

Turning Customer Complexity into Enterprise Opportunities

Climb – SUSE – Insight



Overview

When vendor strategy, distributor expertise, and partner relationships align, real opportunities follow.

In a recent win-wire discussion, **Michael Kennedy**, SUSE Vendor Manager at Climb, and **Brent Welch**, Director of National Accounts, shared how a targeted customer pain-point helped spark an enterprise-level conversation through Insight — and why relationships are the true engine behind scalable success.

From Customer Complexity to Enterprise Opportunity

The opportunity originated from a third-party lead-generation campaign that surveyed IT leaders across large enterprise organizations. When responses revealed challenges aligned with SUSE's strengths, the feedback was routed directly to Climb.

"One response immediately stood out," said Kennedy. "The organization flagged high Linux support costs and tooling complexity — both areas where SUSE delivers real value."

Because the customer worked through Insight, the next step wasn't cold outreach. Instead, Kennedy leaned into Climb's reseller relationships specifically, Climb's Director of National Accounts at Insight, Brent Welch, to bring a warm, informed opportunity to the Insight team.

"Distribution allows us to leverage trusted reseller relationships to broker that first conversation," Kennedy explained. "Without that, vendor outreach often gets ignored."

Why Distribution Changes the Conversation

For Welch, this opportunity exemplifies how Climb drives differentiated value for national partners like Insight.

"Insight has deep, longstanding relationships with their customers," Welch said. "But with large VARs, focus often stays on a small set of top vendors. Campaigns like this surface real customer pain points and open the door to solution-based conversations around technologies that may not always lead the discussion."

Turning Customer Complexity into Enterprise Opportunities

Climb – SUSE – Insight



Rather than pushing product, the conversation was framed around real customer challenges — making it easier for all parties to engage.

“It didn’t feel forced,” Welch added. “It felt productive.”

What the Insight Relationship Means to Climb

Welch emphasized that success with enterprise partners like Insight is built through trust, consistency, and results.

“Our role is to show Insight the value we bring as a distributor,” he said. “That might mean helping build pipeline, creating new conversations around emerging technologies, or supporting opportunities that are still in early stages.”

He also noted that Climb’s responsiveness and team-first mindset stand out.

“When Insight needs help — even if it’s not directly our issue — our team steps in,” Welch shared. “That willingness to support and problem-solve is what strengthens the relationship.”

What the SUSE Relationship Means to the Vendor Motion

For Kennedy, working closely with SUSE goes beyond enablement — it’s about alignment and mutual trust.

“As the dedicated SUSE Vendor Manager, I work with their team every day,” Kennedy said. “Those relationships matter. When you genuinely work well together, business moves faster and collaboration feels natural.”

That strong alignment enables better outcomes for resellers and customers alike.

“If the relationship isn’t healthy, business suffers,” he added. “Strong vendor relationships are foundational to long-term success.”

Turning Customer Complexity into Enterprise Opportunities

Climb – SUSE – Insight



The Climb Difference

Both leaders pointed to culture as the common thread tying everything together.

“What stands out most at Climb is the culture,” Kennedy said. “It’s supportive, accountable, and collaborative — and that carries through to how we work with vendors and partners.”

Welch echoed that sentiment, highlighting Climb’s people-first approach.

“You won’t find a team more invested in helping the channel succeed,” he shared. “That dedication shows in how partners experience us.”

The Takeaway

This win-wire story isn’t about a single account — it’s about a repeatable model.

By combining customer insight, strong vendor and partner relationships, and a culture built on collaboration, Climb helps vendors and VARs create meaningful enterprise conversations that solve real problems — not just move product.

And that’s when everyone wins.