

CASE STUDY



The P2P Journey
Experience:

BRITTENFORD
SYSTEMS

Introduction

The [Partner-to-Partner \(P2P\) Journey Experience](#) takes partners on a guided tour of the [P2P Maturity Model](#). The model provides a framework for evaluating readiness across ten functional business areas that are critical for success in building partnerships. The P2P Journey Experience program uses the P2P Maturity Model to facilitate an individualized assessment of a company's current state of partnerships and helps it to prioritize business goals accordingly. The final stop on the journey is a discussion of next steps and recommendations for achieving growth through partnerships.

Brittenford Systems, a member of the International Association of Microsoft Channel Partners (IAMCP) in Washington D.C., was interested in further developing its relationships with Microsoft Dynamics GP and Dynamics SL partners. To that end, in March 2016, Brittenford engaged in IAMCP's P2P Journey Experience program.

At the conclusion of its engagement in the P2P Journey Experience, Brittenford had insights that could be used to help it make better decisions about which partnership relationships and activities were in line with its business plan and could choose to focus on those that would ultimately provide the best opportunity for revenue growth.

About Brittenford

Since its inception in 1997, Brittenford Systems' mission has been to empower organizations to leverage financial management applications.

The company's software-based solutions include systems for accounting, budgeting and forecasting, planning, reporting, and business intelligence. Brittenford is nationally ranked in the top 100 providers of accounting systems. It is also a top-tier Microsoft partner, having achieved a Silver Competency in Enterprise Resource Planning.

Company Fast Facts

# of Employees:	11 - 50
Yearly Sales:	Approximately \$7M
Location:	Washington D.C. area
Services:	CIO Advisory, Application Development, Data Integration Services, ERP and EPM
Specialty:	Simplifying business processes
Website:	http://www.brittenford.com
Microsoft Pinpoint Profile:	https://pinpoint.microsoft.com/en-us/companies/4295503468

Overcoming Partnership Challenges to Grow IP Business

Brittenford runs a successful CIO Advisory Services practice. Partnerships in that part of the business are established and relatively mature. The CIO Advisory Services business already has in place a number of key processes necessary for successful partnership, including those to support lead sharing and referrals.

By contrast, Brittenford's IP business which consists of data integration tools and technologies is newer and does not yet have as mature of a partner channel as the company would like. The IP business includes a set of solutions that help organizations improve financial business processes. Today, approximately one third of IP solution sales are conducted through partners. One of Brittenford's primary goals is to further develop its partner channel so that it can dramatically increase partnership sales and the number of deals closed.

The team at Brittenford is aware of the challenges they expect to face on the road to growing revenue through partners. A few challenge areas that come immediately to mind are:

- Ensuing effective and timely communication with partners;
- Developing trust and clear rules of engagement;
- Addressing joint client needs and points of contact.

Today, Brittenford works with approximately 40 Microsoft Dynamics partners. It would like to expand to working with the top 100 value-added resellers (VARs) that sell Microsoft Dynamics GP and Dynamics SL. Figuring out the best way to implement a partner program of this magnitude—and doing so in a way that gets Brittenford up and running in the market quickly—calls for a significant investment of time and resources. As such, the pressure is on for Brittenford be very intentional about the move to expanded partnership and to have a solid plan in place to guide it towards a successful outcome.

The P2P Journey Experience

The Brittenford Systems team that engaged in the P2P Journey Experience consisted of Brian Dietz, President and CFO, Stephanie Smith, Channel Manager, and Ryan Risley, Chief Technology Officer.

The team was ready and eager to review the progress the company was making on its partnering programs. In using the P2P Maturity Model and approach advocated by the IAMCP, the team assessed Brittenford's overall state of partnership readiness and quickly set the following goals for their P2P journey:

- Formalize Brittenford's IP business go forward partnering strategy;
- Develop the right messaging and communication;
- Confirm direction and investments.

The cross-organizational leadership nature of Brittenford P2P team had the benefit of

road ahead—to understand what needs to be done next in order to achieve

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Using the P2P Model validated our path and boosts our confidence that we are making the right investments. With time and money always at a premium, that's a big deal.

