



Partner Profile

Wasp Solutions: The Right Fit for Powers Scanning

FINDING THE RIGHT MATCH

When Powers Scanning Solutions first works with a prospective client, the provider of inventory, asset-tracking and point-of-sale solutions learns as much as possible about the company's infrastructure, methodology and challenges in order to recommend the most appropriate solution for its needs. And so, when Powers Scanning wanted to find a vendor partner to provide barcode and time-management solutions, the value-added reseller (VAR) turned its due diligence expertise to the developer ranks.



At an event hosted by distributor Ingram Micro, Powers Scanning met Wasp Barcode Technologies and, after further researching and demoing the developer's technologies, determined Wasp met the rigorous standards of Powers Scanning and its clients, said Don Powers, president of the Covington, Georgia-based VAR.

"Wasp was the right fit. What first differentiated them in the space is that their product is better," Powers said. "The way they deal with their channel partners is better. And the way they get leads out to their channel is better."

LEADING THE WAY WITH WASP

Powers Scanning, which opened its doors in 2008, has successfully transformed Wasp-generated leads into revenue and ongoing customer relationships, said Powers, who has been involved in the IT business for more than 20 years, working at distributors, VARs and service companies.

"We invested in becoming a Wasp partner and they reciprocated by giving us leads - more than any of our other partners give us," he said.

Partner Case Study At a Glance

INDUSTRY

VAR (Value Added Reseller)

ORGANIZATION PROFILE

The Atlanta-based value-added reseller, which opened in 2008, was founded by technology veteran Don Powers, who has been in the reseller and technology business for more than 20 years. The company serves small and midsize businesses, with a focus on productivity solutions and a commitment to help business owners grow and improve their businesses.

SITUATION

The VAR wanted to add productivity solutions from a technology vendor that shared its focus and commitment to small and midsize businesses.

RESULTS

Powers Scanning discovered and partnered with Wasp Barcode Technologies, which provides top-quality solutions and support, as well as qualified leads that now account for about 70% of Powers Scanning's business. The VAR successfully adds high-margin professional services, plus other technologies, to many of its sales, further boosting revenue and profits.

KEY WASP SOLUTIONS IMPLEMENTED AND SUPPORTED

- Inventory Control
- MobileAsset
- Time and Attendance
- QuickStore Point-of-Sale (POS)



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Having received these leads from Wasp, Powers Scanning followed-up and won contracts with clients such as United Parcel Service, the Arizona Cardinals, Harris, International Paper, and General Dynamics, said Powers. In fact, leads from Wasp currently account for about 70% of the VAR's business, he said.

"It's a 'Who's Who' of clients," Powers added. "The opportunity for any reseller to benefit from this relationship is truly there. You get out of it what you put into it. I could go on and on naming names. We've done everything from school systems to jails, small businesses to enterprises. It's hard to focus on a specific vertical because the program's so open and useful to so many businesses."

GOING BEYOND THE BASICS

By focusing on services, Powers Scanning frequently extends the relationship beyond Wasp's time and attendance or inventory solutions, often adding professional services, wireless networking and professional services such as support, training and implementation, Powers said.

During the pre-sales process, the VAR discusses prospects' needs, honing in on many of the details that could derail a less well-planned barcoding implementation, he said. Powers Scanning captures and keeps all this information on a spreadsheet for future reference, since this attention to detail frequently helps it seal a deal, said Powers.

Although Wasp's InventoryControl software includes a wide array of ready-to-use prebuilt reports, many Powers Scanning clients tap the VARs' expertise at creating custom Crystal Reports files, another way in which the vendor differentiates itself from competitors, Powers said.

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- Don Powers, President,
Powers Scanning Solutions

"We have never done two installs that were remotely like each other. That's where working with a VAR really pays off for our clients," he said. "Wasp gives us that flexibility and muscle. We do a lot of customization of labels, reports and receipts, and we use custom fields to optimize the solution to best-fit a particular project."

FUTURE BUZZ

As Powers Scanning cements its reputation in the barcode, inventory and POS markets, the company plans to further boost its own marketing initiatives, building its own online presence and participating in regional and vertical-market events, Powers said.

The VAR also will continue to collaborate with Wasp, building on its already sturdy foundation, to ensure customers large and small have the tools they need to manage their businesses cost-effectively and efficiently.

"Our relationship with Wasp has opened up new opportunities for us," said Powers. "It has let us build our brand. This is truly a partnership."