

## Simplifying IT procurement with one-stop shopping

iPower Technologies' customers get the technology solutions they need and the means to acquire them.



Partner profile



Information Technology | United States



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**Jarrett Pavao**

President, iPower Technologies

### Business needs

iPower Technologies prides itself on the white-glove service it delivers to its customers, and it wanted to serve more midmarket companies and win larger opportunities. To expand its customer base and help organizations move IT acquisition from a capital acquisition to an operating expense model, iPower Technologies needed a portfolio with both technology and acquisition solutions.

### Business results

- Secures a single solution source for both technology and financing.\*\*
- Helps customers conserve capital and cash.
- Expands potential markets to larger enterprises.

### Solutions at a glance

- [Dell Technologies APEX Flex on Demand](#)

Simple, predictable and worry-free are words that don't often come to mind when thinking about IT. Given the rapid pace at which technology is advancing, keeping IT infrastructure modern can require major capital investments. At the same time, organizations are increasingly trying to move capital expenses (CapEx) to operating expenses (OpEx) to conserve capital for other uses.

That's where iPower Technologies, a Dell EMC Gold Partner, comes in. The company helps customers modernize aging IT infrastructure with a flexible, tailorable solution — Dell Technologies APEX Flex on Demand. APEX Flex on Demand is a pay-per-use flexible consumption model for custom configurations, delivering elastic capacity that is measured at the product level.

## Increasing budget power with OpEx

Founded in 2009, iPower Technologies has grown organically but struggled to be one source for both end-to-end technology and acquisition solutions. Now, the IT provider better serves customers and expands opportunities by offering Flex on Demand. "We get larger opportunities because we have access to the Dell Technologies product line, support and credit," says Jarrett Pavao, president of iPower Technologies.

According to Pavao, organizations often overprovision to scale, but that can mean stretching capital or pausing other IT projects. iPower Technologies can help customers move from CapEx to OpEx acquisition models, freeing up cash for other investments.



"We work with companies across numerous verticals and they all see cost savings with APEX Flex on Demand based on peak and valley use requirements."

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Enables  
company  
growth.

## Scaling technology to match business changes

When a Florida-based professional sports team struggled to accommodate its data, which fluctuated significantly depending on whether the team was in season or not, iPower Technologies stepped in. Using Flex on Demand, the team saves capital and has a solution with immediate availability that easily scales up and down.

But this team isn't the only one benefiting from the solution. "We work with companies across numerous verticals, and they all see cost savings with APEX Flex on Demand based on peak and valley use requirements," Pavao says.

## Gaining flexibility to overcome challenges

Agility, flexibility and scalability across various digitally supported touchpoints are critical for customer service excellence and require modern technology, which not every organization can immediately afford. iPower Technologies can still offer a solution. "We're helping our customers through economically challenging times because they can acquire the technology to stay competitive with APEX Flex on Demand," Pavao shares.

Recently, iPower Technologies helped a hotel that was struggling financially due to decreased tourism. The hotel was using outdated technology and knew it needed to modernize but lacked the budget. iPower Technologies helped the customer conserve capital by moving to a subscription-based model. Now the hotel avoids paying for excess capacity, which helps it stay financially viable.

## Simplifying IT to focus on the business

According to Pavao, organizations want updated IT infrastructure to differentiate themselves, but they also need to simplify IT and free up resources for strategic objectives.

iPower Technologies delivers preconfigured Dell Technologies solutions that are installed and ready to use. Then, it handles the day-to-day infrastructure management, which allows its customers to focus on their businesses.



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A South Florida law firm with a staff of 150 relies on iPower Technologies and Flex on Demand to be more competitive. “APEX Flex on Demand helps companies procure leading technology,” Pavao says. “With simplified financing, they can focus on their business, which benefits their customers.”

The law firm also benefits by bundling their solutions and paying over time. “We can build everything our customers need into a single, simplified monthly payment with Dell Financial Services,” Pavao says.

## Delivering differentiating solutions and services

iPower Technologies has built its reputation on delivering leading solutions and white-glove service — from procurement to management to disposal — with a strategic eye toward the future. Pavao says, “We’re always available for our customers whenever they need us.”

Pavao understands the importance of a reliable, available and caring partner — it’s why he chose to partner with Dell Technologies. “As a small but fast-growing IT company, we know that Dell Technologies is always available to us, as if we’re its biggest customer,” Pavao shares. The benefits that support offers are immeasurable, according to Pavao. “It boosts our sales teams’ confidence when they knock on prospects’ doors, knowing the world’s leading IT provider is backing them up.”

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