



Microsoft Dynamics Partner Solution Case Study



Partner: MIG & Co.

Web Site: www.mig.com

Partner Size: 45 employees

Country or Region: United States

Industry: Professional services—IT services

Partner Profile

MIG & Co. specializes in Microsoft Dynamics GP, Microsoft Dynamics SL, Microsoft Dynamics CRM and Microsoft SharePoint. The company is based in New York, NY.

Partner: InterDyn – Socius

Web Site: www.socius1.com

Partner Size: 65 employees

Country or Region: United States

Industry: Professional services—IT services

Partner Profile

InterDyn – Socius specializes in Microsoft Dynamics GP, Microsoft Dynamics CRM, and Microsoft SharePoint. The company has offices across Ohio.

Software and Services

- Microsoft Dynamics
 - Microsoft Dynamics GP
 - Microsoft Dynamics SL
 - Microsoft Dynamics CRM
- Microsoft Server Product Portfolio
 - Microsoft SQL Server 2005
 - Windows Server 2003
- Microsoft Office
 - Microsoft Office SharePoint Server 2007

Microsoft Dynamics GP and Microsoft Office SharePoint Server

Two strategies for developing a successful Microsoft Dynamics GP plus Microsoft Office and SharePoint practice

Today more than ever, customers are looking for ways to “break down the wall” between core back office processes and the rest of the organization, where the overwhelming majority of processes and need for information live. Everyone, from customers and vendors to line employees and executives, have different needs for the information that is often only available to back office personnel. And processes that eventually impact the back office system, from time sheet entry to document approval, often start outside this “wall.”

When using Microsoft Dynamics® GP 10.0 along with Microsoft Office System and Microsoft Office SharePoint® Server 2007 products, customers can break down that wall and ensure that everyone throughout the organization has access to the information and processes they need to do their jobs.

Partner Opportunity

Using Microsoft Dynamics GP along with Microsoft Office and SharePoint products, you can help your customers build a foundation for the future that goes beyond standalone applications to extend their traditional ERP systems throughout their organization and transform their business.

Understanding how Microsoft Dynamics GP can help your customers maximize productivity, improve access to information and enhance communication and collaboration provides you with a significant revenue opportunity and positions you to address market trends and customer challenges.

Even in these difficult economic times, there is tremendous opportunity for you to grow your business and significantly impact customer value through Microsoft Dynamics GP solutions, but how do you know whether to build your own internal practice or partner up with existing expertise? Several factors can help you determine which path is right for you: size of practice, areas of focus, target customer, existing relationships with IT partners, and many others.

To give you a greater understanding of the factors that impact this decision, the following partner profile follows the stories of two Microsoft® Dynamics Gold Certified Partners, MIG & Co. of New York, and InterDyn – Socius of Ohio, who recently made the decision to extend their ability to better meet their customer's business needs.

For more information about other Microsoft customer successes, please visit:

www.microsoft.com/casestudies



Building Your Own Practice: MIG & Co.

“When we saw GP 10 at Tech Conference, with all the workflow capabilities between GP and MOSS, we decided it was a no-brainer right there and then.”

Daron Migirdéyan, Executive Vice President of Consulting Services and CIO at New York-based partner MIG & Co., saw the promise of Microsoft Office SharePoint® Server 2007 working together with Microsoft Dynamics GP, and began taking steps to develop an Information Worker practice at his organization.

MIG & Co. is a mid-sized Microsoft Dynamics partner with 45 consultants, focusing primarily on Microsoft Dynamics GP and Microsoft Dynamics® CRM. They started business in the late 1990s representing several business management solutions, and decided after the downturn in 2000-2001 to focus solely on their Microsoft Dynamics practice.

Prior to GP 10, MIG & Co. had dabbled in SharePoint, implementing a few document management systems for clients, “but we weren’t making any real money at it,” said Brion Bonkowski, VP of Sales and Marketing. But clients and prospects had increasingly been asking for automated workflow processes, and Bonkowski says “when we saw Microsoft building all these hooks into GP, we knew we had our answer.”

“Eat your own dog food”

To get their Office connectivity practice off on the right foot, MIG & Co. made the decision to implement MOSS internally, so they could learn as much as they could before representing the solution to their customers. They made sure they had several technical staff members trained and certified on all aspects of MOSS, and used the internal

implementation to get the entire organization fired up about the solution. “I would absolutely recommend the ‘dog food’ approach to any partner,” said Bonkowski. “If everyone on your team can speak knowledgeably about the specifics, it shows your customers you know what you’re talking about.”

Picking the right targets

MIG & Co. decided to start with existing customers who already had their Microsoft Dynamics GP system up and running smoothly, to make sure they had their IW practice working smoothly. They had several customers in mind who they felt would be good candidates for the GP/MOSS solution, and began reaching out to these customers to discover specifically how they could take advantage of these Office connectivity opportunities.

It quickly became clear their customers wanted these features and would be willing to pay for them. At that point, MIG & Co. took the final step of formally developing their Information Worker practice. All technical consultants are now certified on MOSS technologies, and all salespeople can sell the benefits of Microsoft Office and MOSS integration with Microsoft Dynamics GP.

