

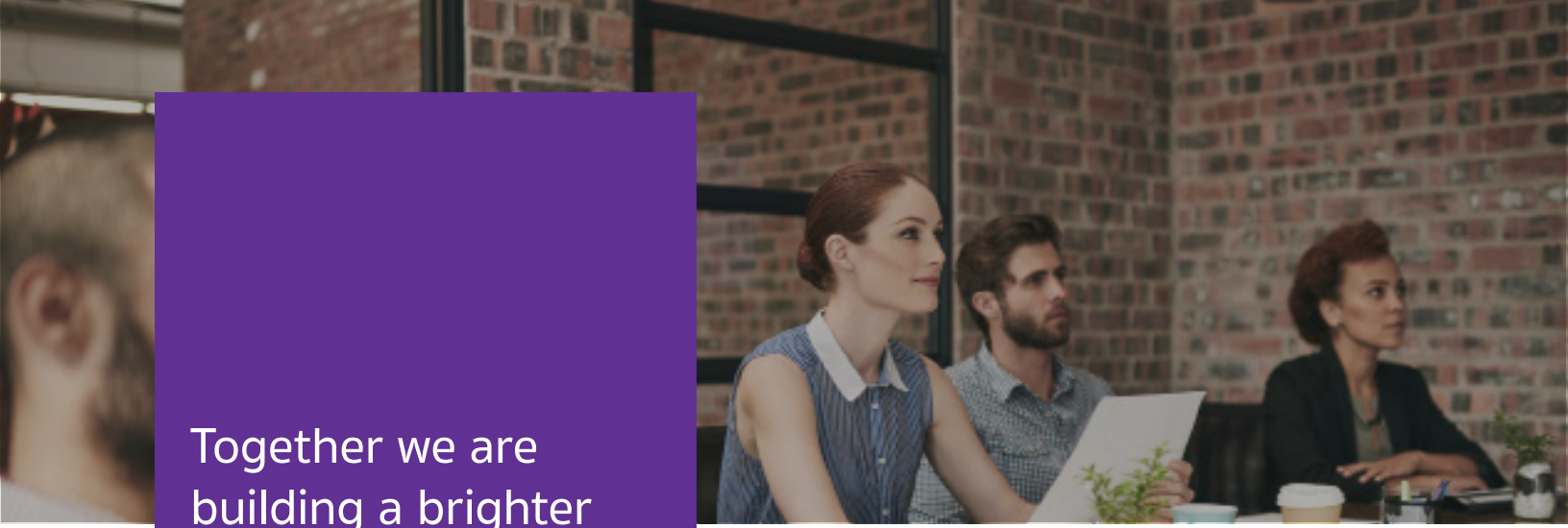


**International Association of  
Microsoft Channel Partners**

**AWARDS**

2016





Together we are  
building a brighter  
future for tomorrow.

## Welcome

Building upon each other's strengths forms the foundation of the International Association of Microsoft Channel Partners. By working together, we are able to provide better solutions for customers, and leverage the power of partnerships to drive more profitable businesses.

Simply put, as part of the Microsoft ecosystem, IAMCP members have an advantage in today's competitive marketplace because they create more connections and earn more business.

"We believe that business follows strong relationships. IAMCP provides the perfect forum for relationship-building and nurturing, enabling us to make connections, build trust and increase revenue."

- Suresh Ramani, CEO, TechGyan, 2016 Global IAMCP Award Winner

Every year we celebrate members' successes with the IAMCP Awards presented at Inspire, Microsoft's annual worldwide partner conference. Last year, we had over 60 entrants from around the world submit their stories of collaboration, business growth, community leadership and customer success. From those submissions, 11 winners were awarded the silver and gold designations within their geographic locations.

This eBook gives you an inside look at the business success partners enjoy when working together.

We encourage you to join the IAMCP and take advantage of the opportunities your membership will create for you in the years ahead. The power of partnership starts with you.

### **Gail Mercer-MacKay**

Awards Chair & IAMCP Board Member

Congratulations to  
all the participants  
and winners from  
the 2016 IAMCP  
Partner Awards.



**Global IAMCP Winner**

Finalist: **Tech Guyan**  
Region: APAC

**US IAMCP 2016 Gold Winner**

Finalist: Wintellect LLC  
Region: US

**EMEA IAMCP 2016 Gold Winner**

Finalist: Colygon  
Region: EMEA

**LATAM IAMCP 2016 Gold Winner**

Finalist: Corporotivo IT  
Region: LATAM

**Canada IAMCP 2016 Gold Winner**

Finalist: Insight  
Region: Canada

**APAC 2016 IAMCP Gold Winner:**

Finalist: QuadroTech  
Region: APAC

**US IAMCP 2016 Silver Winner**

Finalist: Qorus Software  
Region: US

**APAC 2016 IAMCP Silver Winner**

Finalist: NetApp/Cisco  
Region: APAC

**Canada IAMCP 2016 Silver Winner**

Finalist: XpertDoc  
Region: Canada

**LATAM IAMCP 2016 Silver Winner**

Finalist: Grupo ORSA  
Region: LATAM

**EMEA IAMCP 2016 Silver Winner**

Finalist: Powell Software  
Region: EMEA

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# IAMCP relationship helps two businesses grow – and provides a perfect client solution!

TechGyan

“

We believe that business follows strong relationships. IAMCP provides the perfect forum for relationship building and nurturing, enabling us to make connections, build trust and increase revenue. Our relationship with Classic Systems has grown to include two more client solutions.”

- Suresh Ramani, CEO, TechGyan

Through an IAMCP relationship, a growing Mumbai Chartered Accountant firm, previously relying on Google Apps, now has a world-class document management system.

## Introducing – TechGyan

Meet IAMCP India West founding member - TechGyan

TechGyan is an India-based provider of technology solutions focused on Social, Mobility, Analytics and Cloud Computing. Through IAMCP, TechGyan has built relationships and celebrated partner successes with other members.

Attending the 2007 Microsoft Partner Awards in Denver, Colorado, TechGyan CEO, Suresh Ramani was instantly convinced of the power of the connections he witnessed at the conference. So when IAMCP approached him with a membership opportunity, he was “in”. As IAMCP gained popularity in India, Mr. Ramani became a founding partner for another chapter, India West, now grown to over 100 members strong in just a few years.

## The Customer Story

A transition from a limiting Google Apps platform to an Office 365 custom solution... and improved communications.

