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Dan May  
Commercial Director, ramsac

## Overview

### Industry

IT Support / Microsoft Partner

### Business Situation

During their customer interactions, ramsac frequently encountered CRM requirements but no action was taken. The company didn't seek to offer direct CRM services and did not have a partner to pass these leads to.

### Solution

ramsac partnered with Preact to establish a non-competitive referral network that enables both companies to introduce new requirements for mutual benefit.

### Main Benefits

- ramsac has been able to provide added value by introducing selected customers with CRM requirements to a trusted partner
- New revenue stream for Dynamics 365 licenses
- Mutual references to help win new business
- Shared insights between organisations

## THE COMPANY

ramsac is a leading IT support and service company based in Surrey that offers a friendly, professional, and proactive 24-hour service to cut the stress out of managing technology.

The company operates as a virtual IT department for businesses, charities, and education providers, with its teams specialising in procurement, project management, installation, ongoing maintenance, technical support, and senior level IT management.

In 2016, ramsac was named in MSP Mentor's top 50 IT service providers, receiving a 100% customer satisfaction rating in a survey of EMEA Microsoft Gold Partners.

## THE PARTNERSHIP

ramsac and Preact have worked closely together since 2012 when Preact was appointed to support the company's usage of Microsoft Dynamics CRM (now Dynamics 365).

A natural synergy emerged between the two organisations and the relationship has evolved to the extent that both parties have referred many clients and sales opportunities to the other for mutual benefit.

As Dan May the Commercial Director at ramsac explains, prior to its relationship with Preact the business avoided CRM requirements:

*“Previously we shied away from getting involved in any CRM opportunities and we didn't trust anyone to refer our customers to.*

*ramsac is an IT managed services provider and we don't have the skillset to implement or support our customers usage of CRM. Bringing these processes and responsibilities into our existing business model presents a considerable challenge, and ultimately this wasn't a route that we wanted to follow.*

*In the absence of having a trusted partner, we considered it was better to leave these CRM opportunities on the table rather than risk introducing our valued customers to a business that might let them down by providing a poor experience.”*

Impressed by Preact's approach for managing their own CRM system, ramsac began introducing some of its clients as Dan continues:



***“We consider Preact to be as a safe pair of hands to handle CRM opportunities that we refer on behalf of our customers.”***

***There are many instances that we've provided references for each other and created numerous win / win situations.”***

Dan May  
Commercial Director, ramsac

*“It was quickly apparent that both parties are on the same page in their approach and each is committed to offering the best advice to its customers. As such, we consider Preact to be as a safe pair of hands to handle CRM opportunities that we refer on behalf of our customers.”*

*From the outset, it has never been a ‘them and us’ situation. Both parties roles and responsibilities are very clear and there isn't any overlap or competition between us in terms of our respective services.*

*We have complete confidence that Preact is able to add value through the specialist skills and expertise they have in Microsoft Dynamics 365.”*

Reflecting on ramsac’s alliance with Preact, Dan cites a major factor in its success:

*“Like any good partnership this is built on the basis of a relationship rather than simply a commercial agreement. This has developed over time but it has always been of a high quality. Both parties fully trust each other and are committed to helping one another. There are many instances that we've provided references for each other and created numerous win / win situations.”*

Summing up, Dan highlights how its partnership with Preact has benefited ramsac:

*“Preact has made a lasting impression on our customers which reflects positively on ramsac having made these introductions. Furthermore, we have also seen a positive contribution by adding Dynamics 365 licensing to our recurring customer billing as we look to grow the value of these relationships.”*

Selom Bulla, Managing Director at Preact commented on the strength of this relationship:

*“The values of our respective organisations are closely aligned which is the foundation for our excellent relationship with ramsac.*

*Both parties are helping the other because we realise it is not a zero-sum game. Each partner’s expertise is effectively leveraged and the success of this partnership is the result of time, effort, vision and great two-way communication.”*

To learn more about ramsac, visit [www.ramsac.com](http://www.ramsac.com)