

Case study

How Business Integrated Technology Solutions Benefits from Reselling IceWarp in the US



Business Integrated Technology Solutions LLC



Based in
the USA



IT reseller & L1 Tech
Support Provider



780
users



Cloud
& on-premise

Business Integrated Technology Solutions LLC (BITS) is a US-based IT reseller and L1 technical support provider. **With 11 clients, including everything from doctors to loggers**, and a total of 780 users under its wing, BITS has

made a name for itself by **optimizing quality solutions**. And all of this is made possible by a team of only 5 dedicated employees!

Case study

“ Our main concern has always been providing our clients and their users with high-quality, time-efficient tools, specifically tailored to whatever their field of operation. One minute, we’re assisting medical professionals, and the next, providing support to craftsmen at a woodworking shop. ”



JOHN CRABB,
OWNER OF BITS

Key Challenges

Find a dependable and functional tool to offer clients in the US.

Implement a scalable solution that could grow alongside its clientele.

Supply clients with reduced operation costs without compromising data security.

Advantages

Option to offer both cloud and on-prem solutions for end users.

Direct communication lines and marketing resources with IceWarp's partner program.

High resale value in a market full of potential clients seeking an alternative to traditional business tools.



16+ years of partnership

Business Integrated Technology Solutions LLC discovered the IceWarp partner program all the way back in 2008. 16 years later, the partnership has proved more than mutually beneficial, especially with modern features like cloud storage, which BITS now offers its clients.

“I myself have been an IceWarp user since 2008. And after all these years, I’ve never found a better business tool solution or a reason to switch. That’s why I wanted to introduce IceWarp to the US market, where small and large businesses alike are always looking for ways to avoid conglomerates like Microsoft and Google.”

Because BITS has been a long-term partner, it’s watched the introduction of every new IceWarp innovation. Today, it offers its hundreds of end users L1 technical support, ensuring they get the most out of their IceWarp experience.

“With the recent introduction of cloud storage, we’ve made a concerted effort to help on-prem users upgrade to this new feature. And because IceWarp’s such a secure and dependable product, many US customers view this as a necessary step towards the future – a future we’re happy to help them achieve.”

– JOHN CRABB, OWNER OF BITS

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A dependable and functional product

IceWarp's multifunctionality and reliability make it an easier product to sell abroad.

An M365 and Google Workspace alternative

US customers are often searching for alternative business tool solutions.

Easy-to-use tool

Partners and users alike find IceWarp convenient to use, thus alleviating support issues.

IceWarp Partner Program

Full access to sales and marketing materials + 24/7 partner support.

Both cloud & on-premise

Cast a broader net by offering clients both on-prem and Cloud storage options.

Cost efficiency

Because IceWarp is fully customizable, BITS can offer clients exactly what they need while never paying for what they don't.



Benefits for BSMC

Case study

“ After 16 years of partnership, BITS is already looking forward to another 16... and many more years after that. ”



JOHN CRABB,
OWNER OF BITS