

ICC Helps Clients Successfully Evaluate New Technology with Platform Lab

Information Control Corporation, the largest information technology consulting firms in Ohio, boasts a client portfolio that reads like a “Who’s Who” of the region’s best and brightest brands. Repeatedly recognized for its commitment to innovation and exceptional client service, ICC is one of the Central Ohio technology community’s crown jewels. So where does ICC turn when it needs to demo a solution or showcase a new product to a prospective client? Platform Lab, a non-profit IT project and test lab, conveniently located in the University District in the heart of Columbus, Ohio.

“Platform Lab provides a comfortable, open environment which our clients and prospective clients really enjoy,” explained Dan King, Senior Microsoft Solutions Engineer for ICC. “It allows us to present new concepts to clients or to demonstrate new products in an atmosphere that is welcoming and neutral so we can avoid the feeling of a ‘hard sale’ and concentrate on showcasing the best solutions for the client.”

This emphasis on showcasing the total solution, rather than the specific pieces involved in creating it, enables ICC the opportunity to provide an authentic demo environment uniquely suited to a client’s information technology needs, infrastructure and vision. Considering the wide range of client solutions ICC is called upon to develop each year, from retail point-of-sale to back office functionality and security, the agility and flexibility of Platform Lab provides a strategic advantage the firm could not cost-effectively replicate in house. ICC has utilized Platform Lab for their Customer Immersion Experience, a real-life user experience that immerses the customer in Microsoft and Quest Software technology, encourages discussion about how to use it in their organization, and helps them to discover the right set of products and solutions for their business.

“With Platform Lab, I know that no matter what the project specs are, they will deliver the exact hardware and software resources I need and create a perfect match in terms of power, server space and environment,” King said. “I’ve never had them say ‘no’.”

King estimates ICC hosts several Customer Immersion Experience demos a month at Platform Lab. Average set up time per demo? Four to eight hours. Hours he estimates this would take to do in house? Closer to forty.

“The best thing about working with Platform Lab, aside from great service, is that Platform Lab is known to our clients. Many have used Platform Lab for load testing, or running projects or have taken a training class there. It is really helpful to have that synergy with clients when you are in a sales situation,” King said.

Still ICC is known for innovation and the firm’s use of Platform Lab is no exception. In addition to sales presentations and product demos, ICC uses Platform Lab as a conference center, a training facility and a staff development resource. In short, the Platform Lab partnership provides ICC with a neutral space to work with clients and help them close business.

To learn more about how clients take advantage of ICC’s Customer Immersion Experience at Platform Lab, please contact Kevin Walter at 614-523-3070.

To learn more about how your firm can leverage [Platform Lab](#) to conduct projects, tests and demos at an outstanding value, please contact the team at 614-675-3711 or info@platformlab.org.