Relying on a free edition of Google Apps, Sampat Mehta and Associates found themselves in a dilemma when their staff grew to 60 employees – 10 more than the free platform permitted. The inability to use a single domain name for email addresses reflected poorly on the company's brand, and communications were cumbersome. With many employees in different locations complaining about difficulty in accessing important documents, mobile access had become key to employee productivity. Through IAMCP, Classic Systems and TechGyan combined forces to provide an integrated solution with Microsoft's Office 365 online suite. Now, Sampat Mehta and Associates' employees can access files from anywhere, with a document management solution that is user-friendly, mobile-friendly and secure, improving both employee productivity and client service.

“Our email migration solution was executed with minimal downtime. We now have a world-class email and document management system, with superb online and offline experiences, and a 20% increase in productivity.”

## Partner-to-partner with new business

TechGyan and Classic Systems not only benefited from their ability to partner and provide an optimal Office 365 solution to their client, they have since gone on to provide solutions for two more clients! This success has deepened their relationship, increased their revenue streams, and broadened the portfolio of solutions that they can showcase. With these success stories behind them, the partners are well-poised to provide relevant solutions to more clients – and enjoy the shared benefits that these opportunities provide.

“IAMCP offers many benefits to businesses, not just in connection and relationship-building opportunities, but also through the ability to learn more about other companies and their solutions. Companies can partner to offer a more complete and seamless solution to a client, making everyone a winner!”

- Suresh Ramani

# Find The Best Client of Your Life, with IAMCP

Action Point

“

“The best client we’ve ever got, the biggest single project we’ve ever done, all came through another IAMCP member. It started at \$600k and now we’re at \$850k with no sign of slowing down. We get 130 people at IAMCP meetings sometimes; it’s the highest level of networking and best source of partners I’ve joined, and I started in technology in 1992 so that’s a lot of events to compete with.”

- Tim Martin, Action Point

When Tim Martin, Business Development Manager at Action Point’s California hub was first introduced to the IAMCP Community, he immediately knew he’d found the group for him. What he didn’t know, is that IAMCP would unlock the door to the greatest client of his career.

## Introducing – Action Point.

With offices in Ireland, London and the US, Action Point is a professional developer of custom software. Due to the complex nature of this offering, the company relies heavily on building effective partner connections.

“These kind of initiatives are my only way of finding new business. I don’t do cold calls, I don’t do mailers or anything like that, purely because custom software is such an incredibly hard sell. No business owner searches custom software development. They ask their IT guy.” Tim explains.

Expressing his delight with IAMCP, Tim is about to join the board of the Southern California IAMCP Community, which he was introduced to through a long-term business associate from Alvaka Networks.

“I heard about IAMCP through a business associate I’ve worked with for 25 years. We were chatting about networking and he said that he discovered this great group. A week later I showed up.”

## The Perfect Target

With the associate who recommended IAMCP understanding the type of partner Action Point sought, Tim quickly realised the IAMCP Community was one that it needed to be involved with, and the advancements that could be achieved by doing just that paid off almost straight away.

Tim continues, “The people at IAMCP are decision makers, and really the people I need to be talking to. It fits my demographic perfectly.

“Typically, it takes 6 months to a year to find my ideal connection at a company and build the relationship. But when I get an intro through IAMCP, there is such a natural establishment of trust. For me, this is the biggest benefit.”

## Growing Collaboratively

Important for Tim is the ability to have open, transparent communications with a common view of communal business growth, not selling. He comments that with the majority of networking events, a negative is the number of sales people present, but with IAMCP, things work differently.

“IAMCP members are very upfront with the fact we are there to grow our businesses, not to sell. Referral, advice, partnering, we all have the same goal. Very rarely do I run into someone who is out to sell. It truly is partnering, in the most honest sense of the word.”

## Access to Microsoft

Being dependent on the Microsoft Partner Network and Microsoft’s direction, amongst other aspects, having a good relationship with Microsoft allows Action Point to trust that their business is in good hands, with growth prospects attainable and achievable.

Tim explains, “Our connection with Microsoft is very important. We have a great relationship with our Microsoft rep. Learning what direction Microsoft is heading in is useful for us, because where Microsoft is going is where we are going.”

With access to events, learning sessions and all sorts of Microsoft-led initiatives, Tim speaks highly of the added interaction and perks that they receive from Microsoft through IAMCP membership.

“There are lots of introductions, lots of events, it’s very helpful. One year I was invited to WPC, with a discount. It was great to meet and see other partners and see Microsoft’s plan.”

With such a unique, tailored product, Action Point is able to excel within the IAMCP Community, finding the right people faster and reducing lead times by months. An environment of endless partners in which Action Point can trust to accomplish their business objectives is pricelessly valuable.  
IAMCP



“

To get the engagement we do from IAMCP, we'd need to invest in a major conference, spending thousands of dollars on attendance, travel and time. With a small investment in IAMCP you can meet individuals from your local area and all over the world to network and build new revenue streams”.

- April Blankenship, Marketing Director of Altec Inc.

Joining IAMCP meant that Microsoft partner Altec uncovered an echoing sense of Community, togetherness and trust. Whatever your location, from the UK to Hawaii, IAMCP is near you and poised to help you increase revenue and drive results as a Microsoft partner.

## Introducing – Altec.

April Blankenship, Marketing Director of Altec, alongside marketing counterpart Gabriela Morales, speaks highly of the pleasure and rewards of being an IAMCP Community member.

Based in California, and referred by IAMCP member Bond Consulting, Altec became involved with IAMCP in 2012. With an “unending supply of resources, initiatives and events”, they haven't looked back.

“We're fortunate because where we sit in California, we're in the middle of 3 fantastic locations, with the alternating Orange County and LA meet, along with the San Diego meet also close. This means we can connect with partners from all areas of the channel that have complementary skills sets to ours. It's a HUGE benefit for us”.

With opportunities to interact with several groups of Microsoft partners in different locations, Gabriela recalls how much the IAMCP meetings helped when she first joined Altec.

“I was new to the Microsoft channel when I joined Altec, and there was so much to learn. The So-Cal (Southern California) IAMCP meetings helped me to navigate and uncover what would provide the most value for me and for our business. For people who first find the Microsoft channel quite overwhelming, it's an awesome way to understand everything. There were people there ready to give advice on how to connect with Microsoft, what strategic initiatives were available in our local area and how we could get involved.”

## Realising Value

There are plenteous means for finding value from IAMCP, many of which Altec have experienced.

“We’ve definitely realised tangible revenue and connections from IAMCP. I can think of a least 2 wins where we have sold to new connections as a result of our membership”.

It’s not all about selling though. With IAMCP, much of the focus is on community and benefitting from the strengths of others. Along with diversity in businesses and locations, the variety of people gives the opportunity to learn about different strategic areas.

“We’ve also met a digital marketing company that we can use for web development. It’s a great chance to leverage the strengths of others”.