—Brian Dietz, President & CFO, Brittenford Systems

bringing together different perspectives and points of view of partnership. This infused richness into the discussion that took place during Journey Experience meetings and working sessions.

By leveraging the P2P Maturity Model, P2P assessment, and other Journey Experience related resources, Brittenford was pleased to see that a number of its business functions were on track and ready for its expanded P2P program. It also came to the realization, however, that there was even more opportunity to prioritize around three functional areas in particular: messaging and communication, partner business planning, and sales compensation.

partnership goals and build revenue with the channel.

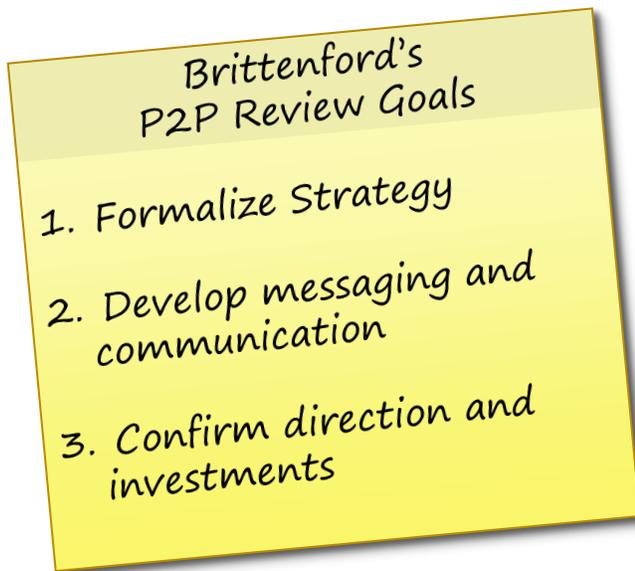
To tap into the potential for growth in the IP side of its business, Brittenford is determined to leverage P2P efforts to look more deeply at the structure and agreements that are in place with partners. The aim is to ensure that the organization is adequately communicating its intention to

Insights and Lessons Learned

For Brittenford, one of the biggest takeaways from the P2P Journey Experience was the need to have a clear view of the

work together with partners, in a way that works best for those partners.

As Brian states it, "I think for us to be successful with the Microsoft channel, we need to create the kind of structure with



which they are familiar. That will help with building trust and having everyone closing more deals."

As a result of the P2P Journey Experience, Brittenford has identified some new targets that they will be tracking to measure success. These include net total revenue associated with partner referrals, outbound referral traffic, and total number of engaged partners (including defining exactly what an "engaged partner" is). Brittenford believes that tracking these types of metrics will not only allow it to monitor success internally but will also give it the ability to provide a level of transparency to partners that will further build confidence and trust.

P2P Experience Benefits

Clarity of direction, a framework to follow for success, and more confidence that it is making the right investments were Brittenford's souvenirs of the P2P Journey Experience. Taken together, the company anticipates that it will see an increase in the number of partners it works with, higher market share, and more topline revenue.

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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.

— Ryan Risley, Chief Technology Officer, Brittenford Systems

Next Steps Post P2P Journey Experience

Now that Brittenford's team of three has had the P2P guided tour, the plan is to share their knowledge and educate others inside the company.

Stephanie is continuing her education by participating in Microsoft's ISV Accelerator Program. Through that she will get more

hands-on experience with building value propositions and dive deeper into the assets available as part of the Microsoft Partner Network.

Brian, with enthusiastic support from Ryan and Stephanie, adds further evidence of the intent for Brittenford to take charge of its ongoing P2P path, "The P2P Journey Experience has introduced us to a new approach. We plan to work in alignment with the model and show true thought leadership in building P2P relationships".

Closing Advice on P2P

A final word of advice from the Brittenford team following their experience with the P2P Journey: do not procrastinate. As the team stated it, "you don't have to have every part of every business function in place, but you can certainly benefit from prioritizing and building out a plan. Take advantage of the learning and potential to evolve your business".

For more details, read [the blog](#) posts on the IAMCP web site that reported on the beginning, midpoint, and end of Brittenford's P2P Journey Experience.