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Bringing Personal Relationships Into Business Development



In Greenwood Village, Colorado, a managed service provider (MSP) by the name of Atom Creek has been making big strides. The company was started in 2008 by the current President and Chief Executive Officer, Dave Clipp. At its inception, Dave imagined a company that would align technology strategy with business strategy in a harmonious relationship, further strengthened by deep attention to security and compliance. In addition, he saw a need for insightful solutions in the market that are based on an array of subject matter expertise and partnership that puts the customer first.

Then, in walked the TD SYNnex Lenovo LegendsSMB team.



"[TD SYNnex Lenovo LegendsSMB team] understand the technology, how it works, how we can leverage it for our customers...in my world that's particularly focused on the systems, the compute, the storage, the virtualization hyperconverged, those different products from the data center side..."

Dave Clipp,
*President, Chief Executive Officer,
Atom Creek*

The Beginning of a Powerful Partnership

The partnership began over 10 years ago. Dave was initially impressed with the quick turnaround times, ability to deliver an array of products and services as well as the personal relationship TD SYNnex created. From his previous role in the construction industry Dave had forged an interest in Lenovo products, and so working with the TD SYNnex Lenovo LegendsSMB team became a natural part of the equation as well.

Dave has seen how the TD SYNnex Lenovo LegendsSMB team makes business personal. They never use conversations as transactions alone and focus on that ongoing communication and understanding. This fundamental difference has led to their devotion to the lasting partnership and is a part of what Dave emphasizes with his employees: build relationships that go beyond the next sale.

Time and knowledge are often obstacles in the industry, and Dave understands the importance of mastering these challenges. He is quick to affirm he couldn't do this alone, and his employees would say the same, but with the consistency of the TD SYNnex Lenovo LegendsSMB team on call and on board with their vision, they are able to accomplish tremendous success. He and his Director of Sales and Marketing, Kimberly Miles, have seen their dedication time and again.



Kimberly Miles,
*Director of Sales and Marketing,
Atom Creek*

Ongoing Development and Legendary Results

Even after more than 15 years in the business, Atom Creek's focus on their clients means they still do customer reviews quarterly. They have seen their business evolve with the TD SYNnex Lenovo LegendsSMB team and are particularly grateful for events such as the annual certification gathering at the Executive Briefing Center for Lenovo in Raleigh, North Carolina. The time at this event has not only furthered their team's education, but it has inspired every member of Atom Creek to believe in the value of Lenovo products and increase sales even further.

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As Dave states, “We still have those relationships, we still have those fundamentals, but we have more resources, you know with TD SYNnex and then Lenovo...”

Dave and Kimberly believe that those relationships are legendary, or epic even, and have the stories to back it up. Recently, a plumbing company that had been a long-time customer of Atom Creek decided to sell. Although the plumbing industry is not typically considered in need of advanced technology, Atom Creek had helped this company make their work more efficient through technology. During the sale, they were deemed more valuable because of how technologically advanced they were — thanks to Atom Creek and the TD SYNnex Lenovo LegendsSMB team’s dedication to aligning business strategies with technology strategies.

This success is also a testament to the ways that Atom Creek is utilizing TD SYNnex resources. Kimberly emphasizes they are always grateful to try out different TD SYNnex programs, and continue to do so, because they know what to expect: quality enablement and meaningful relationships.

Today, Dave continues to enjoy the exponential development of opportunities, as their mission has come to life and sets them apart from competitors through their high value on consistent, informed personal relationships.



Your Legendary Success Starts Now

Are you looking for a partnership that is personal? A support team of experts who truly care about your business? If so, reach out to the TD SYNnex Lenovo LegendsSMB team today and let us see how we can help. Contact us at **LenovoSMB@tdsynnex.com**.