

# The Faronics Channel Partner Program - **An Interview With iNetwork Software**

CASE STUDY



# The Faronics Channel Partner Program



Terri Salinas, Vice President of Operations for Bakersfield, CA, based iNetwork Software, sat down with Faronics to share some of her thoughts regarding Faronics' products and Channel Partner program.

## **Q: What are iNetwork Software's goals and strengths?**

iNetwork Software has established itself as a leading provider of IT solutions and services to education and small-size companies. Our solution offerings include network, security, telephony and IT management. We've been in business for over five years, and currently have nine employees and two offices in California. Along with Faronics, we are partnered with other industry-leading technology providers such as Cisco Systems, Microsoft, HP, and Dell.

## **Q: What attracted you to Faronics' Channel Partner program?**

As soon as we came across Faronics Power Save, we knew it was a perfect fit for our customer base. We were looking for a way to take advantage of the growing IT demand for energy-friendly products and solutions since many of our education and business customers have large computer deployments. iNetwork's CEO, Gabe Salinas, discovered Faronics and Power Save at CETPA 2007 and saw the potential right away. Power Save gave us the ability to offer our customers a practical computer energy-management solution that was well suited to their everyday needs.

"I am very happy about the strong partnership that we have developed with Faronics' Channel Partner team."

### **- Terri Salinas**

Vice President of Operations for Bakersfield, CA, based iNetwork Software



In addition to Power Save, Faronics' other solutions are perfectly suited for areas where absolute control of computer systems is required. Faronics fills a niche in the system control industry that is just not solved by others.

**Q: How long have you been in the industry, and how long have you been a Faronics Channel Partner?**

We have been in the technology industry for over five years, and have been a Faronics Channel Partner for 10 months.

**Q: Which of Faronics' Channel Partner benefits do you particularly enjoy?**

I am very happy about the strong partnership that we have developed with Faronics' Channel Partner team. We've always been able to access their in-depth knowledge of the market when we needed it, which has made them a great source for partnership advice when needed. We've enjoyed Faronics' pre-sales support through webinars and conference call which has helped drive our business and scale our selling efforts. Faronics' pre and post-sale technical support for our customers has also been incredible.

Plus, having a dedicated and responsive Channel Account Manager to deal with at Faronics has simplified and streamlined the business processes between our two companies! We definitely feel they complement our team in a positive way.



**The iNetwork team demonstrating their commitment  
to Faronics Power Save**

**Q: How has being a Faronics Channel Partner  
increased your business?**

What I like about the Faronics Channel Partner Team is their proactive nature. Faronics shares leads with us, and their co-marketing initiatives have helped increase our business and company awareness as well. In fact, thanks to Faronics' consistently strong marketing efforts, many of our customers are already familiar with the Faronics brand. It's made selling other products and services to both new and existing customers easier, which has been a plus for both iNetwork and Faronics.

**Q: How has your overall experience with Faronics  
been?**

The overall experience with Faronics has been great, from the technology department to the first time we met Vik Khanna, Faronics Senior Vice President and COO - we could not ask for a better partner to be reselling for!



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Faronics' solutions help organizations increase the productivity of existing IT investments and lower IT operating costs. Incorporated in 1996, Faronics has offices in the USA, Canada, and the UK, as well as a global network of channel partners. Our solutions are deployed in over 150 countries worldwide, and are helping more than 30,000 customers.

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