



Partner-to-Partner Yammer Community

Case Study – QUADROtech

May 2016

A photograph of an office interior. Three people are standing in a hallway or open-plan office area. A man in a light blue shirt and dark trousers is in the center, gesturing with his hands as if in conversation. To his left, another man in a purple shirt and dark trousers is looking towards him. To his right, a woman in a white top and dark pants is partially visible. They are standing in front of a large window with a black grid pattern. The office has modern, light-colored desks and partitions.

Microsoft
Partner
Network



Data migration and deployment: QUADROtech Solutions Inc. and KiZAN Technologies

QUADROtech is a hybrid ISV and Managed Service Provider with a specialty in complex data migration (email archives, PST files, Public Folders, and live Exchange data) based in Europe, the US, and the UK.

KiZAN is a Microsoft Solution Provider, in business for 25 years. KiZAN works exclusively with Microsoft technology and works with partners and products that complement those technologies.

What happened

Today, partners are finding that their customers are in the market for end-to-end solutions. To meet this demand, partners need to work together in order to give customers the comprehensive solutions they are looking for. The challenge is finding a safe space to test out solutions and messaging, finding the right partners, and quickly initiating “are we a fit?” conversations. The Partner-to-Partner (P2P) Networking Community on Yammer is becoming known as a space that enables deeper connection and spurs rapid results.

KiZAN had customers that were looking for a partner to provide an integrated solution to help liberate archived email and bring it to Office 365. Searching through the P2P Community and filtering through groups using the search function, they were able to find QUADROtech.

“KiZAN first contacted QUADROtech at the end of January of this year after hearing about us on Yammer, where we are active in the community,” said Dan Langille from QUADROtech. “Our tools and managed services for migrating complex email workloads beyond the scope of FastTrack—and under a fixed-price/fixed-outcome model—is what most attracted KiZAN to us; likewise, we saw a great fit in KiZAN thanks to their deep technical expertise across the Microsoft stack.”

KiZAN found that QUADROtech provided services that met their initial needs while adding further, unexpected value. “Our first P2P win was a 60 TB Enterprise Vault-to-Office 365 migration with a 33,000-seat Public Sector customer that was brought to our attention by KiZAN Technologies,” Dan shared. “They engaged with us regarding the opportunity in early March to meet a specialized need they could not fulfill themselves: to liberate a very large volume of data from the State’s legacy email archive and ‘bring it home’ to Office 365.”

Dan pinpointed the mutual benefit of partnering saying, “We have a competency around complex data migrations but don’t do O365 deployments, whereas KiZAN does the complex O365 deployments but doesn’t have the specialty around archive migrations.”

Our P2P success in this great win was the direct result of the complementary nature of our respective specialties; the immediate culture of mutual trust that we built; and the responsiveness that drove cohesiveness in our co-selling dynamic. -Dan Langille, Director of Business Development





The challenges and value of going to market through partners

The approach QUADROtech took in engaging with the P2P Community proved a key differentiator which helped them stand out. "I live on Yammer every day," Dan said. "There's such a wealth of information from Microsoft and partners. I spend a lot of time reading and answering questions, even if it's not related to what we do here."

Their approach illustrates that if you're taking advantage of the resources and communities that Microsoft provides, it pays dividends down the road.

P2P Networking Community on Yammer

The P2P Community provides a unique value not commonly found in P2P networks: a safe place to pursue partnership. "There's a level of reluctance in some Yammer networks to actively solicit P2P collaborations due to the fear of getting called out for self-promotion," Dan shared. "Not so in the P2P Yammer network—it was created to facilitate and encourage partnering solicitation and collaboration."

A common theme emerging from the P2P Community is partners finding an avenue to expand their reach beyond their immediate markets. Nick Dishman from QUADROtech shared

that when you're a "120 person firm based out of Louisville, Kentucky, you need help to spread your wings. The more partners you have, the more opportunities you get."

It's been a great partnership because our messaging and Yammer presence are paying off and helping us identify who these partners are from the Microsoft side. — Bill Rieger, Principal Consultant, KiZAN Technologies

Both QUADROtech and KiZAN are certain this is the first of many projects together. In just over three months, they are co-selling into more than half a dozen other projects totaling over 25,000 seats of Office 365. These opportunities plus their first win described above equate to almost \$14 million in annualized revenue for Microsoft – an impressive start to a P2P alliance by any standard!