## Automatic Trust

April recalls how recently, recently an Altec Sales Director had to travel to Hawaii on business. With limited knowledge of the region, he reached out to the local IAMCP Chapter, resulting in instant access to a trusted Microsoft partner network in the region. Whilst there, he arranged a number of meetings with IAMCP Hawaii members to build connections and explore business opportunities. April touches on the safeness of the environment, and freedom to discuss what’s going on with your business.

“There’s an automatic trust within the community that IAMCP naturally promotes”.

“IAMCP is one of most important communities as a Microsoft partner, I would recommend joining to anyone who is keen to expand their network with trusted like-minded and professional partners.”

From their first meeting until now, Altec have bloomed and accelerated as part of the IAMCP Community.

Altec has only positive things to say about IAMCP membership, and encourages all who currently are not to get involved.

# Powerful Solutions that Grow Your Business, with IAMCP Partnerships

CAIRO AG

“

Potential clients want a full solution with one contact, one hourly rate, and access to the right resources. Working with IAMCP partner SAC GmbH, we extended our offering without extending costs, making all areas of our business a lot more fluid and dynamic.”

- Peter Piekenbrock, CEO, CAIRO AG

Peter Piekenbrock, CEO of CAIRO AG, joined IAMCP at its inception, recognizing the potential for more profit by working with fellow Microsoft partners. Combining resources with SAC GmbH to form a joint daughter company, acoris AG, provided an increased value-offering and new customers for both companies.

## Introducing – CAIRO AG

Peter Piekenbrock believes in strong partnerships. From their office in Mannheim, Germany, his company offers IT solutions to select clients in their region, delivering knowledge and trust in the proposition. “Reliable cooperation is the only way we grow with our customers and develop ourselves,” says Peter.

To that end, Peter joined IAMCP at its inception and learned about SAC GmbH, a company with similar offerings, in the work groups. “We did the same work in different locations,” Peter notes, adding that he knew they could work together and generate more profit as a team, since both companies, CAIRO and SAC, have a lot of experience with collaboration and Sharepoint. Joining IAMCP and founding acoris AG together made this partnership possible.

“We use this collaboration with IAMCP partner SAC GmbH to help us in different areas. It’s a wonderful partnership, because now each of us has back-up. We supply what the other cannot, and deliver more for the customer through our joint daughter company, acoris AG.”

## Strong Relationships

CAIRO AG, SAC GmbH and acoris AG continue to operate as separate companies, working collaboratively in a shared services model to better serve customers. Peter is enthusiastic about his participation in IAMCP, noting that Microsoft is the fourth pillar in this strong foundation for business.

To solidify the collaboration, the ACCAS-Group was formed, a roof under which the pillars could stand, and joint services could be delivered to clients. Each company under this roof has its own specialized services, which provide the widest choice of benefits to the clients while supplying a single contact person for the collaboration.

“Customers want one person they can rely on to deliver the knowledge and processes required, and take responsibility when issues occur,” says Peter.

Consistency of pricing and billing and delivery of extended solutions are other key advantages for the companies and their customers. Solutions and maintenance services are easily provided within the partnership, and seamlessly managed.

“We adapt the process for each customer, matching them to the most qualified people in our IAMCP partnership group, including one contact person with three people behind him.”

## Increasing Customer Value

Forming a group from IAMCP partners has increased the value proposition to customers, resulting in new business each company could not have serviced on its own. Peter calculates a 20% increase in efficiency of service delivery, resulting in a client win ratio 30 – 40% higher. “We offer a deeper level of specialization in services and a higher level of quality than we could have before the collaboration,” Peter notes. “We win contracts because we have more than 70 people in our work group rather than the 35 people we had before.” ACCAS-Group can deliver more services to customers at a competitive hourly rate because the collaboration of IAMCP partners provides resources in knowledge and people without incurring additional overhead costs. And that’s a WIN for everyone.

“The opportunity to work with CAIRO AG and SAC GmbH via the ACCAS-Group has dramatically reduced potential risk on implementation of Microsoft Solutions. By having a greater base of knowledge from which to pull, we’ve been able to cement a trusting relationship that helps us focus on reliability and service. We wholeheartedly agree that by having an IAMCP partner we are getting the right person for the right job.”

- Thomas Hickstein, Regional Manager, IT Europe, Barnes Group Inc.

# Three Partners, One Platform, and Thousands of Happy Users

Colygon

“

With our standard application based on SharePoint platform, and our two exceptional partners who helped us implement the solution to a large enterprise, we reduced the project cost by one-third of the total price, and cut the time for the implementation to only one year. The typical risks were minimized, end-users were involved from day-one, and the client was able to shift their focus from technical to change management aspects.”

- Patrick Püntener, Colygon's Sales Director

Thanks to the partnership of three IAMCP members, leading Swiss accounting company PwC Switzerland managed to transform its intranet and other internal and external communication channels into a fully digital workplace, unified under one software solution.

## Introducing – Colygon

Colygon is a Swiss software vendor specializing in digital workplace solutions, including social intranets and enterprise collaboration.

A member of IAMCP since 2006, Colygon is one of the founders of the IAMCP's Swiss Chapter.

“Since we are a product company, it is natural to us that we seek partners for its implementation inside the Microsoft ecosystem. When Microsoft Switzerland approached with an idea of forming a Swiss Chapter of IAMCP 10 years ago, we were instantly ‘in’.”

- Patrick Püntener, Colygon's Sales Director

## Digital Workplace #Enterprise

A digital workplace is currently “The” solution that every modern company craves. However, things get more complex in an enterprise environment.

A large accounting company from Switzerland wanted to replace several existing systems in order to:

- Improve file-sharing and document management,
- Establish new electronic collaborations with clients,
- Improve knowledge management for employees.

Moreover, all aspects required different software solutions, and in the new version the client wanted them “under one roof”.

Several problems were particularly risky in the process.

1. Security, with new customers’ access to the company’s platform.
2. The amount of time needed for the implementation that normally takes three to four years
3. Implementing solutions one-by-one, where one program can jeopardize the other.

## One Platform to Rule them All

With their award-winning application called MatchPoint, Colygon offered a digital workplace solution based on the MS SharePoint platform.

Since the client needed partners for the deployment, Colygon leveraged its global delivery network of Microsoft Channel Partners to provide a team with the best resources for the project. The customer chose Infocentric for consulting and concept planning, and Elca for the implementation of Colygon’s MatchPoint solution.

Typically, project implementation follows a linear time frame: concept – design – software development, where the management cannot clearly see the final result. The team lead by Colygon introduced a different approach that instantly included the customer value and end-user experience.

