vision with an exclusive Perifel program that supports the licensing lifecycle and maximizes the software investment. Perifel's Consulting business has earned the Silver Virtualization and Systems Management certifications and is in the process of obtaining the Silver Unified Communications and Gold Server certifications.

According to Perifel Director of Operations Mario Moreno, "The quality of life for the people of a company should lead to more hours to enjoy their personal lives, and with our solutions, we support that interest." Perifel's passion for innovation and its focus on the people of its customer companies led to 18% sustained revenue growth over the most recent two years and more than 30 new Volume Licensing customers. Moreover, the success of its people-oriented approach won Perifel the Microsoft® 2011 Sales Excellence Partner of the Year award in the category of Innovative Customer Advocacy.

Perifel has earned Microsoft® Sales Specialist accreditations in the areas of Unified Communications, Virtualization, Server Platform, and Systems Management, and it leverages this technical knowledge as it listens to the business needs of non-IT departments within its client companies.

"We began positioning ourselves as a trusted business advisor to BDMs within our customers; they see Perifel as an extension of their company that understands and shares their commitments, and with technology solutions to help achieve them. 40% of our new business is supported by customer references," Moreno noted.

He pointed out that the Perifel Microsoft Sales Specialist accreditations lead not only to a better understanding of the technology, but to the ability to turn a specific product feature into an integral business-oriented solution. "With technical skills a sales specialist is able to cross-sell Microsoft solutions up to a dynamic level; combining this with the right business scenarios knowledge, a Sales Specialist can deliver specific business benefits to decision makers in the customer organization and position himself as a trusted business consultant."

Fast Facts

Partner

Headquartered in Monterrey, Mexico, Perifel is a Microsoft® Gold Certified Partner and reseller that started its own mobile Microsoft Customer Immersion Experience (CIE) program called "Movilab." The company has earned Microsoft® Sales Specialist accreditations in Unified Communications, Virtualization, Server Platform, and Systems Management.

Website

<http://www.perifel.com.mx>

Software and Services

Microsoft® Volume Licensing
Microsoft® Exchange
Microsoft® Lync™
Microsoft® SharePoint® Server
Microsoft® System Center
Windows Server®
Microsoft® Hyper V™
Windows® 7
Microsoft® Office



Perifel has dubbed its robust solutions portfolio "Office Sweet Office 360°" (making an analogy to "home sweet home"). Part of the company's strategy is to establish control points on the achievement of the business benefits agreed on at the time of delivering the Infrastructure Optimization (IO) assessment. Upon completion of a project stage, Perifel conducts a review to show that both IT and business benefits have been achieved.

"With this review, we ask for customer approval to continue to the next level, and ask for a reference to the success achieved by each of the implemented 'Office Sweet Office' solutions," explained Moreno. "Every six months we launch a satisfaction survey to our customers asking if they are satisfied with our work, if they would recommend us, and at the end we ask 'Why Perifel?' This feedback helps us to identify areas of opportunity."

The initial IO model assessment helps define where the customer is and where it wants to be while determining the business benefits the different areas of the organization will receive through Perifel-delivered solutions. Leveraging its "Office Sweet Office 360°" solution portfolio, Perifel establishes contact with different areas of the business, generating trust and long-term relationships and keeping two-way communication with BDMs open.

"We built our 'Office Sweet Office 360°' portfolio using information from the Microsoft Partner Network [MPN] and our solutions are aligned with the Microsoft IO Model so we can quickly highlight the business and technical benefits of our solutions," Moreno said. "Using our Movilab (another strategy constructed with MPN material), we can ask our customers 'Will what you are testing help fulfill your needs?' We can customize specific business scenarios so the customer lives the experience of a real-life problem."

Perifel's people-oriented approach is not limited to its customers; the company strongly believes that its own people are its primary asset. Hence, the Microsoft® Innovative Customer Advocacy award underscores both Perifel's passion for innovation and its enthusiasm for delivering solutions that are ultimately designed to enhance quality of life.

Partner Experience Highlights

Accelerate the decision process

"Perifel presented solutions rather than products and demonstrated very clearly how the solutions applied to our business. This accelerated the decision process and allowed us to move faster with the implementation of Office 2010. We are moving forward with Perifel's support in these projects."

Fernando Enriquez, CIO, Cuprum

Create long-term, win-win business relationships

"We look for long-term business relationships on a win-win basis with our channel partners, and we believe that depositing trust, joined with business excellence, is part of the successful recipe. Perifel has demonstrated all of these elements and contributes to our Microsoft business in a remarkable way while complementing our products and services offerings with its solutions portfolio."

Mario Peinado, Microsoft Business Manager, Compusoluciones

Deliver solutions that provide value

"Perifel's 'Office Sweet Office' strategy made a lot of sense to Vector; it's well supported by mapping technological aspects with enterprise business processes, ensuring that IT investments are focused on giving value to the company and not simply throwing technology at problems. Again, I stick with the knowledge that Perifel is a company of professionals."

Raúl Madrazo Rangel, Infrastructure and Support Manager, Vector Casa de Bolsa