



Microsoft Dynamics Partner Solution Case Study



PARTNER OVERVIEW:

Company Name:

Metafile Information Systems Inc.

Web Site: www.metaviewer.com**Annual Revenue:** Greater than \$15M**Employees:** Over 20**Locations:** HQ : 2900 43rd St. NW
Rochester, MN 55901-5895 US, other:**Canada, Central America, South America****Industries:** Retail, Distribution,
Manufacturing**Clients:** Over 3,500 including Ingersol
Rand, Welch Foods, Siemens, Sara Lee,
Seiko, Pfaltzgraff, Winn Dixie **Products:**
MetaViewer**Technologies:** Microsoft Dynamics AX,
NAV, GP, SL**Solution Overview:**

MetaViewer provides a paperless ERP solution for accounts payable and accounts receivable to dramatically reduce the cost and time required to process account transactions particularly in high volume applications. Virtually every manufacturing, retailer or distributor that processes one thousand or more invoices per month can benefit from MetaViewer. Organizations in the food & beverage, fashion & apparel, finished goods and consumer goods verticals are particularly typically gain the most value due to their large number of suppliers and transactions.

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Metafile builds scale with new partner program.

Metafile Information Systems, Inc. is a pioneer in the invention and development of the most advanced document capture, document management and workflow applications available in the Microsoft Dynamics space. For over twenty-five years, more than 3500 organizations have translated Metafile's content management solutions into enterprise-wide value and competitive advantage.

"We saw a huge opportunity to address a functionality gap in the Microsoft Dynamics ERP market where there simply is no comparable solution to MetaViewer. Not only does the Dynamics market allow us to expand our reach to a much broader potential customer base in the mid-market than we have traditionally served, but it is also "green fields" for MetaViewer where our traditional competitors simply don't play."

Nick Sprau, VP Marketing, Metafile

THE BUSINESS NEED:

To address this market at scale Metafile needed to build a partner program that would enable it to identify, recruit and activate partners who both have the industry expertise to effectively articulate MetaViewer's value to customers and who may already have existing customers with a need for MetaViewer.

Metafile recognized that choosing the direct sales approach would limit its ability to address a very large market and the cost of sales would increase with the necessary additional sales staff. The company concluded that it is simply not an option to address this market effectively without a partner channel.

In the past, Metafile had focused its messaging towards end user customers, but since it wanted to build scale through a partner channel, Metafile needed to build the business case that was tailored to partners. This required a deep knowledge of Dynamics partners and how to motivate them – which the company did not possess in-house.

Metafile considered building the partner program internally as it had channel experience in-house. However, the company realized that the Microsoft Dynamics partner ecosystem has its own unique characteristics and to learn its intricacies would take months or years. The management team also set a very tight timeline to complete the project and to start building the channel. However, with their already full workloads it would have taken too long time and distracted them too much from their focus on ongoing business. Additionally, Metafile did not have any methodologies for building channels. Bringing in the skills that already had everything in place was the best option.

"We looked at another consulting group but AIM demonstrated the greatest amount of Dynamics business knowledge, channel and Microsoft contacts, insight about building an effective partner channel and a framework that has been proven to work with large and small ISVs."

Nick Sprau, VP Marketing, Metafile

THE SOLUTION:

To date MetaViewer had primarily been a North American product. The in-depth knowledge and experience AIM could provide in Metafile's efforts to expand around the globe was a major factor in their decision to engage AIM. Metafile's management also liked AIM's "can do" attitude with a willingness to help in areas that weren't strictly in the scope of the project.

The outcome is that Metafile now has an end-to-end partner program that effectively defines the business case for partners, details the recruitment process, defines the business terms and provides the planning and partner management tools to drive pro-active activities for years to come. Metafile is able to present the MetaViewer business opportunity more compellingly to partners and to secure commitments faster while representing the company more professionally.

Without AIM, this simply could not be done with this level of detail and insight in the required time. Metafile let AIM guide them completely, using AIM's methodologies and tools. Metafile estimates that AIM saved the company at least 9-12 month of work with processes and materials that they could put to use immediately.

For example; the market opportunity map developed for the program, identified by each US state precisely how many potential clients a partner could engage in their geographical area that fit the MetaViewer ideal client profile. This immediately allowed Metafile to approach prospective partners with a compelling business case.

Another example was building a return on investment model for partners that showed how a MetaViewer sale could have a pull through effect to justify the purchase of the entire Dynamics ERP solution which is many times more valuable in licenses and services to partners than MetaViewer or Dynamics alone. This allowed Metafile to justify to the partner why they should commit resources to marketing, selling and supporting MetaViewer.

THE RESULTS:

Using the MetaViewer Partner Program, Metafile has now ten new partners which includes two of the largest partners in the Microsoft Dynamics ecosystem. The partners immediately recognized the market opportunity and committed to be trained.

In the first few months of the program, Metafile has secured over \$100,000 in incremental revenue and built up a pipeline of opportunities exceeding \$500,000.

Metafile is now engaging AIM to expand their partner channel into international markets. AIM's global network of consultants uses the same methodologies to deliver consistent results throughout Australia, Asia and Europe.

The great thing is that the partner program needs minimal fine tuning for effective use in other countries.

"I am delighted with the work AIM has done. The processes and tools were exactly what we needed to start building our partner channel quickly and effectively. AIM's insights and contacts with Microsoft and its ecosystem have continued to contribute to our rapid expansion.

Not only would our current channel success have taken years rather than months to accomplish, I am convinced that the outcome may not have ever reached the level we are enjoying today"

Nick Sprau, VP Marketing, Metafile



AIM

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www.aimcorpinternational.com

AIM (AEUSA International Marketing) specializes in helping independent software vendors to expand national and international market reach. AIM builds industry specific go-to-market strategies and programs that are tailored to activate partners in targeted vertical and geographical markets.

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Your potential. Our passion.™

Microsoft
GOLD CERTIFIED
Partner

 Microsoft Dynamics