International Association of Microsoft Channel Partners™

TEAMED UP FOR SUCCESS

Nine Inspiring P2P Stories

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Bronze EMEA Winner - Blue Meteorite (Finland Chapter)

An international construction services company gets an intranet infrastructure through an IAMCP P2P Alliance

The Challenge

Royal BAM Group, a Dutch construction services business with headquarters in Bunnik, Netherlands, had the need for a global intranet infrastructure. While working with I4-YOU, a local Valo Intranet partner, it became apparent that a wider competence base was needed to serve this international organization, which has 10 operating companies across Europe and complex communications needs on Group, Function and OpCo levels.

IAMCP 2019 P2P AWARDS BRONZE WINNER EMEA

The Partnership

Valo Intranet is an award-winning, ready-to-go O365/SharePoint based intranet product developed by Blue Meteorite, a digital services company based in Finland.

After careful consideration, it was decided that a joint delivery with Blue Meteorite would bring the additional expertise the project team needed to deliver the project. I4-YOU installed a local development team on the customer's premises to enable seamless cooperation and agile development, and the team was supported by Blue Meteorite, which has achieved over 100 intranet deliveries.

The partnership arrangement created a pair of consultants in which the Blue Meteorite senior consultant brought her extensive knowledge on global intranets and various corporate communications needs, while the I4-YOU consultant was responsible for the functional specifications brought to the development team. A Blue Meteorite Project Manager took responsibility for overall steering and project management.

Said Tytti Hallavo of Blue Meteorite, "This deal was won fully based on partnering, which provided a sweet combination of knowledge, competencies, local presence and vast experience!"

The Outcome

The partnership combination worked beautifully to build a conceptual framework for Royal BAM Group, which was then extended to each of the OpCo's individual needs. As partnered vendors, Blue Meteorite and I4-YOU worked side by side, not in a subcontracting hierarchy.

“I believe this is one of the key success factors of the project, as neither partner had to carry risk for the other, which would have forced more meticulous control and taken some of the energy away from the development itself. The project was a great experience and we have established how success can be reached when full transparency is set, and the customer embraces agile working methods. No time was wasted for unnecessary administrative streams; instead, all the participants from both vendor teams and the customer's team truly worked together towards the common goal of building the best possible Global Intranet solution for Royal BAM Group.” - Tytti Hallavo

Silver EMEA Winner - CAD R&D Centre Progress Group (Bulgaria Chapter)

Two leading IT companies form a consortium to provide a medical university with an integrated system for learning process management

