

# Digital Fuel Adds New IT Business Management Resellers and Fortune-100 Direct Customers

*Digital Fuel SV, LLC (“Digital Fuel”) has rapidly added Fortune-100 Customer logos and more channel partners.*

LOS ANGELES, CALIFORNIA, UNITED STATES, January 19, 2017 /EINPresswire.com/ -- [Digital Fuel](#) SV, LLC (“Digital Fuel”) has rapidly added Fortune-100 Customer logos and more channel partners.

Digital Fuel is a leader in the rapidly growing IT Business Management sector, which provides software solutions that help CIOs, IT Managers, and Finance Managers deliver the most business value for every IT dollar spent. ITBM provides IT leaders with capabilities to manage their costs and services while also demonstrating the value provided.

Since acquisition, Digital Fuel has brought on five new strategic channel resellers including [amasol AG](#), VMware, Techxtend, and Sovereign. Digital Fuel has also brought on dozens of new customers including two new Fortune-100 logos. The new Fortune-100 logos are in the Retail and IT Services sectors. Digital Fuel has also brought on other customers in the Financial Services, Hospitality, and Federal verticals.



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We continue to see strong market validation for our software and solutions. To support this customer interest, we are expanding our sales distribution capabilities through direct & indirect channels.”

*Rick Bigelow*

These Fortune 100 companies choose Digital Fuel over other solutions because they needed an open and accurate solution that increased CIO and IT credibility and alignment with business needs.

Rick Johnson, Digital Fuel Director of Channel Partnerships says, “The Digital Fuel Reseller Channel program allows Value Added Resellers, Systems Integrators, and Consultancies to offer Digital Fuel IT Business Management and Service Level Management and Benchmarking software to their customers. The New Channel Program allows us to continue serving Enterprise customers around the globe. We see a lot of opportunity for our hybrid cloud and on-premise

ITBM solutions to help clients in Consumer, Financial Services, Government, Academic, and Healthcare industries. Effectively, any enterprise with a sizable IT organization can benefit from deploying IT Business Management tools.”

To meet the growing demand for their products Digital Fuel has expanded its sales team by hiring new regional sales staff to develop customer opportunities. These professionals come with extensive Enterprise software sales experience.

Matt Thompson, SVP Operations says of Digital Fuel, states, “We are excited to be in the IT Business Management space. It is a very dynamic area, where our

platform can help our Enterprise and Government customers optimize their IT expenditures, accelerating decision making and improving profitability. We have completed the acquisition of the business from VMware and are now actively pursuing growth both organically and through strategic acquisitions.

Digital Fuel COO and General Manager, Rick Bigelow, says of the growth, “We continue to see strong market validation for our software and solutions. To support this customer interest, we are expanding our sales distribution capabilities through direct and indirect channels.”

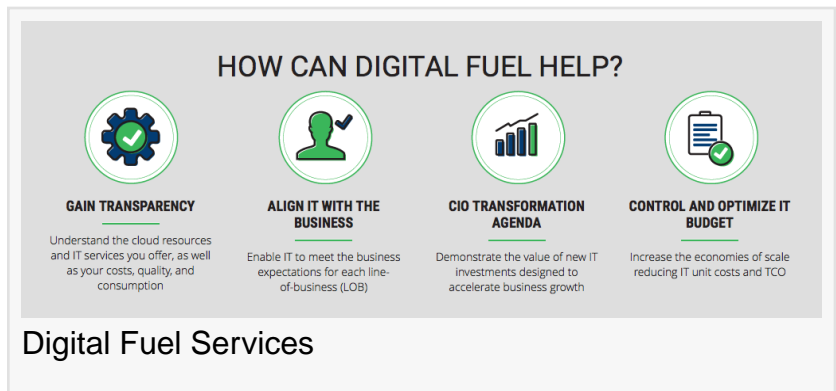
Digital Fuel has emerged as an industry leader in the ITBM sector, selling to blue-chip enterprise customers across multiple end markets including Financial Services, Government, Education, and Healthcare. The business has helped customers optimize their IT spend and realize significant cost savings, while being more responsive to internal customer needs. Digital Fuel offers Cost Transparency, Service Level Management, and IT Benchmarking products. Digital Fuel sells software licenses, SaaS subscriptions, and professional services to Fortune-1000 enterprises globally. Digital Fuel provides the granularity and accuracy which other systems lack. This level of detail allows enterprises to reliably perform customer chargebacks, budgeting & planning, accurate cost optimization insights, and robust IT Financial management activities.

#### About Digital Fuel SV, LLC

Digital Fuel is an IT Business management (ITBM) tool that provides transparency and control over the costs of cloud environments and quality of IT services. Its suite of products allow businesses to optimize costs and sourcing across internal virtual infrastructure/private cloud and public cloud. Infrastructure teams use Digital Fuel to understand the costs of supplying private and public cloud environments, while CIOs and IT executives can understand the costs of supplying IT services. For additional information, please contact Public Relations at Digital Fuel at (925) 997-2557 or via email at [PR@digitalfuel.com](mailto:PR@digitalfuel.com) .

Stay connected with Digital Fuel by following our LinkedIn Account at <https://www.linkedin.com/company/digital-fuel>

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