



Harvey Najim, president and CEO; Joe Mertens, executive vice president, Sirius Computer Solutions.

Sirius Is Serious about IBM



Being an IBM Premier Business Partner takes a significant investment in resources, intellect and business acumen. Sirius Computer Solutions takes that designation seriously, and after 24 years as an IBM reseller the firm now handles the complete IBM line of products and services.

The San Antonio, Texas-based reseller started in the early channel days as an IBM System/36™ reseller. As the IBM offerings (and the technology as a whole) evolved, Sirius made sure its people evolved as well. Over the years, Sirius has continued to build on its IBM expertise by continuously investing in employee education, resulting in over 750 sales and technical certifications.

Sirius' president and CEO, Harvey Najim, and his management team have nurtured a company of performance-driven people who back this expertise with a strong customer service ethic. "It's a culture mixed with discipline and an entrepreneurial atmosphere," offered Muditha Karunatileka, executive vice president of sales for Sirius. "While we are maniacally focused on sales execution, we also know when to take ourselves a little less seriously and have some fun."

What the company does take seriously is offering technologically creative, cost-effective IBM solutions for its customers. "This is a company that is focused, stays informed and studies the industry landscape constantly. We make it a priority to know our customers, products, partners and competitors," said Bill Arntz, vice president of business development. "By selecting partners who place a strong emphasis on customer satisfaction and who have a sustained record of financial performance we continue to strengthen our ability to deliver in the marketplace. To successfully execute in this business, awareness and strong partnerships are critical."

Najim said the company's mission has always revolved around providing advanced infrastructure solutions that help customers make IT the business process change agent for their organizations. Today, the company has approximately 500 employees in 60 locations and is now IBM's largest IBM eServer™ Solution Provider in the world.

Sirius is one of a select group that offers the total IBM line of products and services. In addition to being the largest IBM eServer iSeries™ Solution Provider worldwide, it is the top IBM eServer pSeries® Solution

Provider in the Americas, the second largest IBM Storage Solution Provider worldwide as well as a leading IBM eServer xSeries® reseller. In June 2004, Sirius acquired Denver Solutions Group (DSG), also an IBM Premier Business Partner. With this acquisition, Najim feels his company now can have a complete eServer brand focus for its customers' infrastructure—hardware, middleware software and implementation services. "We had a huge desire and passion to be in the zSeries business," said Najim. "Our business growth strategy was incomplete until we acquired DSG. Now we can offer our customers the entire IBM product line."

With a nationwide team of certified technology and solution consultants experienced in all industries, Sirius tackles client infrastructure challenges in high availability, IT optimization/consolidation and on-demand environments that include servers, point-of-sale systems, enterprise printers, storage and software.

Solution-driven, the Sirius team analyzes a client's operations to find the optimum technology solutions to meet or exceed the goals of the client, in both performance and financial expectations.

Sirius decided early on that the IBM value proposition was where its business focus was going to stay. "It's simple: IBM's key strategic initiatives become Sirius' key strategic initiatives. We keep in step with IBM, and we build our infrastructure around that," Najim said. "But our success is based on three principles: motivate our employees, satisfy our customers and maintain financial liquidity."

Simple principles, perhaps, but not always so simple to execute. The careful management and focus have worked, as Najim says the firm's total revenues (not including the acquisition of DSG) have experienced double-digit growth over the past three years.

"Sirius' management team is very focused on its customers," said Fred Cuen, president of Avnet Partner Solutions, IBM Americas. "The company understands the IBM environment inside and out. That is valuable for Sirius and certainly a benefit for its customers."

The Avnet Partnership

Avnet Partner Solutions' support and service offerings are a critical part of the Sirius business model. The Sirius team takes its "partner" role seriously. Team members work hand-in-hand with Avnet on several different levels, taking advantage of the many support programs Avnet offers that can augment the company's value proposition.

Sirius works closely with Avnet Partner Solutions Marketing Solutions team on programs to identify opportunities. "When a Fortune 500 or 1,000 customer thinks about computer solutions and infrastructure, we want that customer to think of IBM and Sirius," Najim said. That's where the Avnet marketing programs come in.

Sirius depends on the information services Avnet offers to drive costs out of the sales process for added growth. "Avnet's Channel Connection system and the tools it provides are excellent methods to help us reduce cost for our customers," said Joe Mertens, Sirius executive vice president.

"Basically," Karunatileka summarized, "Avnet enables us to focus on what Sirius is good at—executing and achieving our objectives. We don't have to worry about all of the expenses of purchasing directly from IBM. But it's more than just infrastructure. Avnet provides many different marketing, sales and financial tools that benefit our business."

Mertens concluded, "The relationship with Avnet allows us to remain focused on what we do best: delivering IBM solutions to our customers." Seriously. ☺

To learn more about Sirius Computer Solutions, please visit www.siriuscom.com or call Susan Griffin at (503) 430-6311.

The Faces of Sirius



Top left photo: Harvey Najim, president and CEO, Sirius. Top right photo (left to right): Joe Mertens, executive vice president, Sirius; Donn Atkins, general manager, Global Business Partners, IBM; Harvey Najim, president and CEO, Sirius; Mike Borman, general manager, iSeries, IBM; Fred Tufts, vice president, Business Partner Sales, Americas, IBM. Bottom left photo (left to right): Muditha Karunatileka, executive vice president of sales, Sirius; Tom Neville, senior vice president of sales, Sirius; Bill Arntz, vice president, Business Development, Sirius; Joe Mertens, executive vice president, Sirius; Harvey Najim, president and CEO, Sirius; Mark Pearson, senior vice president, CFO, Sirius. Bottom right photo (left to right): Muditha Karunatileka, executive vice president of sales, Sirius; Mark Pearson, senior vice president, CFO, Sirius; Irene Hahn, project manager, Sirius; Joe Mertens, executive vice president, Sirius; Harvey Najim, president and CEO, Sirius; Terry Johnson, senior vice president, COO, Sirius.