The Challenge

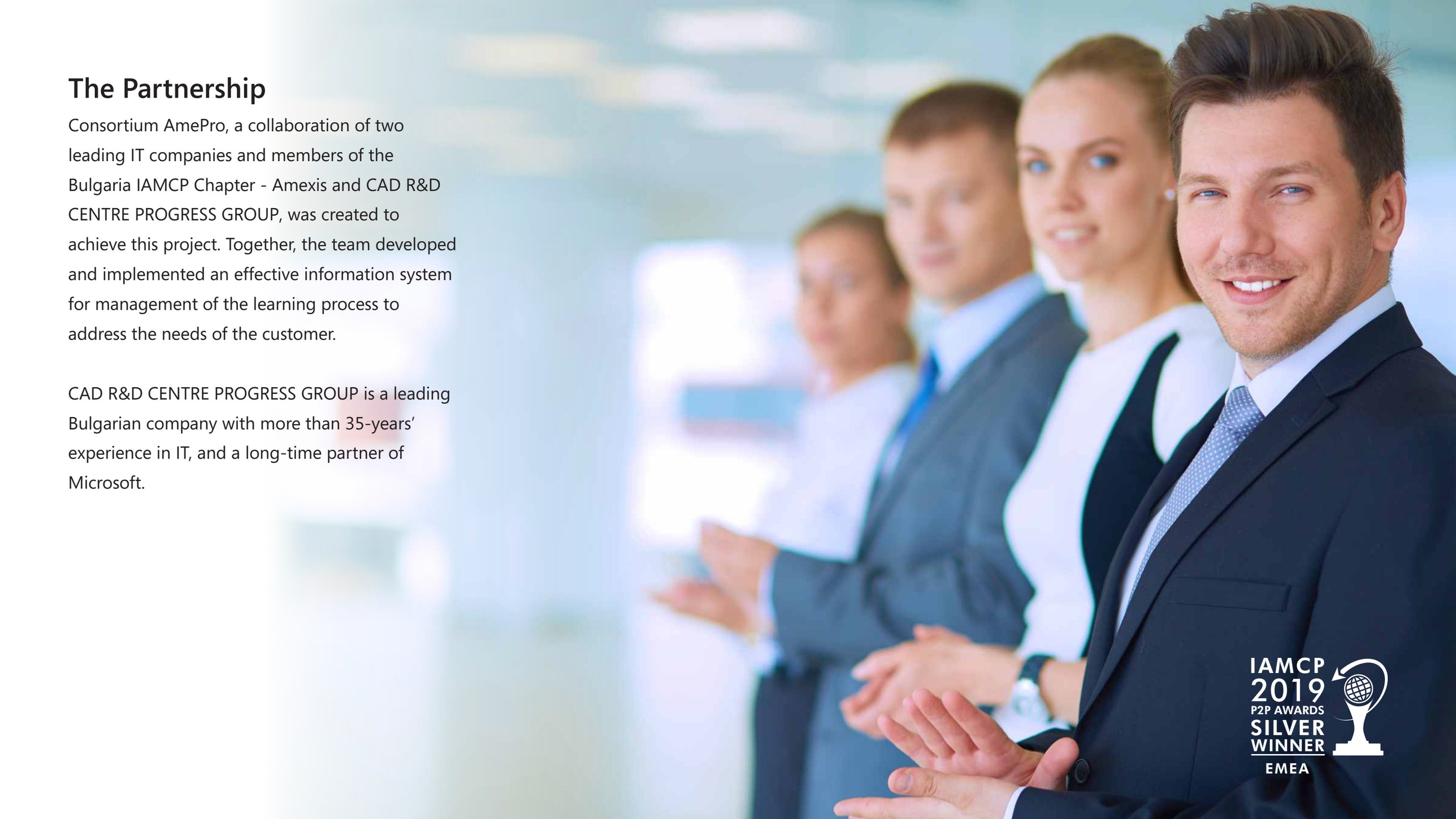
The Medical University of Varna, a Bulgarian state school for higher education dedicated to training specialists in the fields of medicine and healthcare, is recognized as one of Bulgaria's most modern and high-tech universities, with students from approximately 50 countries across the globe. It is the only university in Bulgaria to introduce the EFQMÂ® Business Excellence Model (2008). In order to meet the current requirements of all its stakeholders, the university needed to implement an integrated system for management, control, and administration of processes and information services for the learning process to ensure constant improvement of quality, and increase the satisfaction of all representatives of the services it offered.

IAMCP 2019 P2P AWARDS SILVER WINNER EMEA

The Partnership

Consortium AmePro, a collaboration of two leading IT companies and members of the Bulgaria IAMCP Chapter - Amexis and CAD R&D CENTRE PROGRESS GROUP, was created to achieve this project. Together, the team developed and implemented an effective information system for management of the learning process to address the needs of the customer.

CAD R&D CENTRE PROGRESS GROUP is a leading Bulgarian company with more than 35-years' experience in IT, and a long-time partner of Microsoft.



