

IT Dreams Success Story

Making a Customer's Dream a Reality



VAR Profile

Company: IT Dreams
Location: Matawan, New Jersey
President: Shawn Jaryno
Contact: sjaryno@IT-Dreamz.com
Website: IT-Dreamz.com
In Business: Since 2001
Distributor: D&H, Ingram Micro

Linksys Approved Partner since December 2005; Linksys Voice System Authorized

IT Dreams is a full service Information Technology provider. The name IT Dreams derives from a concept that most technology companies fail to approach. Information Technology (IT) is a dream in the sense that if you Dream IT, it can be done. Technologies are limited to what the imagination can invent. IT Dreams holds this philosophy at the company's core. IT Dreams takes the clients dreams and makes them reality.

If you have a Linksys VAR success story to share contact your Linksys representative or e-mail dersmith@cisco.com.

Customer service trumps price for IT Dreams. Shawn Jaryno, President of IT Dreams, was working on an opportunity with a service center operator. "At first the conversation was about price," he says "but then the tone changed."

Realizing that a Linksys switch solution was going to be the best fit for the customer, IT Dreams quoted L2 switches at a fraction of the cost of some of the competitors. The value and cost of the overall solution won the deal, along with Linksys by Cisco switches integrating into the customer's data center.

"Originally it was about price, but building a relationship is more important."

That first purchase of two switches resulted in a steady stream of business as the service center's needs grow. Convincing them they needed to be with a Linksys VAR hinged on customer service, "making sure if anything did go wrong, we would be there," said Jaryno.

Another big factor was the Cisco/Linksys relationship. IT Dreams became a Linksys VAR in 2005 because of the Cisco acquisition. "We knew there would be a dedicated SMB focus from both Cisco and Linksys." Says Jaryno. The customer, HostDime.com, Inc, already used Cisco products throughout their network, but they were looking for something more economical. The Linksys to Cisco trade up program will be used in the future when the service center's network expands.

Jaryno is a huge advocate of Linksys products and builds his business plan

around finding a Linksys solution.

As an example, another customer used a WVC200 camera for security in a retail store, but the camera lacked an auto-pan feature, which the store needed. Jaryno's relationship with his Linksys Channel Account Manager enabled him to get an advance firmware upgrade (the product was still in beta testing) to solve his customer's need.

"Linksys Value Added Resellers have to understand the market they are addressing," says Jared Brimfield, Linksys

Channel Account Manager. "IT Dreams does a great job understanding the issues and concerns of a small business and they leverage the expertise that Linksys offers."

According to Jaryno, if the "goal is taking a customer's dreams into reality, when the time comes, you have to be able to come through."

Customer Profile

Company: HostDime.com, Inc.
Location: Orlando, Florida
Website: <http://www.hostdime.com>
In Business: Since 2001

HostDime is a privately owned, leading website hosting provider offering reliable, secure managed services for entry-level to enterprise-level hosting operations. Since its founding in late 2001, the fully supported managed services and tools the company offers have empowered users to do more, cost efficiently.