



# Teamwork Equals Business Achievements

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## Biography

*Bryan Stover is Director, Americas Pre-Sales Engineering at Infinidat (<https://www.infinidat.com>).*

*A seasoned storage engineer with managerial and leadership skills in several organizations, Bryan has spent almost his entire career as a hands-on storage engineer or guiding enterprise engineering efforts as an end user, ultimately ending up selling enterprise storage and mentoring sales teams at multiple storage OEMs before starting his career at Infinidat in 2015.*

*Bryan blogs at <https://www.infinidat.com/en/blog>*

**Keywords** Teamwork, Partnering, Storage infrastructure, Teamwork, Infinidat Infuziast Certification program  
**Paper type** Opinion

## Abstract

*With the fallout from the pandemic continuing, businesses of all sizes and industries are faced with a myriad of unprecedented factors impacting on their organization's financial strength and business operations. As business leaders face the challenges ahead, the old mantra of "when the going gets tough, the tough get going" and "there is no 'I' in team" are changing. In this article, the author looks at what it means for the technology industry, its customers, channel partners and enterprise storage company providers.*

## Introduction

In all my 28 years as an IT infrastructure leader, I have yet to see such a myriad of factors which have caused so much financial, organizational and operational stress that has affected every industry sector. These observations led me to reflect on how these shared difficulties are perceived. Traditional phrases like "when the going gets tough, the tough get going" or "there no 'I' in team" have been part of common parlance for many years too. One is even the title of a song for those readers old enough to remember 80s music. It's time to change these singular worldviews to something more collective, because these problems are felt collectively.



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*Analysis*



Vendors and channel partners can only do well in their businesses when their customers' businesses are growing too. It's the reasoning behind our mantra, that "Infinidat's business grows when your business grows". This statement is more relevant in 2023 than ever, due to the cumulative effects of the 2020 pandemic, 2021 supply chain woes, and the 2022 bear market leading to rapid economic uncertainty, which is visibly increasing as 2023 starts.

As these recent business operational and financial challenges compounded the past few years, vendors – ourselves included – have delivered enterprise IT solutions to help ameliorate these challenges. Just like other privately held firms, we have needed to deliver stable and growing economic value to our stakeholders. This calls for agility, resourcefulness and a flexible approach when responding to rapidly changing enterprise customer requirements.

Additionally, we have coupled this with varied purchase cycles, as many enterprise customers and prospects reprioritize their own business needs. It's why we believe "Technical Teamwork Equals Business Achievements". Many Enterprise IT suppliers have focused on "enhancing" purchase methods to self-service online portals. While that does drive some costs down and allows scaling efficiency, it removes the ability for teamwork with customers and channel partners.



### **The customer and channel partner teamwork**

Teamwork between customers, channel partners, and Enterprise IT suppliers is essential to achieving the best result for all three entities. There are so many Enterprise IT suppliers it is very daunting for companies to research the best investment for their IT-based, dynamic internal business and technical requirements. Enter the trusted channel partner. Channel partner resources are typically more in-depth, show greater business breadth, and usually have the long-standing trust of their customers.

Customers trust their channel partners to understand the technical and business benefits of several Enterprise IT suppliers, along with their integration/automation capabilities, support levels, and last, but not least, their cost to value ratios. When the channel partners and Enterprise IT Suppliers invest in each other's skillsets and service offerings, they become vastly more valuable to an enterprise customer's IT team and provide substantially better business value.

At the end of the day, if all three parties get back to the basics in these situations by working as a team, that customer business will more rapidly show the impact of the technology, both financially and operationally. As a result, channel partners earn even more trust and expand the opportunity for additional business with their customers. But, what about the Enterprise IT suppliers? They gain credibility and trust from both the enterprise customers and channel partners.



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Teamwork between customers, channel partners, and the enterprise storage companies is essential to achieving the best result for all three entities in the equation.

### **Infuziast Certification program**

To encourage this teamwork, enterprise storage leader Infinidat is “putting our money where our mouth is.” In 2023, we are going against the current economic grain and investing even further with our channel partner community.

The Infinidat Infuziast Certification program provides channel partners with more technical and business insights and education on Infinidat’s award-winning storage solutions. Available in the first half of 2023 in the Americas and in the second half of 2023 in EMEA and APJ, becoming an Infuziast certified resource will help our channel partners to better assist their enterprise customers who require the best economic value in the enterprise storage market, as 2023 squeezes even more tightly IT and business budgets globally.