The Outcome

A system based on latest Microsoft technologies was developed for the university, consisting of separate modules connected through web services. Each module can work independently and encompasses the whole process for which it was created, so that users can employ only the modules that they need. The system allows quick and flexible adjustment to customer requirements, with the main advantages being:

- Informed resource management of the university
- Detailed information about all entities in the system
- Generation of different types of reports
- Resource planning
- Security of access to the system
- Ease of use and accessibility from various devices and locations

“The P2P approach was the right and most efficient choice for this project. Partnering within the Bulgarian chapter of IAMCP made it easier to collaborate, and to meet the right partner.” - Aleksandar Merodiyski, CAD R&D CENTRE PROGRESS GROUP

Gold EMEA/Worldwide Winner - Mint Group (South Africa Chapter)

A P2P partnership results in a progressive, award-winning solution for a forward-thinking university

The Challenge

The University of Venda (Univen), a South African comprehensive university, located in Thohoyandou in the Limpopo province, was encountering new safety and security challenges and lower student participation, resulting in dwindling pass rates. The faculty knew that a solution was required – but what?

As an educational instituation that runs predominantly on grants for funding, and serves approximately 16,000 students, Univen needed to increase student success rates and ensure safety and security to maintain its reputation, and secure future funding.

IAMCP 2019 P2P AWARDS GOLD WINNER WORLDWIDE

The Partnership

The project comprised the creation of Intelligent Campus through the application of Artificial Intelligence (AI) to address challenges and unlock opportunities for the university.

Mint Group, the creator of *Intelligent Campus,* required a strong partnership with a hardware provider (Gijima) that could successfully install technology across the campus to cater for the *Intelligent Campus* vision and the Vision APP solutions to be implemented. Gijima was also required to take all other infrastructure challenges into account (wheelchair access, speed bumps, security booms, and dorm turnstiles).

The Outcome

This project serves as the first of its kind on the African continent, and provides a viable solution for educational institutions to address the challenges experienced. Following a successful pilot program of the Mint Vision network at Univen, the AI system is now being rolled out to the entire university as a first step towards digital transformation, which will:

- Enable facial recognition and access control for 16,000 students per day
- Monitor 72 classrooms, with up to four cameras in each class scanning the faces once every minute for classroom attendance
- Serve as the basis for a future roadmap for advanced analytics, such as predictive drop-out detection etc., which will further increase pass rates as well as Azure consumption
- Drop security incidences down to 0%

In addition, as 99% of Univen's students study through the allocation of government grants, the disbursement of funds can now be backed by data, and student performance can be monitored to ensure money is being spent on the correct students.

"Since the launch of the successful pilot at Univen, other universities are following suit and Mint has been in negotiations with six other universities, with one signed up for a pilot which will commence in Q1 FY2020. Through the powerful capabilities of Azure AI and Cognitive Services, we empowered Univen to resolve the issue of safety, streamline staff productivity and student management, and address student performance through sentiment analysis and tracking with the Mint Vision App, a solution that will continuously drive transformation." - Carel Du Toit, CEO, Mint Group.

IAMCP 2019 P2P AWARDS GOLD WINNER WORLDWIDE

Bronze APAC Winner - Adapt Software (India North and East Chapter)

An international P2P alliance wins four contracts and makes winners out of two IAMCP members

The Challenge

Pittsburgh, USA-based SynergIT, a Microsoft Silver Partner and Microsoft Small Business Specialist with a strong Microsoft consulting practice, had four customers requiring a solution involving SharePoint and Office365 technologies, but didn't have technical expertise in these areas, and didn't want to lose the business.

Over the last 12 months, we have jointly delivered projects to four different customers for Office365 and SharePoint.

IAMCP 2019 P2P AWARDS BRONZE WINNER APAC

The Partnership

Since SynergIT did not have their own SharePoint and Office365 technical expertise, Adapt Software acted as their extended offshore team, having deep knowledge of both Office365 and SharePoint. One of the value propositions that Adapt brought to this partnership was to help SynergIT with pre-sales and technical solution support that clearly distinguished SynergIT from rest of the competition.

This partnership allowed customers to continue working with their existing vendor, while Adapt Software did the technical work in the background.

IAMCP 2019 P2P AWARDS BRONZE WINNER APAC

The Outcome

Customers were impressed, as SynergIT could now offer an exceptional experience, and all four contracts were won. These four projects have now been delivered with full customer satisfaction.

