

# The P2P Journey Experience: Conclusion and Next Steps for Brittenford Systems

March 2016



This post captures what was learned when meeting up with Brittenford's P2P Journey Experience team (Brian Dietz, President & CFO; Stephanie Smith, Channel Manager and Ryan Risley, Chief Technology Officer) as the conclusion of the program draws near. Summarized in this post are the key takeaways, lessons learned, and priorities that will guide them as they continue on their path to partnership and revenue growth.

Ryan Risley, Brittenford's Chief Technology Officer, puts the status of their journey into perspective, "Although the P2P Experience is concluding, it really is just the start of the P2P Journey". The P2P Journey Experience began by introducing Brittenford Systems to IAMCP's P2P Maturity Model. The company then ventured through a process to assess the current state of its partnership programs and to uncover opportunities for development and growth potential.

Reaching the final leg of the P2P Journey Experience, the Brittenford Systems team reviewed the outcome of their partnership assessment and discussed the recommendations for their partner channel.

## Reflections on the P2P Experience

Through engaging in the P2P Journey Experience, Brittenford was able to confirm the direction of its plans, prioritize and set focus on the right activities, and gain awareness of existing assets that will be of assistance in executing on partnership plans. Reflections on these lessons learned follow:

### Direction Confirmed

Before the P2P Journey Experience, Brittenford had already been working on developing their partnership channel and deepening the relationships with Microsoft GP and SL partners. The Brittenford team was pleased to find that the P2P Maturity Model and Assessment served as a roadmap for confirming that they were headed in the right direction and focused in the right areas to make an impact. According to Brittenford President and CFO, Brian Dietz, "Having a way to validate our path boosts our confidence in the investments we are making. With time and money always at a premium, that's a big deal."

### Prioritizing for More Success with Lower Costs

The P2P Journey helped identify a few key areas including formalizing strategy, value propositions, and sales engagement that will help Brittenford to scale out the opportunity that exists in the software/intellectual property side of the business and will ultimately drive more revenue for the company. At the same time, accelerating partnership channel development will allow the company to realize that opportunity at lower costs. "With a subscription model and a strong partner channel, we can tap into opportunities faster, help partners profit, and keep our costs in check", said Ryan.

### **Borrowing from Best in Class**

The P2P Assessment provides a set of examples and templates that Brittenford is looking forward to leveraging as it continues on the road to driving revenue through partners. Stephanie Smith, responsible for Marketing and Channels, explains, “We’ve become more aware of the set of assets and examples that have been developed and are available through the P2P Playbook and Microsoft Partner Network (MPN). We can leverage those for our joint business planning and marketing/value proposition development. We will use the best of the best to save us time.”

### **The Experience Ends but the Journey Continues**

Brittenford will be moving forward with its partnership channel plans augmenting them with the lessons from the P2P Journey Experience. For example, Stephanie will be taking advantage of Microsoft’s [ISV Accelerator Program](#) that she heard about during the P2P Experience, “I’m looking forward to the additional information in the ISV program and building on what we discovered during the P2P work.”

Summarizing the overall experience, Ryan shared, “I liked that the experience was not like a self-help book. It was an *actual* review of our work products and a set of *practical* recommendations.” Stephanie adds her support to that, “The great thing for us having had the opportunity to go through this experience in a hands-on manner is that we walk away with a checklist of what we need to do and can turn that into actions now.”

While the P2P experience concludes, the story of the P2P Journey does not end here for Brittenford Systems. Brian, Stephanie, and Ryan plan to join the upcoming IAMCP Coaching webinars and use the insights gained from the P2P Experience to strengthen their partner program and drive more opportunity within the Microsoft ecosystem.

### **About Brittenford Systems**

[Brittenford Systems](#) is a nationally recognized consulting firm that specializes in delivering financial management and business intelligence solutions, as well as CIO Advisory Services, to mid-market companies. Based in the Washington, DC area, they help clients leverage technology solutions to improve business processes and productivity, reduce operational costs, and get timely financial information so they can run their businesses more efficiently.

### **About the P2P Journey Experience**

IAMCP and Microsoft are working with 3 partners to help them apply the Partner to Partner (P2P) maturity model to their business and assess partnership opportunities. The experience of those organizations is being shared through a series of blog postings highlighting the beginning, middle, and end points of the P2P journey.