

# Intel® Technology Provider helps MSPs gain a competitive advantage and lead with cutting-edge technology



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Lyle Epstein  
President  
Kortek Solutions

## Internet Contrasts, Kortek Solutions, and Silicon East gain access expertise, insights, and innovation that position them ahead of competitors

In the fast-moving world of technology, currency is key. Managed Services Providers (MSPs) must be knowledgeable about PCs, servers, and peripherals, of course. But they must also have a keen understanding of where technology is going—not just what products are coming next, but also how technology is evolving and how it will enable their customers' success.

Lyle Epstein, president of [Kortek Solutions](#), a Las Vegas-area MSP, says, "Knowing what's coming gives us a huge edge because I can prepare and plan for our customers. I routinely ask my customers what they're looking to do or expand upon, then I preplan how Intel technology can help get them there."



Epstein, along with Brandon Zumwalt, president of [Internet Contrasts](#), the San Antonio, Texas-area MSP and Marc Harrison, president of [Silicon East](#), a metropolitan New York MSP, is a member of Intel® Technology Provider (ITP). As Intel Technology Providers, these MSPs gain access to insights and innovation that provide an edge over their competition while also delivering valuable rewards, sales tools, marketing assets, and trainings that help to grow their business.

"Intel Technology Provider is really valuable to us," says Zumwalt. "From technology training programs that help me onboard new employees, to marketing assets, to software tools, we can articulate the benefits of solutions and platforms very clearly because of the information Intel provides. And if we can articulate value, we can sell our customers on the solution."

For more information on the benefits of Intel Technology Provider, visit [techpartner.intel.com/msp](http://techpartner.intel.com/msp)

## Platform- and technology-focused training delivers results

Intel Technology Provider helps MSPs outpace the marketplace and lead with the latest technology and solutions. Through exclusive guidance from Intel experts and a mix of online and face-to-face trainings, Intel partners are able to stay ahead of industry trends and key market segments.

Marc Harrison of Silicon East articulates the value Intel Technology Provider training brings to his team. “We do more Intel training than any other because it’s platform- and technology-focused and not product-focused training. This is basic and universal to what we do and Intel’s topics and delivery are incomparable.”

Kortek Solution’s Epstein also agrees. “Each quarter, we like to go to customers and make sure the technology infrastructure is on target for helping get them where they want to be. With the trainings that Intel Technology Provider delivers, we learn what’s out there and the best practices, and then we go to customers and say, *check this out*, and it’s always an immediate sale. We always learn from Intel what is best for the customers.

## Vertical expertise that helps MSPs understand and sell integrated solutions

Intel partners also gain the knowledge and access to tools for selling to vertical markets such as education, healthcare, and mobile field workers. Training courses are designed to equip MSPs with all they need to successfully sell to these fast-growing markets.

Zumwalt sells in both the education and healthcare markets. “The main thing Intel training does for us is to help us understand and then standardize on an endpoint. Then we create a standard and a narrative around our choices and are able to explain this to our customers. It particularly helps us with healthcare as there is so much security and policy work that has to go into deploying systems and reporting,” he says.

Silicon East’s Harrison also takes advantage of vertical specific marketing assets and product knowledge that are available on the Intel Technology Provider site. “There’s marketing material that helps us sell into vertical markets. We also learned about the Intel NUC mini PC from our Intel account representative. Now, all the desktops we sell are Intel NUCs and this is a huge differentiator for us. Our competitors aren’t aligned with Intel and they aren’t going to show our customers this innovative form factor. In addition, our customers can’t go out and buy a NUC at a retailer.”

## Marketing assets and sales tools: there’s no need to reinvent the wheel

Intel Technology Provider gives members advanced sales and marketing tools to help them easily reach key market segments.

Harrison from Silicon East says, “I create some marketing assets from scratch. But I also grab many pieces from the partner website. The thing about using collateral from Intel is it’s already been created—Intel has already invented the wheel, if you will, which means lessons learned and you can apply the information and go forward.”

Brandon Zumwalt curates the information he finds on the Intel Technology Provider site. “I’ll use the verbiage and make some points with the data I find in the sales tools. I use it as a data bank and it gives me a good idea of how I can market my solutions. It makes it easy for me to create exactly what I need for my own presentations and marketing without having to do a ton of digging,” he says.

## Taking the team to lunch on Intel

When Intel Technology Providers purchase Intel technology and solutions, they earn points and receive exclusive partner-only promotions. Points can be used toward Intel technology, demonstration units, events, and travel.

“The points are an extra benefit,” says Silicon East’s Harrison. “I use the points credit card and take the staff out to lunch, always making the point that Intel is buying us lunch because of the products we sell. It also helps the team realize they get a benefit from selling Intel products.”

“I use the points primarily to buy Intel merchandise like shirts and hats and bunny-suit dolls,” says Epstein from Kortek Solutions. “But I also buy gift cards for employees. I like to carry the Intel credit card in my wallet—it’s always convenient then.”

## Intel has our back—creating real business value

Lyle Epstein has the final thought about the value that Intel Technology Provider brings to managed services providers. “In the end, Intel Technology Provider partnership shows our customers that Kortek Solutions is recognized by Intel as a partner, and that helps us when we go out to our existing or prospective customers. And it gives our customers peace of mind that their provider is staying on top of things and that Intel’s got our back.”

## For More Information

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