

New revenue opportunities brighten IT consultancy's future

DG Technology Consulting taps into the Dell Technologies Partner Program to open doors and expand its business.

Partner profile



Information Technology | United States



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Deborah Gannaway

Founder and Principal, DG Technology Consulting

Business needs

When many clients started work-from-home models, DG Technology advised them on securing their employees' endpoints for remote use. A customer request led DG Technology to expand its customer offerings with the help of the Dell Technologies Partner Program.

Business results

- Boosted revenue by 24% through growth in solution sales.
- Improved staff productivity by 14%.
- Assures its clients of secure solutions throughout entire supply chain.
- Creates future business growth opportunities.

Solutions at a glance

- [Dell Latitude laptops](#)
- [Dell Precision workstations](#)
- [Dell laptop docking stations](#)

Florida-based DG Technology Consulting helps its clients — medium to large enterprises with 1,000–10,000 employees — secure critical data, apps and infrastructures across their data centers, clouds and user endpoints. At a time when many of the company's clients had to quickly adopt work-from-home operating models, the firm advised on how to improve PC security for those remote employees. Then, one client's special request opened an unexpected opportunity.

Deborah Gannaway, principal at DG Technology, founded her 11-person, completely women-owned company in 2007 after a 20-year career as a high-tech sales executive. She recalls a watershed moment: "We had built our security business to be hardware agnostic, but a client specifically wanted us to provide them with Dell Technologies laptops, workstations and docks instead of a competitor's brand that they had been using. This led us to the Dell Technologies Partner Program. We signed up to take advantage of its many benefits, a key one being the sales assistance we get to drive new revenue today and lay a foundation for solution sales in the future."

Easy onboarding, consistent responsiveness

According to Gannaway, the program's onboarding experience was impressively smooth and relatively fast. "In less than a month, Dell Technologies reps had met our whole team and gotten us set up and ready to start taking orders," she says, noting that this kind of responsiveness is a hallmark of the program. "Whatever we need, Dell Technologies gets back to us quickly, unlike our past vendors."

Gannaway adds that becoming an authorized Dell Technologies Partner couldn't have been more timely. "Like so many businesses, and even our own clients, we had to rethink how we operated, adapt to new circumstances and be flexible for our clients," she says. "By partnering with Dell Technologies, we have so many more opportunities than we had before. In fact, our earnings have grown by about 24%."

Secure solutions and an expanded revenue base

The additional technology solutions and expertise available through the Dell Technologies Partner Program have impressed Gannaway — and her clients. In effect, the program has enabled the firm's staff to boost their collective productivity by 14%. It has also equipped them to solve a broader range of client challenges with more consulting services and focus on strengthening client relationships. "Dell Technologies solutions, especially around servers and storage, align brilliantly with our 'security first' mantra," Gannaway says. "Plus, our clients are assured their solutions are secured throughout the entire Dell Technologies supply chain."

The firm is now looking at direct home delivery using the Dell ProDeploy Client Suite as well as opportunities across Dell Technologies security offerings, data center portfolio and as-a-Service offerings through Dell APEX Cloud Services. "The cloud is where we see future growth, and the Dell APEX platform provides a total solution for our clients," Gannaway concludes. "Our future is brighter than ever. With our partnership, we've sharpened our competitive edge and can close bigger deals, expand operations and better meet — or even exceed — our clients' expectations."



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Can Dell Technologies help add 24% to your sales? [Learn more.](#)



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