

IAMCP Partner Profile: Action Point Strikes Gold Partnering with IAMCP

“Since adjusting our strategy to market through partners and joining IAMCP, we’ve seen a 300% increase in our business”.

That attention grabbing statement is attributed to Tim Martin, Business Development Manager of [Action Point](#), a custom software development company based in Limerick, Ireland with offices in London and the United States.

Tim (situated in Los Angeles) was first introduced to the organization through another IAMCP Partner, [Alvaka Networks](#). What exactly sold on him on joining the organization? Funny enough, it was the lunch. Reflecting on that first meeting in Playa Del Ray, Tim laughs and says, “Indian food was served at the meeting and it reminded me of Ireland where curry is very popular—it felt like home.”

On a serious note, Tim explains his first IAMCP meeting experience in more detail: “I quickly realized that IAMCP members are high-caliber, talented, business-savvy people. They represent companies with whom I could form profitable, mutually beneficial partnerships.”



Action Point helps organisations unleash new growth opportunities through technology. They develop **custom enterprise applications** which boost revenues, spur innovation, and significantly improve operational efficiency. Services include: legacy system migration, process automation, new product/service development and IOT enablement.

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As a custom software development company, generating leads and finding the right partners can be like locating a needle in a haystack. Not every customer needs, or can afford, a custom software solution. Before joining IAMCP, Action Point was finding the process of identifying and qualifying customers time-consuming. The company wanted to drive better results from its marketing spend.

Building on experience gained through participation in IAMCP has proven to be the most effective path to new business as Tim explains, “With IAMCP, every meeting results in a solid set of actions,

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-Tim Martin, Business Development Manager Action Point

connections, leads, and opportunities. I know everyone that I meet is a potential partner”. By way of example, Tim attributes two new opportunities that have hit the proposal phase as the direct result of having attended a previous month’s meeting and connecting with Bill Hole, IAMCP President of the [IAMCP So Cal North Chapter](#) and Cort Baker of [General Networks](#).

Action Point highlights the following benefits of belonging to IAMCP:

- **Time savings.** Finding the right partners with common objectives is fast and easy. That leaves more time to focus on building the business. According to Tim, “I don't have to spend 45

minutes telling them about Action Point. We get to the business of the solution and technical discussions quickly.”

- **More qualified leads.** IAMCP members quickly connect one another with new, high-quality customer opportunities.
- **Better marketing results.** Every dollar spent on marketing activities with IAMCP can directly be attributed to growing the business.

Action Point continues to deepen its involvement with IAMCP. David Jeffreys, Action Point CEO, recently attended the Worldwide Partner Conference in Orlando where he got to see IAMCP in action firsthand. He did not hesitate to sign-up his company’s Ireland and London offices.

Meanwhile, back in Los Angeles, Tim is closely involved in helping to build the IAMCP community which includes volunteering and sponsoring meetings. According to Tim, “IAMCP’s highly regarded reputation and having their recommendation are vital to Action Point’s success and we’re proud to be associated with the organization. For anyone not already a member, join now – there is only upside.”