“Light up” your prospect presentations

Prospect presentations at MIG & Co. often focus heavily on Microsoft Office connectivity. It helps the customer see how Microsoft can deliver a superior solution, and helps MIG & Co. set themselves apart from the competition. “Office connectivity is the ‘light up’ feature in our presentation,” said Migirdéyan, because it enables prospects to see how everyone in the company can consume relevant data from their ERP and CRM systems.

Integrating the practice across all aspects of the organization

Implementations often begin with the core Microsoft Dynamics GP system, but MIG & Co. makes plans to deliver SharePoint components as soon as the customer is ready. “We train all our salespeople to think about ‘using what you already have,’ and SharePoint falls squarely into that position,” said Bonkowski. A straightforward project teamsite may only result in a few hours consulting revenue, but once the customer sees what they can do with SharePoint, they often make plans for the next goal.

“We pitch Microsoft Office connectivity with every single Microsoft Dynamics GP deal we do,” says Bonkowski, attesting to the central importance of this approach to their business model. And while Bonkowski won’t say how many deals have been won specifically because of this competitive differentiator, “we do feel it’s one of our main competitive advantages.”

Best Practices for Building a Microsoft SharePoint Practice in Your Business:

- **Deploy Internally.** Developing confidence in the solution begins with an effective internal implementation. If you can prove within your own organization the solid business benefits of the solution, you’ll be able to speak freely and knowledgeably to customer questions.
- **Start Small.** When starting up, it’s best to start by working with existing clients who have a clear need. Don’t worry if integration with Microsoft Dynamics GP isn’t the first priority—once customers get a taste of how SharePoint can help them, they will be more open to further enhancements. Deploying packaged solutions is an easy way to score a quick win with your client, and focusing on Windows SharePoint Server keeps the upfront cost down.

- **Focus Your Practice.** Begin by focusing on one or two areas first to build the specific capabilities needed to support each area. Suggestions of areas to focus on include Business Portal, Reporting and Business Intelligence portals, Business Process Management Workflow using SharePoint Designer or InfoPath, and Business Data Catalog integrations with Search.

Partnering for Success: InterDyn–Socius

“Building a trusted partnership with an infrastructure partner enables us to serve our customers better and more efficiently,” says Hersch Patel, Director of Consulting Services, InterDyn–Socius.

InterDyn–Socius specializes in Microsoft Dynamics GP, Microsoft Dynamics SL and Microsoft Dynamics CRM. In addition to their internal SharePoint practice, InterDyn–Socius has developed several partnerships with other Microsoft partners, allowing them to increase capacity without adding additional internal resources and to deliver a greater range of offerings to their customers.

Recently InterDyn–Socius partnered with PCMS, an IT Advisor Group, for implementation and maintenance of Microsoft Office SharePoint Server for a shared customer. InterDyn–Socius and PCMS have worked together since 2004 to provide customers with solutions that span both infrastructure and ERP.

By partnering, InterDyn–Socius and PCMS can remain focused on their individual core competencies while filling gaps in skills for the other. This has helped them win more business, reduce the cost of sales and improve overall customer satisfaction.

Building Successful Partnerships

To build on the success of customer relationships, PCMS and InterDyn–Socius have undergone strenuous efforts to build their partnership. “If you want to pull this off, you have to be communicative and open, and be ready for a rigorous, time-consuming activity,” says Matt Scherocman, Vice President of Consulting Services for PCMS. “But, it’s well worth the investment.”

Best Practices for Building a Partnership Practice in Your Business:

- **Know Your Partner’s Business.** PCMS and InterDyn–Socius engage in ongoing training of each other’s staff. This helps both companies speak for one another during sales calls and enables them to understand just what kind of work they are interested—or not interested—in being a part of.
- **Be Engaged and Collaborative.** PCMS and InterDyn–Socius are always quick to escalate issues to one another during engagements. Doing so enables the companies to find quick and more effective resolutions that can arise between dependencies across the ERP system and underlying infrastructure without finger pointing or calling on the customer to act as mediator.
- **Start on the Ground Floor.** Get familiar with each other’s working styles on an internal project before taking your efforts to customers. This will enable you to not only create a solid knowledge base of the abilities of your partner, but will also establish a working relationship before working with customers.

- **Formalize Your Agreement.** Creating a Service Level Agreement (SLA) between the two companies will help you to be specific about your agreement, and to determine measures if the SLA is not met.
- **Present a Unified Front to the Customer.** To the client, you must be one team. It can’t be “us and them.” Everyone on the team needs to know what everyone else has communicated to the client.

Conclusion

The mid-market opportunity for ERP systems is huge, estimated at US\$21 billion worldwide. These customers will be looking to replace their current systems with solutions that add new value to their organizations. By extending the reach of information and processes, using technologies these companies already own and use, they will be able to reduce operating costs, increase the quality and speed of their decision-making processes, and build stronger and more nimble businesses.

Partners who recognize this opportunity to deliver connected ERP systems will succeed at a disproportionately greater level compared to their competition. The choice is yours. Whether you decide to partner with an existing Microsoft IT partner, or build your own practice internally, your opportunity to deliver the solutions your customers want is here.

Microsoft has the resources/tools you need to get started. Visit the [Microsoft Dynamics GP and Office Suite Partner Resource Kit](#) for additional information.