



Independence. No limits.



Company Name:

Koi Consulting Group

Industry:

Telecommunications and
Information Technology

Location:

Manhattan Beach, California

About Koi Consulting Group

Koi Consulting Group is a telecom and IT consulting firm that helps mid-enterprise and enterprise organizations generate ROI from technology investments. Experts in voice, data and Cloud, Koi's technology architects design, implement and manage technology infrastructure. Their offerings include professional consulting services, traditional telecom services, managed services, hosted solutions, Cloud services, client support services, project management, contract management and professional services. Koi Consulting Group was founded in 2007 and is headquartered in Manhattan Beach, California.

Advanced Commissions:

How the Intelisys Advanced Commissions Program Got Revenue Flowing and Transformed One Sales Partner's Business

Challenges:

When Koi Consulting Group made the move from a traditional agent model to IT consulting, the firm needed additional support and cash flow to ensure a successful transition. Transactional business no longer a focus, Koi looked for ways to fill the cash flow gaps in what would now become a longer sales cycle.

Results:

As Koi Consulting Group's Technology Services Distributor, Intelisys helped the firm secure advanced commissions payments shortly after sales were made. Koi started seeing results from the [Advanced Commissions Program](#) immediately. This allowed the technology architects to create a new line of managed services and provide better support for their clients.

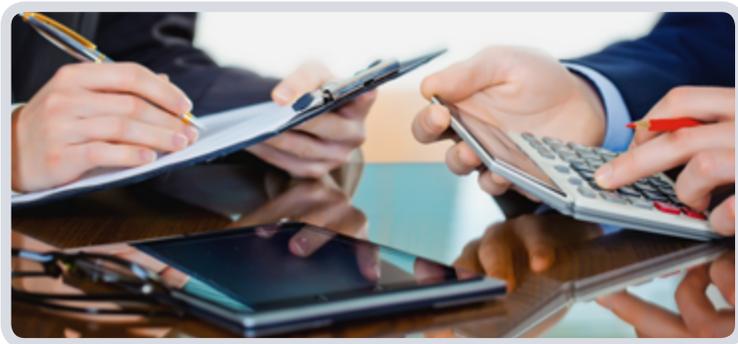
Shifting Models and Cash Flow Gaps

Mark Manuel started Koi Consulting Group to design and build technology solutions that would work for people, not just their business. So it was no surprise when the firm made a shift from a transactional business model to a relationship-based model in early 2013.

Manuel determined that the firm could offer more value to their clients as full-time IT consultants, but with a big caveat. The deals were now much larger, but the sales cycle was also longer. The slower revenue stream and cash flow constraints had the potential to place additional stress on team members, distract them from innovation, stall new service offerings and stunt growth. It was clear to Manuel that the firm would need additional financial support.

So, Koi went fishing for partners and programs that could provide new streams of revenue in the interim.

A Faster Cash Flow Funnel



In January 2013, Koi Consulting Group enrolled in the Intelisys Advanced Commissions Program, and by April, Koi received its first commission check. Fast results were important to Koi, as the advanced commissions filled cash flow gaps previously met

by transactional sales. The Intelisys program became a necessary safety net for Koi and gave its technology architects the freedom to develop Helpdesk, a new line of managed services and support solutions. Helpdesk created even more inroads for cash flow and helped solidify the goals and success of the consulting practice.

“The Advanced Commissions Program made all the difference in the world,” said Koi Owner Mark Manuel. “The program not only helped keep the business afloat during the transition, but the team as well. Families were fed. Mortgages were paid.”

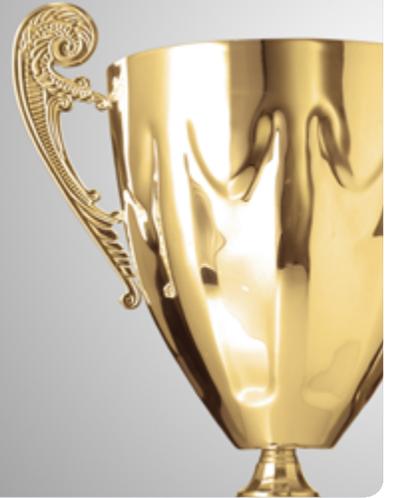
Koi generated 50 percent more telecom business than ever before, which made enrolling in the program well worth it.

But, according to Manuel, joining the Intelisys Advanced Commissions Program was a “no-brainer.” He knew the reputation Intelisys had for supporting its Partners.

“They believed in us and were willing to put their money where their mouth was to get us where we needed to be.”

Koi's One-Year Results

- Graduated to a **Bronze Level** in Club TPC
- Ranked in the **top 2%** in new billings & **ranked #14 overall**
- Rose to **#1 in new bookings** out of 1,300 Sales Partners in January
- Generated \$120,000 in booked revenue, which is expected to **nearly double** by the end of 2014



About Intelisys

Intelisys is the nation's leading Technology Services Distributor of business communications services, including voice, data, access, cable, collaboration, wireless and Cloud. Intelisys is dedicated to one thing—serving the needs and accelerating the success of the industry's top producing telecom sales agents and IT solution providers as they build vast and vigorously protected streams of recurring revenue for their businesses.

About the Intelisys Advanced Commissions Program

The Advanced Commissions Program from Intelisys features a quick application process and provides partners with funds four to six months faster than the industry standard commission delivery process.

Program Summary:

- Unlike traditional banks and lenders, Intelisys understands the power and intricacies of the monthly recurring revenue model and doesn't require physical assets as collateral for loans
- Sales partners can receive commissions in as few as 15 days
- The advanced monthly commissions are secured by future commissions
- Intelisys will advance monthly residual commissions from the time orders are accepted by suppliers into service delivery