In other words, the deployment started with the outcome!

Not only was the implementation of this multi-aspect solution done in record time, but the client also got a unified platform for all the company’s unstructured information, such as documents, social posts, task man-

agements, event and issue management etc.

In addition, the MatchPoint platform introduced more personalized user profiles, which had a huge, positive effect on the employees.

As for the end-users, they got a smooth and easy usability of their documents, for which they no longer have to search in the email correspondence. Now the platform does it for them instantly, and an electronic workflow gives them real-time information about the status of their documents.

“The result of the first phase was already the first version of the final software, where the client could see how it would look in the end. This approach became our standard procedure that has been proven to minimize the gap, from planning to execution, to 20%.”

- Patrick Püntener, Colygon’s Sales Director

## Business growth through new connections

Colygon’s standardized project methodology was a solid foundation for good and controlled collaboration; however, after this partnership formed, it got even better! What the team learned is the importance of defining the smallest of details. The better defined the roles and responsibilities of all involved partners, the better the collaboration.

“At specialized Microsoft events, the exchange of information is often limited, since all attendees act as mutual competitors. At IAMCP events, you meet all kinds of partners that discuss general management, and here people talk more freely about their business. That’s how they discover new opportunities, learn about each other’s strengths, and discuss synergy and partnerships, rather than competition.”

- Patrick Püntener, Colygon’s Sales Director

# IAMCP Opens The Door For Partnership and Sharing

CSE

“

Luke Celente, co-founder and Managing Partner of CSE, quickly realized that IAMCP Partners he considered “potential market share grabbers” were actually “market share extenders”.

Serving the Tri-State area of New York, Connecticut and New Jersey, CSE has only a few partners in the NE US States. Connections through IAMCP, including the Worldwide Partner Conference (WPC), extended the opportunities for CSE from local to worldwide.

## Introducing – Computer Solutions East (CSE)

CSE offers innovative computer services and products which enable small- and medium-size enterprises (SMB) to succeed in today’s digital age. Working with IAMCP Partners eased overwhelming issues, encouraged market development and improved CSE’s ability to capture a specific market from their offices in New York, Florida, Philippines and India.

CSE first joined IAMCP to bond, gain insights and improve its own practices. IAMCP did improve business development through the Microsoft (MSFT) channel with access to technology, promotions, tools and frameworks to build a practice. As a newer partner, CSE felt as if it was “taking” insights, but was soon “giving” insights as a direct managed partner of MSFT SMB channel. Luke says, “There is no silver bullet, but working in partnership with other members of IAMCP has made everything so much easier.”

## Small- and Medium-size Business Opportunities

As Luke observes, the landscape in IT is much more complex than it was even ten years ago. Client needs have become more dynamic and on-demand because technology is available anytime, anywhere and through different media. Clients today ask, “How do you help us to work better?”

Luke admits that in the small and medium business world there is a lot of pressure to deliver cutting edge solutions to clients. It can be a lonesome pursuit. Enter IAMCP. It allows for what Luke calls “water cooler conversations”, with opportunities for camaraderie as well as collaborative work and sharing of experiences with like-minded IT businesses as a unified group.

## Partnership - Co-operative Action

Initially, CSE, very protective around their client base, was determined not to share projects with potential competitors. Now Luke feels that IAMCP opens the door for partnerships that enable better solutions for clients, a focus on growing business, and more word-of-mouth referral business.

CSE generated a lead with a San Diego client but realized it would be a stretch to accommodate their needs. Fortunately, a San Diego IAMCP Partner had the perfect offering of services and price. Within one month CSE was able to provide services for the NYC satellite office of one of the partner’s clients.

CSE and an IAMCP Partner in Philadelphia with similar goals for Dynamics CRM offerings appear to be competitors. However, duties divided according to their specific skills in joint marketing increased business for both. Similar backgrounds but different strengths, discovered through IAMCP, make for a strong partnership.

Luke believes that IAMCP allows partners to focus on their expertise, not just on one-off opportunities or putting out fires. This focus makes businesses more profitable, repeatable and enjoyable. Also, clients win. Luke suggests that by “giving away pieces of business” to other IAMCP Partners, you increase your own business profitability through greater reach, expanded service offerings, better client relationships and quality of life. He believes that what he calls “navigating these crevasses” pays off for both partners and their clients.



# Microsoft Partners - Collaborating and Meeting Customer Needs, with IAMCP

FMT

“

This IAMCP partnership was critical, as we had a customer with an urgent, time-sensitive need. Due to other projects and prior commitments, we couldn't meet what turned out to be a very tight time-frame over the holiday period. By partnering with an IAMCP member, FMT delivered a solution for our customer when they needed it most.”

- Eric Casazza, FMT Consultants

When Eric Casazza, CEO at FMT Consultants, was presented with a challenging business request from one of his new clients, he experienced first-hand the benefits of being part of the IAMCP community. Partnering with IAMCP member General Networks, FMT delivered the smooth integration of Office 365 for their client and minimized additional expenses for them.

## Introducing – FMT Consultants

Based in California, FMT Consultants provides integrated business management solutions and information technology services including Microsoft Dynamics GP, Dynamics CRM, Dynamics 365, SharePoint and Office 365. Finding that few people in their geographic area did work like theirs, Eric thought IAMCP membership would be a good way to network and drive leads.

Having joined IAMCP in 2012, Eric Casazza reflects on why he became involved in IAMCP.

“Although FMT had been implementing Microsoft solutions since 1995, I was newer to the Microsoft space and wanted to know more about it. I also wanted to network with other Microsoft partners to be able to provide good references for our customers for things we don't do, and also get references for our business.”

## The Customer Story

FMT's customer, an international leader in e-discovery and legal consulting services, had recently acquired another business with 800 users of the Office 365 platform.

Due to the structure of the acquisition, the customer had a tight deadline in which to migrate all the users over to their email infrastructure. If the migration hadn't happened quickly, FMT's client would have incurred added costs.

"Ultimately, all our customer's users got migrated within that two-week period in December," explains Eric. "Our solution prevented them from having to enter an expensive lease-back agreement."

He adds, "Getting everyone on the same communication platform and calendar schedule quickly resulted in a smoother transition and less interruption for the client's employees, and their customers as well."

## New Opportunities With Growing Relationship

The sense of community evident in IAMCP sets the table for new business relationships and new opportunities.

"We've seen a lot of growth over the years," says Eric. "We've received hundreds of thousands of dollars in project and client work from referrals."

He points out that referrals go both ways, with FMT receiving several partnering awards in the San Diego chapter for referring business to other partners. "We strongly believe in the partnering strategy, and see the benefits of that."

