

# CUSTOMER SUCCESS STORY: BAI (BLACKWOOD ASSOCIATES INC.)



## ABOUT BAI FEDERAL

BAI Federal has been the bridge between Silicon Valley and the U.S. Federal Government for nearly 40 years because they know their customers well and thoroughly understand their demanding requirements. The experts at BAI look at driving factors in this space and upcoming OPM/DOD mandates to ensure their product portfolio and core competencies directly address the needs of the Federal Government. BAI can access any program, provide solutions on virtually every contract vehicle, and satisfy small business requirements, all while providing a superior level of support.

BAI Commercial was created to take advantage of this defining characteristic and apply the same 'Mission First' approach to Fortune 1000 accounts in the Mid-Atlantic region. Unnecessary complexity leads to increased cost, decreased reliability, and can be counterproductive when the goal is to increase automation. Using knowledge base gathered by monitoring and defending complex enterprise networks, the BAI account team isolates the customer's true functional requirements to propose innovative and cutting-edge solutions.

## FAST LANE AND BAI FEDERAL

Fast Lane began partnering with BAI in September of 2016 and has since worked closely with the BAI Account Team to successfully complete a number of Consultative Training engagements with several of BAI's top customers based on the Gigamon® Visibility Fabric™ Overview and Advanced Implementation Bundle (GVFAIBDL) course.

The success of these engagements was based upon clear and open communication, gaining a full understanding of the customers' unique needs, environment and goals, and proceeding with a great deal of flexibility and creativity in finding the absolute best solution to meet the customers' needs. As an extension of BAI's team, Fast Lane US has taken ownership of their Consultative Training engagements, thereby enabling BAI staff to dedicate a greater percentage of their time and resources to the development of more involved PS/Consulting engagements.

## TESTIMONIAL

“It has only been a few months since we decided to partner with Fast Lane and they have quickly become an extension of our team. My Account Managers have no issue introducing them directly to our key customers because they are responsive and exceedingly professional. The only standard across the Federal Government is that there is no standard. Every customer that we support across Civilian, DOD, and the Intelligence Community have distinct mission needs and corresponding training requirements. Fast Lane has been willing to customize their curriculum to ensure that our customers receive certification while retaining skills required to operate in their unique environment.”

**Ryan Morris**  
**Senior Director, BAI**

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