Through partnering, customers enjoyed an efficiency increase of at least 30%, enabling them to realize the benefits of Office365 much faster. In addition, execution from India resulted in a project cost reduction of 20%.

"90% of our annual revenue comes from P2P collaboration within the Microsoft Partner ecosystem. Throughout several years, we have learned a great deal in terms of making P2P collaboration more fruitful and profitable for ourselves and our partners." – Ashish Kamotra, Adapt Software

IAMCP 2019 P2P AWARDS BRONZE WINNER APAC

Silver APAC Winner - Compusoft (India West Chapter)

With a P2P alliance, an Indian tea distributor gets a ready, vertical ERP solution – and saves money

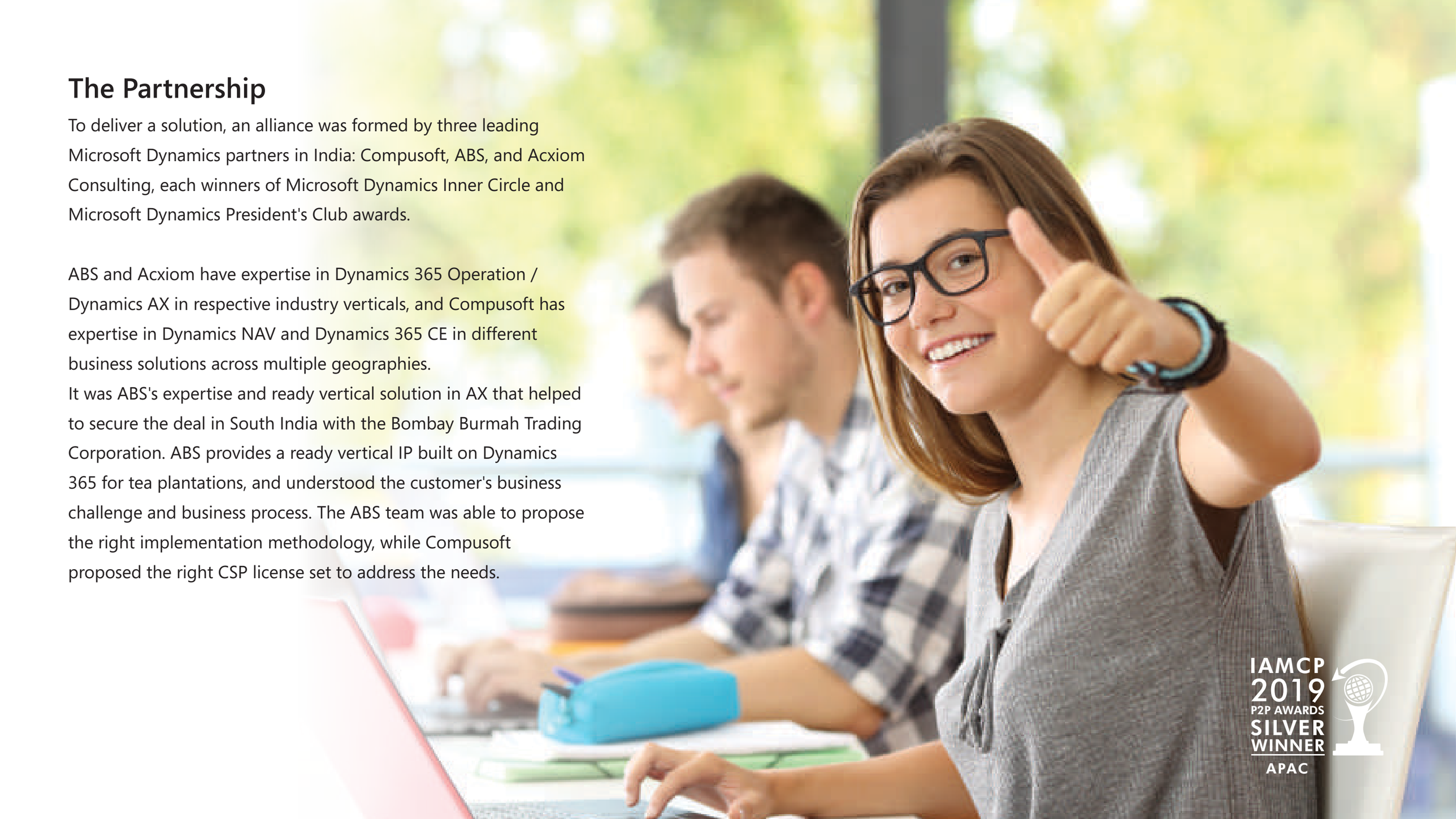
The Challenge

Bombay Burmah Trading Corporation Limited (BBTCL), a Mumbai-based tea producer with plantations near Coorg, required automation in order to remain competitive.

The Partnership

To deliver a solution, an alliance was formed by three leading Microsoft Dynamics partners in India: Compusoft, ABS, and Acxiom Consulting, each winners of Microsoft Dynamics Inner Circle and Microsoft Dynamics President's Club awards.

ABS and Acxiom have expertise in Dynamics 365 Operation / Dynamics AX in respective industry verticals, and Compusoft has expertise in Dynamics NAV and Dynamics 365 CE in different business solutions across multiple geographies.
It was ABS's expertise and ready vertical solution in AX that helped to secure the deal in South India with the Bombay Burmah Trading Corporation. ABS provides a ready vertical IP built on Dynamics 365 for tea plantations, and understood the customer's business challenge and business process. The ABS team was able to propose the right implementation methodology, while Compusoft proposed the right CSP license set to address the needs.



The Outcome

Since the group of companies could provide a ready and proven solution with best CSP licensing model, they were chosen by the customer over large SI firms that would have created the vertical from the ground up in Dynamics 365 Operations.

The partnership with ABS and Acxiom enabled Compusoft to become a recognized name for the entire Dynamics 365 deployments suite in India, thereby achieving much higher visibility within the Microsoft Partner ecosystem, along with exponential growth.

