

CASE STUDY

# GFI enables IT experts to open more doors and win a new project worth £50k

Gregory Micallef Associates



**GMA**  
GREGORY MICALLEF ASSOCIATES

**GFI** Software™



## About the client



**Gregory Micallef Associates have been growing steadily since their inception eighteen years ago and have successfully positioned themselves as a trusted IT partner of choice.**

They have been designing, implementing, developing and supporting IT networks for a loyal and long standing customer base, some having entrusted GMA with their ICT for ten years or more. GMA is one of just a handful of GFI Gold Resellers based in the UK and they are also ranked in the top 60 technical experts in the UK by Microsoft.



## Why did GMA engage with GFI Software?

GMA and GFI have been mutually beneficial partners for some fourteen years now. They both inherently have the same core values, which is to put their clients above all else and build strong long-term and productive relationships.

“At the time we had a project that required GFI FAXmaker™. We were very impressed with GFI’s products and their responsiveness to any issues raised. There was always a good flow of information and good communication – which was key to helping make that project a success.” says Greg Micallef, MD, GMA.

From that point on GMA never looked back. With GFI, they had found the single best source of Web & Mail, Archiving & Fax, Networking & Security software solutions that could meet their clients’ requirements moving forward.

“We always specify and recommend GFI software solutions where required, unless our client stipulates otherwise.” Micallef added.



## The benefits of working with GFI

The advantages of partnering with GFI have been all too clear for GMA, presenting them with opportunities that would not have otherwise materialised.

“Our partnership with GFI has allowed us to open the doors to clients and organisations that we wouldn’t have without having them in our portfolio. One particular project we did well with GFI consisted of £10k worth of GFI licenses, £10k hardware and £15k services, which led to another £15k worth of services the following year. Without GFI we would not have got this project.” commented Micallef.

“They’re accessible. We have good access to our account manager and a good relationship with senior members of their team too. This gives us a good insight into where they’re going and communication flows both ways in terms of providing day to day comments and suggestions.” added Micallef.

“Opportunities have developed because of our partnership with GFI and this happens on a regular basis, with varying degrees of value.” said Micallef.



## The future with GFI

Due to their familiarity and reciprocal knowledge, GMA and GFI have a “very good working relationship” and GMA remain confident that they will always receive the necessary support from GFI to help them move forward in a positive and advantageous way.

“They know us, we know them, everyone knows exactly who they need to speak to and that works both ways!” concludes Micallef.

Whatever level of support and guidance is preferred by the partner, GFI are happy to hold hands or take a back seat. GFI are very proud of their close-working partnerships that they have nurtured and developed, which is indicative of the value and extreme importance that is placed upon their partners.

[gfi.com/partners](https://gfi.com/partners)