"The best part of IAMCP is really the Microsoft partners, helping each other. The monthly meetings create comfort, confidence and familiarity, and that allows you to develop the kind of depth and partnering you need to be successful."

With such positive experiences being a part of the IAMCP community, FMT encourages new members to join and current members to take advantage of all the benefits IAMCP membership brings.

“

The biggest benefit the client received by partnering with TransVault and Globanet was a smooth and successful transition to Office 365 for their end users.”

- Sevag Ajemian, President and CEO at Globanet.

It was at one of the regular, local chapter IAMCP meetings where Globanet’s senior sales executive Art Guerrero had a casual chat with other members. The conversation revealed that a global staffing agency was facing a big challenge: to transfer their on-premises, archived data from more than 5,000 email accounts, archived over the last eight years to Veritas Enterprise Vault, into a new cloud-based platform in Microsoft Office 365.

IAMCP regular Art Guerrero instantly knew this was something his company could help with, and do so in a completely pain-free manner.

A short time later, Globanet partnered with TransVault and began to migrate seven terabytes of end-users’ emails for this client.

## Introducing – Globanet

Globanet is an enterprise information management solutions provider.

Globanet has been a member of the IAMCP since 2009.

“It’s the business opportunities that you cannot get elsewhere. In this particular case - with the Office 365 migration - what started as informal discussion in an IAMCP meeting ended up as a big win for all partners involved.”

- Art Guerrero, Globanet Senior Sales Executive.

## The Risky Move

The job was anything but easy. Migrating data and communications found in the email archive, in a comprehensive and consistent manner, is critical to organizations looking to move email services to the cloud. Without a fully audited and compliant archive migration, the organization risks negative legal implications associated with not being able to prove email communication or adherence with industry regulation.

The key requirements were highly demanding:

- Protect against data loss,
- Prevent end-user disruptions,
- Avoid the search for data in duplicate locations,
- Maintain the full chain of custody (proof of migration).

## “Smooth Operators”

The solution was a combination of TransVault Sprint migration software and Globanet Technical Resources, and it fulfilled all the requirements seamlessly.

As part of their approach, the two partners created an Enterprise Vault Archive Data Test Group to show how archived data would eventually reside in Office 365, and how users could search for their data in its destination. That created the necessary peace-of-mind for the client and played a crucial role in closing this business deal.

Additionally, the team used a ‘staggered deployment model’, which meant breaking the migration into phases and keeping multiple environments live simultaneously. This was done to ensure that the client’s end-users had continuous access to their emails during the entire migration. They were able to move over to the new email system without interruption and without experiencing downtime.

“Migrating emails can lead to data loss, data corruption, breakdowns in indexing which can affect search results, etc. We knew we had a partner who has the tools, people, and knowledge to take the client there efficiently, without end-user disruption or data loss.”

- Deekron Krikorian, Globanet Marketing Lead

## Partner-to-partner with new business

### Double Benefit

In the end, the client “arrived” at its new cloud platform, with all their data stored in one place, easy and accessible.

The outcome eventually doubled in benefits:

1. The client was highly satisfied with the migration, in which its most critical requirements were met.
2. Both partners learned from the challenges of this engagement and have now teamed on several new Office 365 migration projects that will close in the very near future!

In addition, this innovative solution will be showcased in the great Microsoft Ignite conference in Atlanta, at the end of September 2016.

“The Microsoft Partner ecosystem is the best in the industry and continues to get better over the years. We have proven that through IAMCP our business will continue to thrive and flourish.”

- Art Guerrero, Globanet Senior Sales Executive.

# SingAssist - The Euro-Asian Partnership “Song”

It4YOU

“

IAMCP partnering supported us in different ways in this project: by extending a marketing partnership with audio services; and by enabling access to professional coding teams with shared resources, which provided faster development and decreased time to market.”

- Igor Panshin, COO of ITForYou.pro

How Lithuanian-Chinese business connections developed an innovative solution for karaoke club singing competitions. Spreading throughout China like fire, this technology makes every singer an instant “Voice” winner!

## Introducing – It4YOU

ITForYou is an international developer of innovative technologies in the field of speech intelligibility and audio signal processing.

The company has been a member of the IAMCP’s Lithuanian chapter for four years.

“The two main benefits for IAMCP members are: extensive involvement in partnerships with other companies, sharing knowledge, and wide marketing opportunities. For instance, after winning the Microsoft EMEA AppCup in the B-to-C category with our UrbanDenoiser.com App for music fans, IAMCP provided an excellent marketing package for us.”

- Igor Panshin, COO of ITForYou.pro

## Karaoke Star

Southeastern Asia loves to sing! In countries like China, Japan and South Korea, the number one entertainment “go-to” spots are karaoke clubs. Over the years this phenomenon has surpassed the short-term trend, growing into a big industry, with estimated revenue of 10+ billion dollars per year in hardware and software equipment alone!

But karaoke fans do not visit clubs only to sing joyfully, or to release daily stress. They want to sound good, even when they don't have a particularly talented voice. The reason: massively organized karaoke competitions, among teams and even between different clubs. And every club wants to have the winning team.

## Enhanced Voice

As an advertising agency for many karaoke clubs, Shanghai-based Ego Industry Development partnered with private entrepreneur Alex Bredikhin and a Lithuanian tech company, ITForYou.pro, to provide an innovative solution for raving karaoke fans who wanted to sing like a pro.

ITForYou already had a popular app for music fans - the UrbanDenoiser - which improves sound in a noisy environment, like a street or subway. The same technology was used to develop a solution that makes an amateur singer sound like a professional in a real-time mode.

And that's how the SingAssist solution for karaoke clubs was born!

The software opened up new opportunities for karaoke clubs, enabling them to offer distinctive features to their singing competitors, which:

- Make them feel like a star,
- Help them win the competition over other teams and clubs,
- Improve their personal singing skills.

“I am very impressed with such unbelievable opportunities. I can't believe that any software can change a singer's voice so that he sings like a professional, and his personal voice is still recognizable. I believe this solution will achieve great success in our market.”

- Na Jia, CEO of Ego Industry Development (Shanghai) Co., Ltd

## New opportunities with growing relationship

What this partnership brought to the “technology table” was fast development of an entirely new solution, which is, in fact, a wide ocean for karaoke and related industry branches. By sharing resources, the partners also spread their partnership network to the Chinese market. Additionally, it made hundreds of karaoke singers happier!

“We greatly appreciate IAMCP partnering for new ideas and strong trusted partnership in mutually effective projects. We have already recommended IAMCP partnering for several of our partners, and hope to see an IAMCP chapter in China.”

