

The P2P Journey Experience: Midpoint Check-in with Brittenford Systems

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As the Brittenford's P2P Journey Experience continues and we check in with the team of Brian Dietz, President and CFO, Stephanie Smith, Marketing and Channels, and Ryan Risley, Chief Technology Officer. The team has reached the midpoint of the P2P Journey Experience and was asked to share their progress on the road to growing revenue through building partnerships.



Since we last met with the team, they have taken a couple of big steps on the journey including completing the P2P Maturity Model Assessment and participating in the IAMCP P2P Workshop in Washington D.C. The workshop provided an opportunity to gain more hands on experience with the model, interactive exercises and discussions with other partners also considering their partnership plans.

Completing the P2P Assessment

The P2P Assessment leads partners through a series of questions across the 10 business functions of the P2P Maturity Model. The assessment questions help partners like Brittenford Systems to identify their current state of partnership readiness and areas of opportunity for further development. The assessment exercise is also intended to spark thought and conversation about partnership priorities and next steps.

Assessment Insights

When asked their thoughts about completing the P2P assessment, Ryan kicks off the discussion, "I was curious to see where we were on the maturity continuum. I guess it's our nature to be self-critical, but I was pleased to see that we are doing the right things in some areas. Of course we still have opportunities to tackle."

One "Aha" moment for the team came upon the realization that they already have some strong assets that support driving profits for their partners. Those exist currently within Brittenford's CIO Advisory Practice. The trick is to translate and develop the same type of trusted, lead-sharing relationships that exist in the advisory practice to the IP side of the business in order to tap into its massive potential. For Brittenford, that means taking a deeper look at structure and contracts and communicating with existing and potential partners about their intent to work together.

Brian adds his thoughts, "the assessment helped us realize that we have done more than we initially thought—but on the flip side, there is much more we can do to build out our partner program and create the kind of structure that will support deepening the relationship with the Microsoft Dynamics GP and SL Partner community."

As an additional bonus of the P2P assessment, Brittenford plans to use the insight gained to avoid any possibility of languishing in its channel development efforts. The P2P assessment will be used as fuel to accelerate the direction forward and keep the partner focused on the following priorities:

- **Joint business planning.** Brittenford has identified the top Dynamics GP and SL partners that fit with its business. “We identified that in 2016, the focus was to build out our partner program and formalize arrangements. We feel that to optimize relationships with Microsoft partners, we need to have a defined structure. We want to sign up the right partners and, with leadership engagement, plan how we will drive business together and commit that to paper”, emphasized Brian.
- **Lead generation and pipeline development.** Deepening partner relationships can be fast-tracked when everyone sees the opportunity to close more business. Brittenford has sales processes in place to manage partner business and is now looking to tighten those up. According to Brian, “basically, we want partners to know that we are open to joint demand generation and will help them anyway we can to get a deal closed.”
- **Messaging and communication.** When a partner considers selecting an ISV product, the hunt starts with the search for a value-added product and a company that has had success working with others. Stephanie pointed out that Brittenford has had such success and that it is time to turn up the volume and share this positive partnering story, “instead of thinking about re-inventing the wheel, we are going to talk about the wheels we have today”.

Next Stop

The P2P Assessment and P2P Maturity Model framework helped Brittenford Systems realize it has some of the right tools, assets, and processes in place to build a successful partner channel. In assessing its current state, it gained clarity on priorities. Next up, Brittenford is interested in recommendations on best-practices, access to existing tools and templates, and examples of other partnering success stories it can leverage to close the gaps it has identified.

Be sure to check back with the Brittenford team and have a look at the progress they are making with their partnership plans in the next blog post.

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 P2P 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.