

Spectrum Mobility

Customization Doubles Revenue for Agiloft Partner

A Challenging Business Climate

In 2015, Texas-based Spectrum Mobility, which harnesses advanced technologies to optimize companies' business processes, was looking to expand its offerings. Its client base—in the oil and gas industry—was suffering, and the company knew the industry would take a while to recover. "The first thing our customers cut was technical consultants like us," recalled CEO Aytan Leibowitz. "We needed to find other areas where we could leverage our current skill set. We focused on how to use our skills in business analysis and business process optimization in a lucrative way." He decided to reach out to companies in other industries, and began consulting for a California-based branding company.

Discovering Agiloft

While researching technical solutions for this client, Leibowitz discovered—and became enthralled with—Agiloft's platform. "We come from a custom software background, and always look for the best products for our clients," he said. "So, we were very impressed that Agiloft was so easy to customize—without the writing of any code."

"We were very impressed that Agiloft was so easy to customize—without writing any code—and any changes we made were immediate."

— Aytan Leibowitz, CEO

Inspired, he asked Agiloft's Director of Partner Relations, Brandon Wright, about possible partnership opportunities for Spectrum Mobility. Extremely receptive, Wright explained the partner tiers and invited Aytan to apply to become

a Gold Reseller.

Solid Gold

"The partner certification process was streamlined, and each step was simple to accomplish, with Agiloft's support throughout," recalled Leibowitz. "Agiloft makes it easy to learn, with an online course that you can do at your own pace. On top of that, the company gives you your own Agiloft knowledgebase to customize and test, so you get to practice



Partner Tier

- Platinum Partner

Onboarding Experience

- Top notch partner support with streamlined path to certification
- Excellent online training tools and personal knowledgebase for practice and experimenting
- No code platform allows easy customization and development of new applications

Marketplace Experience

- Top ratings on online review sites and multiple awards for platform and applications results in strong demand
- Robust support for pre-sale and consulting services ensures high client satisfaction and repeat business
- Customer demand for out-of-the-box applications results in healthy pipeline

Program Benefits

- Industry-leading margins of 35-45% on recurring SaaS revenues
- Partners keep 100% of consulting and implementation services revenue
- Support for co-marketing and lead generation
- Support for pre and post-sale activities
- Referral, reseller, and white label opportunities
- No minimum sales requirement and free development license

Date of publication: 7/28/2017

can do at your own pace. On top of that, the company gives you your own Agiloft knowledgebase to customize and test, so you get to practice and experiment freely." By October 2015, Spectrum Mobility had become a Gold Reselling partner, and began making sales, increasing its revenue stream.

Going Platinum

By early 2016, Agiloft was so impressed by Spectrum Mobility's channel sales volume and quality of implementations that it invited the company to apply to become the highest level of partner: Platinum. Once Spectrum Mobility had earned that status, Agiloft began awarding them implementation subcontracts.

"Spectrum Mobility has demonstrated expertise in selling and implementing Agiloft software, meeting our high standards for support and customer satisfaction," said Wright. "We have complete trust in their expertise, and have watched them live out that trust through successful implementations with customers from SMBs, to the largest healthcare campus in Texas, and many more companies. We see them as an innovator and a close partner." In turn, Spectrum Mobility appreciates Agiloft's collaborative, always-helpful staff. "They always provide everything we need, making us an integral part of their business. It's the ideal partnership," observed Leibowitz.

A Fruitful Partnership

"This partnership has been extremely rewarding for us," explained Leibowitz. "We have a recurring revenue stream from sales we make, plus income from implementation projects. Agiloft's revenue sharing rate is at the top of the industry, and there is room for growth too. So, if we surpass a certain number of sales, our percentage will increase."

Today, a majority of Spectrum Mobility's business centers around Agiloft. Both its staff and revenue have doubled. In addition to continuing to resell and install Agiloft for its own clients and to fulfill implementation subcontracts for Agiloft customers,

Spectrum Mobility plans to build custom, white-label applications for oil and gas, legal, and many other industries on top of Agiloft's flexible, extensible platform. "We see a long, bright future with Agiloft," said Leibowitz.

"This partnership has been extremely rewarding and lucrative for us."

- Aytan Leibowitz

About Agiloft's Partner Program

Whether you are a vertical service provider, IT consultant, system implementer, or reseller, you can quickly grow your revenue opportunities by partnering with Agiloft. Here's why your company should consider doing so:

- **Consistent Top Ratings from Customers and Analysts:** Our wide range of business applications consistently receive the highest ratings from our customers on Capterra, G2 Crowd, and TrustRadius. Agiloft has recently won a number of industry awards including a gold Stevie award for platform as a service, best contract management system from PC Mag, and Info-Tech's best value for money for its service desk application
- **Industry-leading Margins:** Certified resellers earn 35-45% revenue margins, with ongoing revenue for the life of the contract, plus 100% of professional services revenue.
- **Full Range of Applications:** Start by reselling our best-of-breed Contract Management and Help Desk solutions, or develop your own custom, white-label application.
- **Rapid Growth:** Customer demand for Agiloft's unique technology is driving growth of over 50% per year.



- **Limitless Scalability:** Agiloft can meet the scalability, uptime, integration, and security needs of companies ranging from start-ups and SMBs to global Fortune 100 corporations, including Chevron and AT&T.

Agiloft's revenue sharing rate is at the top of the industry, and there is room for growth. So, if we hit a certain number of sales, our percentage will increase."

- Aytan Leibowitz

- **Endless Adaptability:** Our agile solution allows deep and rapid customization on every level, so it adapts easily to suit a diverse range of vertical industries, but remains nimble enough to serve niche markets.

Apply to become an Agiloft Partner at:

<https://www.agiloft.com/partner-programs.htm>.

About Spectrum Mobility

Spectrum Mobility harnesses advanced technologies to optimize companies' business processes. With roots in the oil and gas industry and extensive Knowledge Management expertise, Spectrum Mobility helps improve companies' bottom lines. Learn more at <http://spectrum-mobility.com/>.

About Agiloft, Inc.

Over 3 million users at organizations ranging from small enterprises to U.S government agencies and Fortune 100 companies depend on Agiloft's top rated product suites for [Contract Management](#), [Service Desk](#), [Custom Workflow](#), and more. Agiloft specializes in automating processes that are too complex for competing vendors. Our best practice templates and adaptable technology ensure rapid deployment and a fully extensible system. For more information, visit <https://www.agiloft.com>.