

# WheelHouse IT



With a broad set of IT support and service offerings for over 20-years, WheelHouse IT has proven themselves as a leader in the MSP community and is listed as number 94 in the world by Channel Futures on their MSP 501 List.

Searching for an eLearning Platform in 2018 they chose ClipTraining for its simple interface and up-to-date Microsoft training content. In 2021 their services team is now offering Private Channels to their customers and loading company-wide communications, employee onboarding and training content into ClipTraining.

## Main Reasons for ClipTraining

- Key differentiator from other service providers
- Solidify long-term customer MSP contracts
- Platform that provides Add-On professional services to drive business value for training and enablement
- Accelerates Microsoft 365 adoption by providing an easy access knowledgebase of training content
- Open LMS platform allows customers to subscribe to additional training for HR initiatives and other technology platforms (Adobe, Cisco, Oracle, Workday, etc.)

## Projected Revenue – YEAR 1

- \$ Some licensing for ClipTraining access (most customers get access for FREE)
- \$ Professional services to deploy Private Channels
- \$ Monthly Subscriptions for Private Channels
- \$ Resale from ClipTraining Learning Marketplace content (Security Awareness Training, Teams Voice Training, Dynamics 365, HR, Health & Wellness, Diversity Training, and more.)

**\$212,000 (USD)**



“Our most important focus is customer retention. We know that providing a branded **Learning and Enablement platform** to our customers will solidify our relationships long-term.

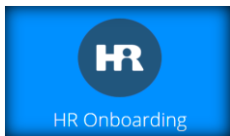
Additionally, the ClipTraining platform provides the best training content for Microsoft 365 to help our customers drive adoption and accelerate their ROI.”

**Rory Cooksey**  
Director of Growth, **WheelHouse IT**

## Key Benefits Identified

ClipTraining has enabled Wheelhouse IT to lock-in relationships with their customers. By providing an easy-access learning management solution that helps employees **quickly find short training videos for Microsoft 365 workloads to stay productive**, they are seen as the center point for training and enablement for their customers.

### Strengthens Customer Relationships



Deploying a private channel to enable HR Onboarding content positions WheelHouse IT as a strategic partner for learning and skills development long-term.

### Drives Adoption for Microsoft 365



All training videos are available through a Teams application for customers. This promotes dual-adoption as employees learn how to use Teams, and other Microsoft productivity applications, from within the Teams environment.

### Recurring Revenue Stream



ClipTraining is deployed as an ongoing subscription model for some customers. Monthly invoicing is processed for licensed access, plus add-on costs for a private channel to host the customer's employee onboarding content.



## Future Plans → Helpdesk Integration

WheelHouse IT provides helpdesk services to many of their customers. By leveraging the new ClipTraining API functions with ConnectWise they will include training links embedded automatically inside response tickets. This will help promote the usage of ClipTraining for their customers and drive adoption for Teams and other Microsoft 365 applications.

WheelHouse IT is the largest MSP (Managed IT Service Provider) headquartered in South Florida (Fort Lauderdale), with 20 years of experience serving the IT needs of small and medium-sized businesses nationwide. In addition, WheelHouse IT is recognized by Microsoft as their Southeastern Partner of the Year and currently holds 4 gold competencies and 3 silver competencies.

Services Partner:	WheelHouse IT
HQ Location:	United States – Fort Lauderdale, FL
# Employees:	105
Office Locations:	Three office locations including Fort Lauderdale, New York City, and Los Angeles.
Services:	Technology Services and Consulting

Connect with WheelHouse IT  
[www.WheelHouseIT.com](http://www.WheelHouseIT.com)

*“We hit the jackpot with ClipTraining. It helps us win new customers and provides us a sure-fire way to lock-in customer renewals.”*

– Gani Zebersky, CEO at WheelHouse IT

[sales@cliptraining.com](mailto:sales@cliptraining.com) | +1 888-611-CLIP (2547)

For more information about the ClipTraining solution, contact your sales representative or visit <https://www.cliptraining.com/solution>

