



# Partner Highlight:

## LMC Data

### Who is LMC Data?

Founded by Ty Gabriel, **LMC Data** is a managed service provider (MSP) that specializes in innovative IT solutions and multi-tiered consulting services. Based out of Coral Gables, FL, LMC primarily focuses on the public sector, heavily catering to state level organizations and the Federal government. Additionally, LMC has ongoing reseller contracts with various local groups and a number of private companies.

In 2009, Ty received his GSA contract award, meaning his company longer had to rely on any other major distributors to service federal agencies. His California CMAS contract was awarded thereafter, based on the terms of his GSA contract. With over 15 years of experience, Ty has managed to form very successful, long-term relationships with some of the most influential government agencies throughout the US.

### Why partner with Consensus?

In the beginning of his career, Ty made it a point to pursue managed solutions that lean towards out-of-the box technology that is needed, but not always top of mind. He has always had a natural ability to create strong connections which has become a recurring theme in his story. Quickly, he recognized a new way to accelerate LMC's reach in its target market while not spreading himself too thin. His strengths and direct experience as a small business owner, combined with the strong support of a well-established company like **Consensus Cloud Solutions** has helped open many doors into the

executive offices of federal agencies- ultimately connecting with the correct decision makers. Having this type of backing has been valuable for Ty as it checks off a box for prospective CIOs, providing them a sense of comfort and stability in knowing LMC is attached to a reputable force in the marketplace.

As a prior reseller of LiveVault, LMC Data has a 10-year plus partnership with Consensus Cloud Solutions, formerly known as J2 Global. During the relationship, the partner was introduced to other solutions within the Consensus product family. As the world's leading digital cloud fax solution, Consensus' **eFax Corporate** particularly stood out as an excellent fit for LMC's clientele across the country.

Choosing eFax Corporate, with an emphasis on selling into this niche, came from the fact that many of these organizations still heavily rely on traditional fax lines. More often than not, there is an unintentional lack of awareness around how much time and money is being spent on supplies, connectivity and the maintenance of traditional fax machines. The need to modernize and maximize the benefits of cloud fax stands out as an essential pain point, and LMC delivers cutting-edge technology for a highly necessary function.

The most common challenge that arises within LMC's demographic is the initial hesitance to such a huge change in infrastructure. Many federal agencies remain traditional in nature and well-accustomed to the status quo, so those beginning conversations can be difficult at times depending on what requirements are in place for the agency in question. In particular, there is a high degree of sensitivity to security features within the federal

community. The state level is a bit more flexible to work with as they are not generally held to the same standard requirements as federal agencies, and local agencies tend to be the least stringent.

Needless to say, the topic of security always remains top of mind for government agencies considering a new technological investment. By reselling a HIPAA Compliant, HITRUST CSF(r) certified solution like eFax Corporate, LMC offers prospects the opportunity to scale their extensive faxing needs, while relieving them of any potential doubts linked to compliance and security.



## How has the partnership benefitted LMC?

LMC is exposed to the best of both worlds due to its combined partner status as both a continual reseller and referral partner. Within the reseller space, the partner has developed and continues to grow a prominent customer base covering state and federal agencies, recently including a California agency committed to a 3-year contract, generating significant revenue for LMC. When it comes to implementing eFax, LMC's customers report a very seamless process, importing numbers with ease, and dealing with little to no issues when up and running. In the rare occurrences that clients have had issues, the general response is

that the eFax support team has been quick to act and resolve. Most importantly, clients immediately point out the notable benefits they now experience with a cloud fax infrastructure over their previous faxing environments.

From the start of the partnership, Ty has been clear about his expectations. He sought out a genuine partner that would further increase his opportunities by opening more doors while ensuring consistent involvement along the way (on both sides).

***"I feel actions speak louder than words. A lot of partners will say they have your back, but I've often ended up on the receiving end of false promises and ulterior motives."***

He explains having dealt with too many unethical people in past business, specifically referring to a previous partnership with a very well-known tech enterprise that ended poorly. Although that company set a low precedent, Ty expresses a very different experience with Consensus - with fulfilled expectations. He recalls a handful of instances in which the Consensus salesforce and engineering teams swiftly assisted with random, product-specific questions from LMC's prospects.

Regarding his experience as a referral partner, Ty appreciates that LMC is always tagged in the system to any co-opportunity. He believes that every deal is worth noting, despite how minor or multi-layered it may be. Unfortunately, it hasn't been common practice for LMC in other referral partnerships. With Consensus, LMC has been fully included in the process, which helps substantiate Ty's current sense of trust in the partnership.

***"Trust is number one  
when it comes to any  
partnership."***

He mentions his favorite part of being a Consensus partner is the flexibility-utilizing the referral program when he wants while taking advantage of the favorable terms in his reseller arrangement. Overall, he sums up the partnership as a very positive collaboration, with a high level of ongoing support and communication. ***"The Consensus team does a stellar job when it comes to supporting my initial and follow up meetings with new prospects."***

## What's next?

Ty is working through the preliminary stages of an exciting, new project that will ultimately enhance the way he does business. His main objective is to continue modernizing the way LMC scales solutions for its customers, minimizing their need to depend on the company's involvement. The updated customer experience will consist of a

branding refresh, new website, and company name change.

While increasing his eFax Corporate footprint within government, Ty has commented on focusing more towards the federal market in the next five years. He has also expressed interest in other Consensus solutions, specifically **jSign** (Consensus' eSignature solution), as he feels it is the most universally applicable. In fact, LMC just recently added jSign to its Federal GSA contract, meaning any potential customers who utilize the GSA schedule to procure technology solutions can now easily procure jSign.

LMC is constantly creating new opportunities, actively pursuing a few different government prospects at the moment. Just last week, Ty facilitated a successful meeting with the chief procurement officer of a large state agency. This prospect currently uses an on-premise fax service for their faxing, but wants to move towards a more cost-effective solution that completely leverages the cloud and is managed by a third party. Ty feels optimistic about this opportunity and future opportunities in partnership with Consensus Cloud Solutions.



## About eFax Corporate

eFax Corporate is the leading HITRUST CSF® certified digital cloud-faxing solution, trusted by five of the top 10 global enterprises and four of the top 10 Fortune 500 healthcare companies. The eFax Corporate product transmits billions of documents annually and is widely used in the USA, Canada, Europe, and Asia-Pacific. Its appeal and success are built around three key features: the widest selection of phone numbers; an easy way to send and receive faxes and voicemail by email; and a fast, reliable and secure communications network. As a core product of Consensus Cloud Solutions' leading interoperability suite, it creates operational efficiencies and enhances communications for paper-reliant industries such as healthcare, legal, insurance, manufacturing, finance, and real estate.

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## About Consensus

Consensus Cloud Solutions, Inc. (NASDAQ: CCSI) is the world's largest digital fax provider and a trusted global source for the transformation, enhancement and secure exchange of digital information. We leverage our 25-year history of success by providing advanced data transformation solutions for regulated industries such as healthcare, finance, legal, insurance, real estate and manufacturing, as well as technology for the state and federal government. Our solutions consist of [cloud faxing](#); [digital signature](#); [interoperability](#); [intelligent data extraction using natural language processing and artificial intelligence](#); [robotic process automation](#); and [workflow enhancement](#). For healthcare providers, we also offer a powerful [integration platform](#) that connects Consensus' products to EHR solutions, legacy systems, and other cloud applications. Our solutions can be combined with managed services for optimal outcomes. For more information about Consensus, visit [consensus.com](https://consensus.com) and follow [@ConsensusCS](https://twitter.com/ConsensusCS) on Twitter to learn more.

