



O P T U S

OPTUS CASE STUDY

PATHCOM, INC.

INTRODUCTION

In the ever-evolving landscape of business technology, strong partnerships have become crucial for success. Over the past six years, Pathcom, Inc. has leveraged the expertise and resources of Optus to overcome challenges, drive growth, and enhance customer satisfaction.

Optus is a customer-first, all-in-one IT solution partner helping its channel clients navigate the ever-changing communications technology landscape with bespoke solutions for their unique business needs.



IMPACT OF PARTNERSHIP

From the very beginning of Pathcom's partnership, Optus quickly showcased their knowledge, ease of doing business, and commitment to customer satisfaction. By leveraging Optus' resources, expertise, and market insights, Pathcom, Inc. has gained a trusted advisor and experienced increased growth and market reach. Optus has introduced new opportunities that Pathcom, Inc. may not have discovered on their own, leading to an expanded customer base and increased revenue. Since partnering with Optus, Pathcom, Inc. has experienced a significant boost in annual sales.

Pathcom, Inc. recognizes their Optus account manager as a valuable extension of their team, as he serves as a sales associate, manager, engineer, and design systems expert. He not only provides expert guidance on product selection, studio quotes, engineering and design, software, pricing, and configuration, but he also understands the competitive landscape—enabling him to assist in closing deals effectively and ensuring that all promotions and discounts are in place. On the operational side, Pathcom, Inc. has experienced unparalleled responsiveness from Optus' technical support team, far surpassing their previous experience with other providers. Optus' knowledgeable support staff consistently resolves issues promptly, making the overall experience seamless and efficient.



HOW IS YOUR **RELATIONSHIP** WITH YOUR SALES REP?

We can use our Optus Account Manager as a resource, sales associate, manager, engineer, accountant, and systems designer. Our Optus representative serves as an extension of our own personnel for a plethora of opportunities. We talk to him daily. He is at his desk 90% of the time or calls me back within the hour. In the rare occurrence he isn't available, we are automatically directed to one of his associates who is just as good, efficient, and knowledgeable as our usual account rep. The whole team is excellent.

— **Beth Suero**, Voice & Data Specialist

Optus has demonstrated its commitment to Pathcom, Inc.'s ongoing satisfaction and loyalty by providing personalized experiences and tailoring solutions to meet specific needs. Optus values long-term customer relationships and is willing to go the extra mile to honor commitments. When a deal was sold by Pathcom, Inc. and the quote had expired, Optus worked with its manufacturing partner to ensure that the original pricing and promotions were honored. This level of commitment and support showcases Optus' dedication to their partners' ongoing success.

HONORING COMMITMENTS

OPTUS



SAVING LIVES, LITERALLY

When Pathcom, Inc. struggled to find a resource for a Mass Notification Application demonstration for a customer, Optus' account manager, reached out to the manufacturing partner and secured the necessary resource. This went a long way toward impressing both Pathcom, Inc. and their customer's executive team, ultimately resulting in the adoption of the application in multiple assisted living communities. Not only was the Mass Notification Application proposal a success, but a few weeks after implementation, a patient's life was saved thanks to the technology the Optus account manager secured for the facility.



PATHCOM, INC. AND OPTUS: **A WINNING COLLABORATION**

Partnering with Optus has benefited Pathcom, Inc. in multiple ways. Optus's resources, expertise, and market insights have facilitated their success as a reseller. Optus acts as a mutually trusted advisor, introducing opportunities that Pathcom, Inc. would not have had otherwise. The partnership has fostered new customer opportunities and engagements, resulting in an increase in revenue for Pathcom, Inc. The exceptional technical support from Optus has been instrumental in securing customers and winning maintenance contracts. Additionally, the national presence, accounting support, and Smart Hands program have brought in additional revenue and resources for Pathcom, Inc.

OPTUS

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What would you say to an organization considering working with Optus?

**GO FOR IT!
YOU WON'T BE
DISAPPOINTED.**

— *Owen Murphy*, Manager of Operations

LEARN MORE

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