The alliance is able to replicate such joint successes year-after-year by leveraging the skill sets created by each individual partner in specific industry verticals, and presenting themselves to customers under a single banner.

"This alliance is an example for all in the IAMCP & Microsoft Partner ecosystem that growth happens through partnership. It not only opens up opportunities for cross selling in our existing customer base, but also to acquire new customers in various geographies where we were not previously present. The results are reflected in our growing success, both in the marketplace and with Microsoft." - Devesh Aggarwal, Compusoft

Gold APAC Winner - Intelegain Technologies (India West Chapter)

A success trifecta – and a Gold APAC P2P win

The Challenge

Wonderchef, a rapidly expanding premium kitchenwares distributor selling in India and exporting to APAC, was experiencing difficulties with its on-premises MS Dynamics ERP solution, necessitating an immediate migration to the cloud in order to reduce maintenance costs, resource efforts and time. But the company simply couldn't afford to be out of commission for the 5-7 days of downtime that the migration would require.

Intelegain Technologies, a global company with four locations in the U.S., India, Singapore and Australia, has been providing customers with expert technology solutions for over 15 years. Despite Intelegain's expertise in Azure Migration and Implementation, the company needed external support to deliver the complete fail-safe hybrid cloud solution in a time frame that would involve minimal impact to the customer's business.

IAMCP 2019 P2P AWARDS GOLD WINNER APAC

The Partnership

Building on relationships that had been formed over several years through IAMCP chapter meetings, the company's CEO, Neeraj Gargi, approached two partners: Mumbai-based Graftronics and Sunbridge Software Services of the Pune region.

With the team's combined expertise, a solution was born that would see the migration of the customer's datacentre to Azure during a period when the volume of billing transactions was highest. This challenge was further impacted by a rapidly-approaching deadline on the existing lease at customer's facility.

