

License My Software Relies on Retrospect for a Consistent Backup Vendor Relationship

"I enjoy working with Retrospect Sales. When I started my company, Retrospect was the first call."

WWW.
LICENSEMYSOFTWARE
.NET

Terry Noonan
Owner
License My Software

BUSINESS BACKGROUND

Started in 2014, License My Software is a woman-owned value-added reseller (VAR) with industry support from Adobe, Microsoft, Veritas, FileMaker, and Retrospect, providing research and sourcing for business's software licensing needs, so that companies find the best solution for their environment.

License My Software is able to service the needs of small, medium and large business leaders, from one-person companies to non-profits to education and government to enterprises.

Terry Noonan runs the company out of Shoreview, Minnesota, focusing on Minnesota but with clients as far as Texas and Canada. License My Software focuses on the licensing aspect of the software lifecycle, with technical resources that she can refer customers to if issues arise, including MCSE certified technicians covering hardware and software on Windows and Mac.

License My Software is an Elite Partner with Retrospect.

STELLAR SALES AND SUPPORT

Noonan relies on a consistent, reliable Sales team for her business. "I've worked with Werner Walter, Director of North America Sales, at Retrospect for over a decade," said Noonan.

Industry

Value Added Reseller

Environment

- Wide range of clients
- Licensing different types of software

Key Challenges

- End users with perpetual and subscription needs

Solution

- Retrospect Backup
- Retrospect Partner Program

Key Benefits

- Reliable backup solution
- Direct access to stellar Sales and Support staff

CASE STUDY

Noonan started License My Software when her previous employer, FirstTech, closed. "I enjoy working with Retrospect Sales. When I started my company in 2014, Retrospect was the first call."

Having a dependable vendor relationship is critical for VARs, when customers have a multitude of ways of acquiring software.

"My clients have accidentally purchased Retrospect online, and Retrospect Sales has been able to catch those and redirect them back to me. That way, I can capture the sale and maintain the relationship with my customer," said Noonan. "The Retrospect Sales team ensures that partners maintain their client relationships and will always make sure I am being taken care of."

PARTNER RESOURCES

Retrospect Partners have access to a wide range of partner tools and resources. Retrospect Partner Portal gives partners access to all of their Retrospect customers' details, including licenses and Annual Support and Maintenance (ASM) expiration dates.

"The partner tools are handy," said Noonan.

Retrospect Partner Portal also includes sales collateral, a minisite, not-for-resale (NFR) license codes for the entire

product line, and on-demand videos covering Retrospect Backup and Retrospect Virtual.

ABOUT RETROSPECT

Protecting 100 Petabytes in over 500,000 homes and businesses in over 100 countries, Retrospect is dedicated to providing reliable backup and recovery tools for professionals and small-to-midsize businesses with Retrospect Backup and

Retrospect Virtual, covering physical servers and endpoints, virtual environments, and business applications. With three decades of field-tested expertise, Retrospect meets the needs of organizations that require the highest level of recoverability.

The Retrospect Partner Program allows resellers and managed service providers to deliver complete data protection to their clients

with better training, better tools, and generous margin. Our website features a thousand partners from around the world.

Retrospect is a proud member of the StorCentric family of brands.

"I love that Retrospect is so flexible with customers for their licensing."

Terry Noonan, Owner

www.retrospect.com