- Igor Panshin, CEO of ITForYou.pro

# Transform Your Sales Process with an IAMCP Membership

M2M

“

Our target was to close \$30,000 in sales after training through Per-spicity, another IAMCP member. After training we were able to surpass our goal in under three weeks.”

- Clare Mungai, Managing Partner, M2M Systems

Clare Mungai and the team at M2M Systems had been looking for a way to streamline and scale their sales process for some time. Upon learning of the benefits of IAMCP membership, they decided to become the first IAMCP member in Kenya, a decision that has already paid off better than anyone expected.

## Introducing – M2M

M2M Systems is a Microsoft Cloud Solution Provider that understands that a business's most important commodity is time. Operating with this knowledge at the core of their values, M2M helps businesses achieve increased efficiency and productivity through Office 365. Located in Nairobi, Kenya, M2M provides unique, cloud-first solutions powered by Microsoft products, defined by 24/7 availability and a commitment to customized productivity solutions for their clients.

The team at M2M knew they needed to expand their partnerships if they hoped to continue to meet their sales goals. This, combined with their imperative for delivering best-in-class, fully customized solutions, which is what ultimately led M2M to become an IAMCP member.

“With \$10.2 billion in joint Partner-to-Partner engagement, IAMCP membership was a no-brainer. The fact that M2M got to be the first Kenyan member was the icing on the cake.”

## Creating New Opportunities Through Partnership

M2M partnered with Perspicuity, a UK-based Microsoft Gold Cloud partner. Perspicuity offered a week-long sales program for improving sales efficiency by qualifying and closing deals more efficiently over the phone, saving countless hours in unnecessary face-to-face meetings.

The team at M2M is now looking to expand their partner network to include Microsoft partners with competencies in areas different from their own. They know that, as a growing organization, the ability to offer multiple solutions through a variety of partners will be a key differentiator for years to come.

“We’re a young partner with only four months of membership under our belts. However, the ability to collaborate with such a diverse range of Microsoft partners at the drop of an email has already proved invaluable. In particular, working with partners who are competent in SharePoint workflows has given us a distinct edge over the competition.”

- Clare Mungai, Managing Partner, M2M Systems



# A Collaborative Approach Gives an Outdated Intranet a Powerful Lift!

Powell Software

“

IAMCP is the link that connects us with partners around the world that understand our platform. We partnered with Insight, a worldwide LSP, which is an extremely important alliance for us.”

- Karina Klindtworth, Powell Software, EMEA

With an outdated intranet platform being accessed by 240 users in a rapid retail environment, the client needed a solution to increase their productivity – and they needed it fast! An IAMCP partnership resulted in a customized Microsoft Office 365 intranet solution that increased MS feature usage by 80%.

## Introducing – Powell Software

Powell Software is a European Software Vendor founded by Expertime Groupe, with offices in both U.S. and Europe. Their custom software solution, Powell 365, accelerates use of MS Office 365 Suite by 60-80%. With their unique solution, leveraging strong partnerships is a huge part of Powell Software’s international expansion strategy.

Although Powell Software is a recent IAMCP member, their CEO, Jean-Pierre Vimard, had been involved with IAMCP since its inception, affiliated through the parent company, Expertime Groupe.

“We recognized that an IAMCP membership was a missing piece of the success puzzle for our global expansion plans. IAMCP links us with both current and future partners, and contributes greatly to our growth.”

## The Customer Story

### Much more than a Band-aid solution for a major electronics manufacturer

The client's needs were complex. Not only did they need an updated solution in a hurry, they had limited budget for the project. As a reseller of products like Powell 365, Insight had a good understanding of how it would solve the client's problem. The companies joined forces to make an in-depth presentation, including a demonstration of what their new site could look like, together guiding the client to better results.

And those results were profound. Within two months of the initial meeting, a complete intranet analysis, survey and focus groups were conducted, implementation took place, and the client's 240 users had been seamlessly transitioned to a new platform – for 30% less than the planned budget!

As a result, the client has seen intranet usage adoption increase by 60%, improving communications and productivity, and an 80% increase in usage of MS features, increasing the ROI on their investment.

“This success story is a classic example of how an IAMCP relationship resulted in a great outcome for the client, its employees, and both partners. Together, we are stronger, and we all get to share in the success of our alliance.”

## Partner-to-partner with new business.

Both Powell Software and Insight have recognized how compatible they are – and seen first-hand the value of a partner-to-partner relationship. And now, with a successful installation and a satisfied client, they're looking to a future of providing best-in-class solutions to customers, together.

“IAMCP is truly a 'community of alliances', empowering organizations through relationship. By forging strong relationships with other member companies, members can see their business grow rapidly, and achieve expansion goals that might otherwise have been less attainable.”

# Combining Forces Through The IAMCP Community

Qorus Software

“

Amazing things happen when Microsoft partners work together.“

- Ray Meiring, CEO of Qorus Software

IAMCP helps Qorus reach more markets, service more customers and generate more revenue

## Introducing – Qorus Software

Qorus runs on Microsoft Azure and integrates with Office 365 to enhance document productivity, helping them create business-critical documents more efficiently and accurately. Their software is incredibly powerful but highly intuitive and very easy to use. Even the most non-technical users can quickly create accurate, personalized and compliant documents like proposals, contracts, RFPs, pitches and reports. Qorus's award-winning Customer Success team ensures customers across all industries get the most value from their software.

Qorus has always partnered with system integrators, and values IAMCP membership in establishing an even larger ecosystem of partners who are committed to each other's success.

“We joined IAMCP because we knew it would open the door to so many strategic partners with whom we can collaborate and create ultimate solutions for our customers.”

- Ray Meiring CEO Qorus Software

## The Customer Story

### Qorus and SharePoint Revolution help North American Roofing generate inspection reports 120 times faster

North American Roofing (NA Roofing) is one of the largest commercial roofing companies in the United States. While it is a pioneer in the industry – having installed and serviced roofing systems on over 20,000 facilities – NA Roofing is also a leader in innovation. Looking for a way to improve internal communication and productivity, NA Roofing focused on their RoofGuard Inspection Report.

The company's Service Department is responsible for inspecting, maintaining and repairing roofs. Each customer's roof is routinely assessed, the data is sent back to HQ for analysis, and the results are assembled into an easily digestible RoofGuard Inspection Report that is sent to the customer. Creating each report manually took approximately two hours. NA Roofing approached SharePoint Revolution, its trusted technology partner, looking for a solution.