The Outcome

Intelegain, being an expert in Azure Migration and Implementation, helped with setting up the infrastructure on Microsoft Azure. Graftonics took care of on-premises appliances and facilities such as routers, VPN connectivity and firewall, etc. Meanwhile, Sunbridge brought its expertise in Dynamics to the team, ensuring that the Dynamics NAV Migration took place with virtually zero downtime.

The entire process was seamless for Wonderchef, with Intelegain as the single point of contact, eliminating the need to co-ordinate with multiple partners, and mitigating the risk of communication gaps.

"IAMCP has given me great confidence to work in the Microsoft space and share expertise with other partners. This solution has illustrated how impactful partner-to-partner relationships can be for all parties involved, and I know that I have support from the MS community when I have a challenge." – Neeraj Gargi, Intelegain

IAMCP 2019 P2P AWARDS GOLD WINNER APAC

Bronze Americas Winner - Betach Solutions (Canada Chapter)

A flexible and affordable Dynamics 365 / Sharepoint solution for a not-for-profit organization through P2P innovation

The Challenge

Betach Solutions had a pre-existing relationship with The Edmonton Community Legal Centre (ECLC), a non-profit organization focused on providing affordable legal services to disadvantaged individuals in the local community. Given the not-for-profit structure of the organization and, the fact that a significant portion of their funding comes from grants and charitable donations, every dollar spent on IT needed to be maximized and stretched as far as possible.

IAMCP 2019 P2P AWARDS BRONZE WINNER AMERICAS

The Partnership

Although Betach, located in Calgary, Canada had a productive and mutually beneficial relationship with ECLC supporting and maintaining various on-premises Microsoft systems (Dynamics 365 and SharePoint), the company lacked a local partner to manage the desk-side support and physical infrastructure. A partner that surpassed checking the basic support boxes was needed. One that could offer proficient support of the overall infrastructure, work directly with Betach on the software-front, and extend a flexible service model that was affordable for ECLC.

Betach joined forces with Accurate Network Services and established a front-of-house / back-of-house model, in which Accurate Networks provides frontline support and on-site service, and Betach maintains critical Microsoft line-of-business software issues. Enhancements and larger projects are dealt with seamlessly without either partner stepping on the other's toes, and with each leveraging its respective strengths.

The Outcome

The biggest benefit has been the synergies sustained from two Microsoft partners playing to each other's strengths. Accurate Networks is able to triage and handle frontline support requests, and infrastructure maintenance, while Betach is able to provide consultative and project services to maintain the Microsoft line-of-business applications in use.

"We have become infinitely wiser through ongoing communication between the client and both of our teams. Truly understanding, through observation and communication, what ECLC needs has allowed us to present a roadmap to free them of the constraints and costs of physical infrastructure, while optimizing and modernizing their front line software. Microsoft Teams and Office 365 will bring significant new capabilities to the organization, and racks of expensive (and unreliable) server hardware will dematerialize over the coming months as our two companies work together to roll out the IT roadmap." - Brittany LeMaro, Betach Solutions

Silver Americas Winner - Archive360 (Connecticut Chapter)

With regulatory compliance top-of-mind, a P2P solution addresses complex international pharma needs and provides an ongoing revenue stream

The Challenge

Astellas Pharma, a global Japan-based pharmaceutical giant, has complex legal and regulatory requirements that require enormous precision and attention to detail. The company's North American division needed to onboard and modernize >1 petabyte of sensitive data to Azure and Archive360's A360 Platform for compliant records management and e-Discovery purposes.

The A360 Platform integrates privacy, compliance, eDiscovery, and records management for Azure Data Lake to enable enterprise customers in regulated industries to modernize their data estates with the power of Azure AI and Machine Learning.

IAMCP 2019 P2P AWARDS SILVER WINNER AMERICAS

The Partnership

The Astellas deal pursuit was a valuable reminder of the importance of marrying the right solution to the best, most relevant consultative expertise. This sales cycle began in April 2018 as a solo effort that dragged on for seven months with minimal progress. Archive360 searched during that time for a partner with the optimal mix of industry- and geo-specific experience; but it wasn't until the alliance with Convergency was formed that the project accelerated to its successful conclusion with recurring revenue that will nearly triple in value in FY20.

