

CUSTOMER SPOTLIGHT

This interview with Howie Evans provides insight into the technology focus of the organization, and discusses the value of Coquina Systems in creating new business and expanding the footprint into existing accounts.



“The partner relationship with Coquina Systems has been one of the best relationships we’ve had. They do what they say they’re going to do; within the timeframe they commit to and within the cost promised. This excellent level of service often lands us another deal within the same account, allowing us to expand our footprint.”

~ Howie Evans
Vice President

About Dallas Digital

Founded in 1996, Dallas Digital Services began as an on-site service provider for enterprise companies and has evolved into a highly recognized solution provider for mission critical and high availability solutions.

Meet Howie Evans, Vice President

Howie Evans is an experienced Vice President with a demonstrated history of working in the information technology and services industry with significant experience in Storage Area Network (SAN), Enterprise IT Strategy, C-Level Relationships, Enterprise Software, and Sales.



Howie Evans
Vice President



Headquarters
Dallas Digital
5316 Bransford Rd
Colleyville, TX 76034
www.ddserv.com

THE INTERVIEW

What has been the traditional focus of Dallas Digital and where is your focus going forward?

Howie: Dallas Digital started out as a service provider in 1996 focused on the "break/fix" business – a fee-for-service method of providing information technology (IT) services to businesses. We have evolved to provide greater focus on infrastructure sales, with a large focus on storage and high-end data centers.

Today we work with some very large customers which include large telco companies, Financial Companies and Manufacturing. We're we still have a focus on the "break/fix" business but with a new emphasis on proactive monitoring and management of critical IT infrastructure which has grown our support renewal business. For example, we work with IBM MVS on renewals for one of their large customers supporting Multi-Vendor Products.

Strategically our sales model is moving to a hybrid infrastructure business model, part cloud and part on-premise. So, when we sell something whether it's backup, storage or network, a lot of that will be a hybrid model, where some may be on-premise and other parts may be on the cloud to reduce cost and complexity.

Describe your services relationship with Coquina Systems?

Howie: The partner relationship with Coquina Systems has been one of the best relationships we've had. They do what they say they're going to do; within the timeframe they commit to and within the cost promised. This excellent level of service often lands us another deal within the same account, allowing us to expand our footprint. One thing I like about them is they don't sell hardware and try to go directly into our accounts. Everything runs through us.

Coquina has a group of truly talented people. They are even working within our office, in our lab with some leading-edge technology, of which they are conducting unbiased performance testing of a Software Defined Storage (SDC)

In terms of service resources, we use them significantly for data migrations, database performance testing and other traditional IT services, with project durations that can extend for a year or longer.



The partner relationship with Coquina Systems has been one of the best relationships we've had. They do what they say they're going to do; within the timeframe they commit to and within the cost promised.

Are there other technology areas you feel Coquina could focus on to help you?

Howie: The security market is a business that is taking on a life of its own. We have no intention of going out and hiring the talent it takes for these services ourselves, so we will rely on Coquina to help us here.

Are there other partnership areas where you feel Coquina could help you grow your business?

Howie: We're a small company, but we would love to have sales and marketing tools that we could brand as our own and use to help grow our business, sell to new customers and expand the footprint in existing ones.

In terms of how Coquina communicates with us, we really like how we are notified and billed. We know exactly what work is done, the resource and billing cycle. We get a very detailed report card with exact hours, the resource that completed the work and along with our invoice, which is seamless for us. We've never had any discrepancy with our customers – not one. We've truly had a stellar relationship with Coquina and have for years, and I don't see this changing.



This excellent level of service often lands us another deal within the same account, allowing us to expand our footprint.