SharePoint Revolution aids clients in boosting efficiency, productivity and profit through creative business process management and time-saving document automation. Larry Nordlinger, CEO of SharePoint Revolution, immediately recommended Qorus Software. He explains: "We found that Qorus was a great solution. With it we're able to have a technician on a roof who is using his Microsoft Surface device to collect data through checklists, narratives and pictures. All this data is sent to SharePoint, and with the help of Qorus, we can combine it with CRM data to generate a very nice report."

"Qorus has been a lifesaver for our business. We went from taking 2 hours per report to 60 seconds, and that's just been incredible."

- Kelly Wade, COO, North American Roofing

## The Partnership Accord

Qorus celebrates a diverse and dynamic global ecosystem, and their partnership with IAMCP was pivotal in the evolution of that ecosystem. What makes this ecosystem so dynamic is the partners' commitment to each other's success.

For example, by working with SharePoint Revolution Qorus was able to identify gaps in its own implementation process. This resulted in the development of a three-phase partner program focusing on the on-boarding, enablement and engagement needs of Qorus's partner ecosystem.

Working with Qorus, SharePoint Revolution was introduced to a Senior Business Development Manager at Microsoft who helped the business earn a Silver Competency in Cloud SMB in just under one year. With each partnership, Qorus enjoys a mutually beneficial relationship rooted in customer success, innovation and growth.

"Having a deep relationship with Microsoft and IAMCP allows us to scale and reach new and exciting markets."

- Ray Meiring, CEO of Qorus Software

“

Providing networking sessions, education and access to key Microsoft information, IAMCP opens the door for uncharted channels - the opportunities are endless.”

- Christine Bongard, Vice President, COO for QTS

A membership with IAMCP has broadened the horizon of Quality Technology Solutions' business plan

## Introducing – Quality Technology Solutions

Quality Technology Solutions (QTS) is a Microsoft Gold Partner and an infrastructure partner that specializes in system integration and networking, software development and cloud virtualization solutions, systems centre and consulting. Touring the expo hall at WPC eight years ago, Bongard was intrigued with IAMCP and the idea of networking with partners that would complement their deployment services.

“Attending IAMCP meetings is like an exclusive club, complete with focused content, marketing and funding programs, and the chance to align with influential partners.”

- Christine Bongard, Vice President, COO for QTS

## The Customer Story

With joint marketing campaigns and cross-training sales, Quality Technology Solutions & Corporate Training Group take a proactive approach to leverage every opportunity.

Being a provider of deployment services only, QTS was looking for a partner that offered best-in-class end-user training to provide their own customers with a full solution. QTS was introduced to Corporate Training Group (CTG) through an IAMCP networking session, and five years later they have collaborated many times to help a great number of clients.

QTS and CTG meet quarterly to discuss marketing plans, develop joint marketing campaigns and even cross-train their sales representatives. QTS services are synonymous with the end-user value that CTG offers.

“Our customers are getting the best of both worlds – QTS installs, configures and deploys great technology while CTG helps the IT staff transition their business to ensure end-user adoption.”

- Christine Bongard, Vice President, COO for QTS

## A Partnership that Drives Business Growth

Partnering with CTG has amplified QTS's sales and bottom line by leaps and bounds, and introduced them to channels they may have not discovered on their own. By attending IAMCP networking sessions and meetings, being involved and an active member of the community, QTS has developed many partnerships with providers who offer services and add-ons that complement their own offering. QTS can deliver end-to-end solutions and have the confidence to say to their customers “Yes, we can do that.”

Working candidly within their ecosystem of Microsoft partners, QTS gets an up-close and personal look at their partners' processes and best practices and how their solutions directly impact customers. QTS finds relevance in that shared knowledge and incorporates best practices into their own business while having a newfound understanding of their customers' total needs.

“We have been a valued member of IAMCP and it truly has transformed our business, opening up new channels, creating lasting relationships and expanding our knowledge.”

- Christine Bongard, Vice President, COO for QTS

“

The Ativar Portugal program has been very well accepted by the market and interested parties. We already have confirmation that the program will continue until June 2017.”

- Carlos Lima, Marketing Manager, Rumos S.A.

“Ativar Portugal” is an IT training program for numerous customers and Microsoft partners, not just one.

The project emerged from the need for skilled professionals in several IT areas in the Portuguese market. It helped many people who had become unemployed as a consequence of the economic crisis by giving these individuals an opportunity to fill available IT jobs.

Another benefit was an increase in the number of Microsoft Certified professionals through Microsoft Official Curriculum training.

## Introducing – XRumos, S. A.

Rumos conducts IT professional training in Portugal, partnering with most major technology players. Microsoft was Rumos’s first major partner; the two firms have been working together for almost 25 years.

“The main benefit is the networking IAMCP provides: meeting other local Microsoft partners, and building business opportunities. IAMCP in Portugal has also been organizing interesting meetings with the local Microsoft management team.”

- Carlos Lima, Marketing Manager, Rumos S.A.

## The Customer Story

Rumos S.A. has been training IT professionals in Portugal, in partnership with Microsoft, for almost 25 years. In 2013 Rumos became a founding member of the Portuguese IAMCP chapter.

The 2013 economic crisis saw unemployment rise to 15.3%, yet IT jobs remained unfilled.

To address this problem Rumos developed and presented a training project to the Portuguese Microsoft subsidiary, which included proposals like training discounts, funding (private or public) and internship offerings (end customers or partners) for the newly trained professionals.

Ativar Portugal is an IT training program that addresses end customers and Microsoft partners. People who became unemployed as a consequence of the economic crisis were given a chance to work at the available IT jobs.

“We intended to capture this human capital and increase the number of Microsoft Certified professionals through Microsoft Official Curriculum training,” said Carlos Lima, Marketing Manager, Rumos S.A. “We also wanted to capture the investment in certified training of both end customers and Microsoft partners, to improve the number of Microsoft Certified professionals, and particularly the IT skills in the Microsoft technologies within these corporate environments. As we all understand, better skilled professionals take more advantage of the installed technologies, either on-premises or cloud-based.”

The Ativar Portugal project is innovative for introducing a new market approach. It combined partnerships in designing and sharing a common product to be delivered to the Portuguese individuals or companies. With this new model, more value was added to all stakeholders, laying out a new framework for future initiatives and more business opportunities.



This campaign has 5 major assets that explain its success...

