



Microsoft Dynamics Partner Solution Case Study



Serenic channels its focus behind partners to scale market reach and revenue growth.

Partner Overview:

Serenic Software
Web Site: www.serenic.com
Annual Revenue: Approximately \$10M
Employees: 60

Locations:

Lakewood, Colorado, USA
Edmonton, Alberta, Canada.

Partner Profile:

Founded in 1999, Serenic is a public company (TSX: SER).

Products:

Serenic Navigator
Serenic DonorVision
Serenic AwardVision
Serenic MinistryView
Serenic CommunityCare
Serenic HCM
Serenic Portals

Technologies:

Microsoft Dynamics NAV, Microsoft SharePoint, Microsoft Office

Recognition & Awards:

<http://serenic.com/press/>

Serenic Software is a global provider of financial and business management software products that satisfy the unique and sophisticated functionality requirements of nonprofits, international non-governmental organizations (NGOs), and the public sector. Serenic's suite of Microsoft Dynamics NAV based products deliver fully integrated solutions that implement critical business functions including: core financials, fund raising and donor management, grant management, mission and outreach program management, consumer services and sheltered workshops, human resource and payroll and web based data access.

"We have always seen the opportunity to grow the business through partners. However, we did not want to continue signing up partners who merely dabbled in the Not-for-Profit or Public Sector markets, but rather strengthen our focus on those companies who will provide a genuine commitment to grow in these verticals."

Lisa Ramsey, Director of Channel Operations, Serenic

The Business Need:

Serenic needed to expand its market coverage and increase sales without significantly expanding its direct sales, implementation and support staff. The partner channel was identified as the area where the most impact could be made by recruiting new partners and activating current high potential ones.

Over the years, the company had built up a partner channel which followed the typical 80/20 rule with a small set of high performing resellers delivering the majority of partner revenues. The challenge was to put in place a mechanism to grow the successful ones, re-activate the ones that were unfocused but prepared to commit, and recruit new partners who could address untapped opportunities through broader geographical coverage and more efficient access to potential new clients..

Historically, Serenic has been an organization that prides itself on supporting its partners. Serenic would offer unlimited pre and post sales support with the expectation that the partner would learn and match that investment – this didn't always happen. Therefore, Serenic wanted to formally define its expectations of partners before making these investments to ensure that the partnerships resulted in win-win outcomes.

Therefore, Serenic set out to build and implement a structured, scalable and repeatable partner program that would enable it to identify and engage with the right partners, provide them with the compelling business case for building a Serenic practice, and then enable them to become self sufficient in pro-actively pursuing new clients on an on-going basis.



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The Solution:

Serenic, in partnership with Microsoft, engaged AIM for this specialized work because of its extensive channel building expertise. Working closely with Serenic's management team, AIM led the effort to formalize the processes and methodologies to prospect, recruit, activate and grow partners. The core partner program components that were developed included the market opportunity map, ideal partner profiles, ideal customer profiles, partner and customer value propositions, business terms and joint planning materials.

Packaged as the Serenic Partner Program, these resources have enabled Serenic to engage prospective partners with compelling business value propositions.

"We defined our ideal partners as ones that have deep industry experience, a large portion of revenue coming from our target verticals and are committed to marketing. This allowed us to be selective about who to recruit."

Lisa Ramsey, Director of Channel Operations, Serenic Software

Using these tools, Serenic identified nearly 200 potential partners in North America and proactively reached out to those that seemed to fit its ideal partner profile for in-depth qualification.

"We believe that partners can be more successful by focusing on providing customers with complete solutions tailored to vertical market needs. Serenic is taking the lead in building a partner channel in a structured, scalable way for the Not-For-Profit and Public Sector verticals that will be a model for others. That is why we are excited about Serenic's P2P initiative."

Mandy Ledford, Director,
US Dynamics ISV, Microsoft Corporation

The Outcome:

As a result, Serenic now has a complete program that defines and formalizes the processes for the critical stages of prospecting, recruiting, activating and growing new and existing partners. In contrast to signing up partners based on just their interest, Serenic has disqualified many potential partners that did not have the desired level of commitment to growing in this vertical. This has been a major step for Serenic that will result in a high performing channel.

The Serenic Partner Program resources have been used to re-activate a global partner. This partner recently secured a major multinational win against Oracle. The use of these resources has also resulted in securing a commitment from another large national partner as well as growing a pipeline of prospective mid-sized Microsoft Dynamics partners.

By engaging AIM, Serenic was able to leverage the consultant's knowledge of best practices and an in-depth understanding of the Microsoft Dynamics business to build a partner program that was very specific to Serenic's business needs. The benefits to Serenic are improved recruitment and activation of partners which will result in revenue growth driven by the channel.

"I was very impressed by the level of thought and detail that went into creating our new Partner Program. The structure, processes, and resources defined across the entire partner life cycle was of immediate benefit in our efforts to recruit new partners and re-energize existing ones. AIM did an outstanding job."

Randy Keith, President and CEO, Serenic Software



AIM

Growth Through Partners

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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