Convergency's principals are long-time pharma industry veterans without whose knowledge and experience this win would not have been possible.

The Outcome

The purpose-built native capabilities of the A360 Platform, combined with Convergency's industry-specific knowledge, enabled a solution to be conceived. This is the first stage of a three-phase project, as Astellas plans to do the same in EMEA and APAC once the North America phase is complete.

In addition, the company is already looking at MANY other workloads- which is where the client is expected to realize the true transformative power of Azure Data Lake.

"This sales motion compelled us to map/score our partner relationships. We now have a structured process for identifying the correct partner for the most appropriate opportunities - both to maximize our shared chance to win the business, and to best meet the customer's unique requirements. Strategic, bi-directional partnerships are vital to Archive360's success as a global Co-Sell Prioritized ISV." - Marian Breeze, Archive360

IAMCP 2019 P2P AWARDS SILVER WINNER AMERICAS

Gold Americas Winner - Andosi (Boston Chapter)

A winning P2P strategy that YOU can make your own!

The Challenge

Andosi, a Boston-based IAMCP member and direct CSP, has a great deal of experience with partner-to-partner (P2P) relationships. The company does not claim to be experts in MS products and aligns with other like-minded partners with complimentary skill sets to deliver services that are vital to the customer – a unique positioning strategy.

As a CSP the company is able to sell licensing and implementation services direct to clients, yet in many cases has given up licensing revenue/credit with MS by partnering with companies that can sell licensing, but do not have a professional services group to support the implementation of Dynamics 365 solutions.

IAMCP 2019 P2P AWARDS GOLD WINNER AMERICAS

The Partnership

A few of Andosi's partnering examples over the past year include:

- Crayon – partnering to develop and execute a co-branded webinar series geared towards D365 (CRM apps in particular) and AI for fall 2019. For any deals that arise from this effort, Andosi would provide the CRM implementation, while Crayon would handle licensing and AI services. Also of mention, Andosi brought Crayon into a 500 user SAM engagement with an existing customer last year.
- Now Business Intelligence – in this case the partner had an engagement with a government contractor in the Boston area. He brought Andosi into the deal to handle a NAV move to the cloud and another partner to address additional Azure government cloud components, while he provided SharePoint expertise.
- Dynamics Southwest of Dallas, where Andosi has developed a strong partnership. DSW does not have a D365 CRM practice but specializes in Business Central, while Andosi has the CRM expertise, but not Business Central proficiency. This arrangement has seen five deals close this year.
- Aveva, with which Andosi attended an industry trade show, sharing booth space and promoting both D365 and their Asset Management solution together.
- SMR Consulting, an MS Office / Infrastructure Consulting firm which was working with a non-profit organization that needed a CRM solution – SMR sold the licensing and Andosi handled the implementation for D365 for Sales.

The Outcome

Customers with which Andosi has worked utilizing this model appreciate the company's honesty that it isn't the expert in everything, and know that Andosi has great relationships with experts in other areas. Customers also like the team approach to delivering an overall business solution.

"We've learned that even companies that one would consider a "competitor" can also be a partner. We have worked with other D365 partners that are experts in areas that we are not. We pass leads back and forth and we all win in the end. There is a big pie out there - and a lot of small slices adds up. Keeping the end user happy is the number one priority - if we can do that by partnering and get deeper into an account by doing so - its a win-win-win - a win for us, the partner(s), and the customer. By partnering we are providing the clients with the best possible experience." – Sandra Knight, Andosi

IAMCP 2019 P2P AWARDS GOLD WINNER AMERICAS

Thank you to all who have put their energy, time, and talent into the creation of this eBook!

Special thanks to Microsoft Partners who have shared their stories of partnership and success.