

IAMCP Partner Profile: DMC and the Dividends of Investing in IAMCP

Investing time and effort into IAMCP returns big dividends for [DMC, Inc.](#) When Rick Rietz, Director of Consulting Services at DMC attended his first IAMCP meeting in Chicago he did not foresee that he would boost his business by 10%. Nor could he have known that along with that increase in business he would come to trade in a new, more valuable kind of currency—one based on trust and credibility.

It was a Microsoft representative who suggested to Rick that the quickest path to success was getting involved with IAMCP and developing relationships with others in the community.

Rick was more than willing to give this suggestion a shot but approached his first IAMCP meeting with trepidation. His expectation was that he would greet a room filled with companies that all had similar offerings and that were competing for the same customer business. Rick recounts how thrilled he was to have his assumptions challenged:

“I was struck by how little overlap there was between what DMC does and what other partners offered and how open everyone was to talking about real business challenges.

Better still, is how open everyone is to working together to assist in addressing those challenges”.

In the two years since becoming involved in IAMCP, DMC has developed a referral network that has positioned the company as a trusted advisor to its customers. Rick explains that before IAMCP, if a customer needed a service that DMC did not offer, he would have to turn the customer away and hope for the best. Now, he is able to refer his customers to a network of trusted and knowledgeable Microsoft partners.

To illustrate his point, Rick described a DMC customer with home office employees who needed end-user support, something that DMC does not do. Instead of just turning down the business, Rick looked to his IAMCP contacts. Leveraging this network he was able to introduce his customer to another partner that provides 24x7 help desk services. This partner was able to establish a multi-year contract thanks to DMC’s introduction. It was a win for all involved—the customer saved time in the search for the services they needed and viewed DMC as a collaborative problem solver.

The beauty of the referral network is that it is two-way. Rick relates another story of an infrastructure partner that introduced DMC to one of its customers struggling with a SharePoint implementation:

“The infrastructure partner set up a meeting with the company’s president and immediately we talked about what was wrong and how to build a plan to get back on track. By being introduced through another trusted partner, we skipped over the jumping through hoops stage and got right at the



DMC
Smart People. Expert Solutions.®

DMC excels at helping clients automate processes. Its Consulting Services team is comprised of experienced business and technology consultants focused solely on using Microsoft tools to improve business processes.

DMC has approximately 85 employees located in Chicago, Denver, Houston, New York City and Boston.

important issues the customer was facing.” That introduction resulted in \$100k of new business and the addition of a long-term client for DMC.

Rick is enthusiastic about the economics of IAMCP partnerships, “in these examples as well as countless others within our IAMCP network, we aren’t trading dollars, or including a mark-up for referrals. The

“In 2015 alone, networking and referrals through IAMCP have resulted in over a 10% increase in revenue.”

-Rick Rietz, Director of Consulting Services, DMC, Inc.

currency is trust and knowing that referrals will come back around.”

So far in 2015, Rick estimates that IAMCP networking and referrals alone have boosted revenue by over 10%. He likens it to having many senior sales people working for you, but not on your payroll.

While a trusted referral network and new business opportunities are great, Rick believes the benefits do not

stop there. He highlights the following:

- **Strong peer network.** IAMCP offers strong peer networking opportunities to discuss business and practice issues like hiring approaches, running an effective business and new ideas.
- **Top-notch educational opportunities.** DMC takes advantage of the excellent training made available through IAMCP. Rick was able to send a new sales rep on a multi-day workshop making that rep’s onboarding experience a positive one and enabling DMC to set up for success.
- **Being a trusted advisor and connector.** When DMC connects customers with the right partners to solve problems, it further cements DMC as a trusted advisor in the eyes of its customers.

When asked what he would tell others about IAMCP Rick says, “The best advice I can give to others is to join IAMCP and make an investment of your time. Go to the monthly meetings. Everyone is a connector and will introduce you to someone else. Stick with it. Investing in IAMCP pays dividends in the form of new business, an excellent peer network, education, and how your customers will view your ability to help them.”