1. **Technology:** A focus on courses that cover all major technologies and tools used in the market, including Windows Server, SQL Server, Office 365, Azure and Visual Studio.
2. **Certification:** Rumos created bundles of courses, exam vouchers and exam preparation sessions around MCSA, MCSE and MCSA certifications. These proved valuable both to professionals and companies, whether Microsoft partners or end customers.
3. **Flexibility:** The training sessions are offered in different cities of Portugal (Lisbon, Oporto, Faro, Aveiro and Braga) either directly or indirectly through learning partners. It also allows trainees to attend the courses in Live Online Training with two different schedules (during and after working hours).
4. **Value:** Combining the Microsoft “Workforce Development” campaign with Rumos’s effort positioned these products at a very competitive price, offering the market a unique and almost unbeatable value proposition.
5. **Global:** This campaign is delivered and agreed to in partnership with the Microsoft subsidiary, which extended it to two other Learning Partners. It was the first time that the three major Portuguese Learning Partners worked together with the same goal of delivering key IT training solutions to broaden the Microsoft IT training market.

**People:** many individuals received new life-changing opportunities in the fastest growing industry.

**Companies:** many companies and business partners trained and certified their professionals in Microsoft technologies, gaining key skills and positively affecting their businesses and productivity.

“We took advantage of the incentive linked to the Ativar Portugal action because it’s less expensive than the regular training.

Regarding benefits, we can highlight the fast preparation for the trainees to obtain their certifications.

We believe that Rumos is the partner that perfectly adjusts to the level of demand and trust that Passion4Sky requires concerning the preparation of their employee’s team.

The Office 365 training was a very important milestone to obtain the certification and for the recognition of our company as the fastest growing partner to implement the Microsoft Office 365 licensing on the south part of the country.”

- João Fragoso, BI & PM from Passion4Sky

## Community leadership drives a better world

“First, it allowed us to reach new customers who had with Rumos their first professional IT training experience in Microsoft technologies. It brought, in many cases, a large positive impact in their careers.

“Second, we were able to contribute to an important market growth in Portugal (Courseware growth in FY15 was 114%), recovering part of the decreases we have been experiencing in the last 5 to 10 years. These two benefits combined may be decisive to create a new trend in the Portuguese Microsoft training business, and enable us to achieve even better results in the future.”

– Carlos Lima, Marketing Manager, Rumos S.A.

“The Ativar Portugal project enabled us to seize part of the grey market that we expect to further develop in the future, proving the value of MOC training.”

- Carlos Lima, Marketing Manager, Rumos S.A.

“

We collaborate, partner up, exchange expertise, and prove ourselves worthy of being an IAMCP partner.”

When Jim Blottman, President of Soho Dragon, met Jeff Goldstein of Queueassociates at their local IAMCP meeting, they exchanged business information. Shortly thereafter, Jeff discovered his client needed an intranet system and introduced them to Blottman. He made his presentation and, because of the trust the client already had with Queueassociates, a partnership was born and continues to grow.

## Introducing – Soho Dragon

Soho Dragon provides IT services internationally and actively looks for partners that can fill their clients' needs. -, and the favour is often returned through IAMCP.

“We were looking for all avenues of networking. For the small monetary investment, it seemed worth it to invest and get engaged.”

## The customer needed an intranet, and Soho was there

Soho Dragon delivered a first-class Intranet for the client which resulted in faster processing, efficiency, collaboration and reporting, going from manual communications to a hub-based intranet in which all employees can track projects, time and progress.

Because of the trust given the IAMCP partner already in play, Soho Dragon was heavily favoured from the beginning. The recommendation accelerated the usually lengthy due-diligence check.

- Eric Batangan, Channel manager at Xpertdoc Technologies.

## Partner to partner with new business.

Blottman is very active in IAMCP and feels that his business has increased several times over because of his involvement.

When asked how he would approach a potential new member, he would ask, “Why wouldn't you join?”

# The ‘Collaboration Equation’ Where One Plus One Equals Three!”

Xpertdoc Technologies

“

Together we were able to bring value to the customer that neither of our companies could have done on its own. This was a collaboration where one plus one did not equal two, but three.”

- David Squibb, Chief Sales & Marketing Officer at Xpertdoc Technologies.

After Xpertdoc and eSignLive joined their tech forces, GroupHEALTH Benefit Solutions exchanged its manual enrollment process for a digital, online version that lowered costs, radically improved customer experience, and encouraged upsell for higher-end products.

## Introducing – Xpertdoc Technologies

Xpertdoc Technologies is a global software company providing document generation and customer communications management (CCM) solutions for over 200 customers and 50,000 users worldwide.

Being a Microsoft partner for more than a decade, Xpertdoc was strongly focused on the Microsoft channel, so the company was naturally drawn to IAMCP during a Microsoft Worldwide Partner Conference.

“We quickly realised that this is a great platform for networking and connecting with other partners, so we and eSignLive both joined IAMCP several months ago. What we saw was the potential for adding value to our solutions, and rapid growth.”

- David Squibb, Chief Sales & Marketing Officer at Xpertdoc Technologies.

## The Customer Story

### Dull Paper-based Forms Transformed Into Engaging Digital Enrollment

GroupHEALTH Benefit Solutions had had enough with their lengthy, inefficient, paper-based enrollment process!

Their customized forms had to be filled out manually and returned by fax or mail. They often had to handle missing or incomplete forms, illegible handwriting, and were trying to resolve issues with an employer through direct contact.

Translated, it took a lot of back-and-forth between the company staff and their customers, which delayed the enrollment process and diminished the overall customer experience.

The company ached for improvement, and asked for:

1. A better onboarding experience for its clients
2. More efficiency and time for the Client Services team to provide customer support.

With Xpertdoc Smart Forms technology implemented, GroupHEALTH could appeal to its customers with an online enrollment form, finalized with an eSignLive's e-signature.

The digital form is now guiding them through the entire process, which ensures that employees fill in all the blanks completely and accurately the first time.

Also, the new online process is very natural and easy to use, enhanced with intuitive instructions, informational videos and multi-media content.

With those new assets, GroupHEALTH even managed to explain their highly profitable optional benefits in a much clearer and simpler way and, ultimately, sell more! Data history revealed that employees didn't purchase these products before, largely because they didn't understand them. Digital forms are consequently driving profitable revenue that was previously being missed.

"The customer had to provide a fast ROI while not driving the cost per transaction up significantly. Due to tight budgetary constraints, we had to come up with a really creative pricing model."

- Eric Batangan, Channel manager at Xpertdoc Technologies.

## Partner-to-partner with new business

After the solution deployment:

- GroupHEALTH costs were significantly cut
- End-users reported increased satisfaction
- Encouraged upsell process

Additionally, the two partners collaborated with the client and found a way to utilize the Xpertdoc platform to navigate even those documents in provinces that don't allow e-signature.

“The Microsoft Channel is enormous in size, and trying to navigate it can be very challenging. Being a part of this community enables companies to get the attention of the Microsoft team and other partners that they couldn't get otherwise.”

- Eric Batangan, Channel Manager at Xpertdoc Technologies.