

Distology Are Your... **Identity** Sidekick

WHAT DOES 'IDENTITY SIDEKICK' MEAN?

Distology's 'Identity Sidekick' service is built to give you everything you need to help your customers get the most from their Identity and Access Management (IAM) solutions. We have world leading in-house services capabilities and a portfolio of carefully selected vendors to service all aspects of IAM. Our support can be adaptable to the needs of your business across 4 key areas:



Product



Services



Enablement



**Sales & Technical
Resource**

WHY NOW?

The IAM market is currently worth around \$12.26bn worldwide, with that number expected to grow to \$35.42 in 2028. There are a number of factors driving that growth like Decentralised Identity, Customer Identity management and integration of Identity into wider business processes to drive optimisation. Through our decades of experience, we believe there is one problem that needs solving ahead of all others when it comes to Identity. This is making sure people and processes are fully optimised before technology is layered on top. Our identity experts can help guide organisations through this journey and recommend the right tools and technologies to achieve their goals.

HOW CAN IT HELP MY ORGANISATION?

Customer environments are becoming more complex and IT stakeholders are piling the pressure on VAR's and MSP's to help in a range of different technological areas. This can be hard to deal with if you don't have an internal services capability, or you do but they either aren't equipped or don't have the capacity to manage larger, more complex projects. This can also extend to your sales team. There are so many different IAM solutions out there so it's hard for an individual salesperson to comprehend all of them, let alone sell them. That's why Distology offer an 'Education first, vendor second' approach to sales training. This helps your team understand the problems they're trying to solve, allowing Distology to support with more in-depth vendor or services conversations.

WHY DISTOLOGY?

A Sidekick Service from Distology allows your organisation to take advantage of as much or as little support as you need to help your customers with IAM needs. We work alongside your sales and technical teams to ensure we're aligning with your business goals and meeting the needs of your customers.

INTERESTED? GET IN TOUCH TO FIND OUT MORE!



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