

From \$140 to \$200K MRR



CUSTOMER
Legal Firm

CHALLENGE:
Proving value of
indirect
distribution

SOLUTION:
CommandLink
+ additional
providers

BUSINESS WON:
\$200K
MRR



The Challenge

A large global legal firm with more than 100 locations preferred purchasing technology direct. Despite the technology advisors' (TA) repeated attempts to earn their trust, the firm remained unconvinced about the value of the indirect distribution channel.



The Discovery Process

After nine months of relationship-building and customer education, the TA and Telarus Senior Field Solutions Engineer Josh Haselhorst secured a small cable circuit install at \$140 per month. Once that project went smoothly, the firm exposed a much broader range of challenges—including a sprawling and chaotic IT environment with rampant shadow IT, poor contract management, and limited visibility into mobile and technology spend.



The Solution

The TA implemented a network aggregator to consolidate all circuits, and a technology expense management platform to provide full control over tech spend. **The results were staggering: engagement grew from \$140/month to more than \$200K MRR.** Impressed, the firm's leadership mandated that all future technology and service purchases must go through the TA.

KEY TAKEAWAYS

Start Small to Win Big

Early wins build trust for bigger initiatives later.

Be Collaborative

Focus on solving problems—not selling products.

Persistence Beats Pestering

True persistence is about building credibility.

Contact your Telarus Partner Development Manager for a consultation.

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