



# Leveraging SYNNEX for reselling Microsoft Cloud can double business without increasing employee count

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—Dean Edouarde, Group Vice President, UGM Enterprises

UGM Enterprises (UGM) wanted to give its customers the advantages of cloud-based services. By opting to sell Microsoft Office 365 and Dynamics offerings through SYNNEX, UGM increased its number of new accounts by four times and its seat count by a factor of two—without needing to add any internal staff. The IT distribution and outsourced services from SYNNEX, including free cloud migration services, make it possible for UGM to continually add value to its customers' environments and better address their unique business needs.



UGM Enterprises

<http://UGM.com>

6 employees

Los Angeles, California

Management consulting

Launched in 2003, UGM Enterprises provides customers throughout the United States with on-premises, cloud-based, and hybrid solutions and services, including off-the-shelf offerings and custom apps.

Work smarter, not harder. It's an old adage but still relevant today, particularly when it comes to technology. Companies large and small grapple with decisions over what software to buy, where to deploy it, and how to use it. They know that the right systems can solve problems and boost their efficiency, but it can be difficult and time-consuming to determine which ones fit their needs best and will deliver a positive return on their investment. UGM Enterprises eases those burdens for its customers, helping them streamline operations, maximize productivity, and glean insights from their data—without overspending.

### Evolving to better serve customers

Headquartered in Los Angeles, UGM has steadily optimized both its selection of software and service offerings and earning potential. Founded in 2003, the company began as a traditional value-added reseller (focusing on hardware sales and software licensing sales). But that changed five years ago with the cloud. Today, UGM provides solutions to a wide range of clients from SMB to Enterprise. These include standard applications like Office 365 and Dynamics, as well as custom apps, front-end integrations and business intelligence.

### Adding flexibility and services—not overhead

UGM chose SYNNEX to be their Microsoft distributor. They saw that through partnership, they could leverage the services and support provided by SYNNEX to help “lighten the load” on UGM. This strategy has allowed them to grow customers and add seats, without hiring additional sales and support staff.

When a new customer needs help with migration and deployment, UGM is able to rely on SYNNEX, which offers free or reduced cost migration. UGM has confidence that its customers will make a smooth transition to their new services, without devoting UGM time to the technical details. In this way, UGM can maintain its small, agile team and focus on other, more strategic interactions with customers. “How do we do it? The answer is SYNNEX,” says Dean Edouarde, Group Vice President at UGM Enterprises. “We rely heavily on the cloud migration services SYNNEX offers—some of them free—to make the most of our ability to be the interface to the customer.”

### The value of partnership

When it comes to distributors, UGM finds the margins at SYNNEX to be some of the best in the channel, and continues to be impressed with the recent customer-inspired changes that SYNNEX has made to its CLOUDSolv portal.

As the cloud market continues to expand, UGM anticipates additional growth through its ongoing partnership with SYNNEX. “We look forward to continuing our relationship with SYNNEX and benefiting from the investments it makes in its partner community,” concludes Edouarde.

“The changes that SYNNEX has made over the last 24 months have been absolutely spectacular.”

—Dean Edouarde, Group Vice President, UGM Enterprises

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## For more information

For more information about SYNNEX products and services, call (866) 226-7532.

[www.synnecorp.com/Microsoft](http://www.synnecorp.com/Microsoft)