



Expand your recurring revenue while improving customer connections

Solution Providers find competition fierce as they strive to excel in the consumption-based As-A-Service model of today. They are looking to build a blend of their historic product-based delivery models with annuity-based revenue streams. One approach being used is to provide customers a way to effectively manage their IT environment regardless of IT asset in use (HW, SW, subscription). Delivering your customers a single view into all their asset and contract information generates greater customer intimacy, while simultaneously opening additional revenue opportunities.

Connect with your customers

ServTrax has been simplifying the way solution providers deal with the complexities associated with IT asset and contract lifecycle management for over a decade. Our business partners and their customers achieve improved efficiency by creating business process automation in the management of termed customer assets through our platform, TRAX.

- Subscriptions
- Cloud Consumption
- Software Maintenance
- Hardware Maintenance



The ServTrax platform

Today, solution providers leverage the ServTrax platform, TRAX, to manage over two million IT assets, components, and software, from 500+ different manufacturers, representing 16,000+ customers in 68 countries. Built as a collaborative platform, TRAX allows you to work alongside your customers with an efficient and cost-effective approach to IT asset and contract management.

Key operating features of the ServTrax platform

ServTrax serves as a single repository for the centralization of all customer assets and related contract information. Accessible by both you and your customers, the ServTrax platform promotes a collaborative process ensuring complex OEM agreements are managed efficiently and cost-effectively.

- Live Dashboards & Reporting
- Solution Provider Branded Portal Interface
- Automated Expiration Notifications
- API Integration
- Online Quote Delivery
- Campaign Creation And Execution
- Role-Based Access
- Platform Training

We offer seamless integration into your existing business software through any system with APIs available.

Creating differentiation building a strategic approach

TRAX allows your organization to create a business strategy for managing and growing your IT asset and contract revenue base. Executing this strategy allows partners to create competitive differentiation, and realize the following business benefits:

- Grow recurring revenue
- Increased renewal rates
- Improve operational efficiency
- Drive customer success
- Lower operating costs
- Business Process Automation
- Improved Business Agility
- Increased customer retention

Services to help you maximize the platform

Supporting our integrated IT contract management platform is an array of professional services designed to ensure you maximize the benefits of the platform. Our team has over 20 years of experience in building and executing a strategy approach to help our partners grow their annuity revenue.

- Practice Development
- Entitlement Services
- Business Development
- Application Training
- White-Glove Support

"In the first 11 months after implementing ServTrax, we grew our support revenue gross margin by over 15% in the US and over 30% in Canada. The ServTrax platform was critical to this success, and really helped us gain new customers as well." - *Director Inside Sales | CBTS*

