

**SERVICE BUYER:** Reliable IT

## GENERATING A NEW REVENUE STREAM FROM SERVICE

**CHALLENGE** Reliable IT had established its primary business model around selling IT components and peripherals. The company sought to enter the IT services market to enhance and diversify its revenue stream.

**SOLUTION** Reliable IT created a program called GetItSetIt, through which it began providing installation services for the products it sold. The company turned to the OnForce marketplace to find installation services for its products. While working with OnForce, Reliable IT built its own application on top of the OnForce platform to leverage its specific pricing and scheduling requirements.

**RESULT** Reliable IT initially received two or three service engagements a week, but those numbers grew quickly. Within a month the company was handling multiple service events every day. Now experienced veterans of the OnForce platform, Reliable IT has begun managing larger, more complex projects.

Just recently the company was able to manage wireless installations in more than 7,000 auto dealerships across the United States, a project fulfilled through the OnForce marketplace. According to Reliable IT's owner Scott Shaul, the success of the GetItSetIt program convinced him that OnForce was the IT service provider platform he needed to grow his business.

**OnForce gave us an instant presence in the nationwide IT market, without any hassles or huge investments. We don't worry about insurance, receiving payments, matching up invoices and forms, managing and paying providers, or any liability risks. OnForce enables us to handle it all.**

— Scott Shaul, Owner, Reliable IT

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