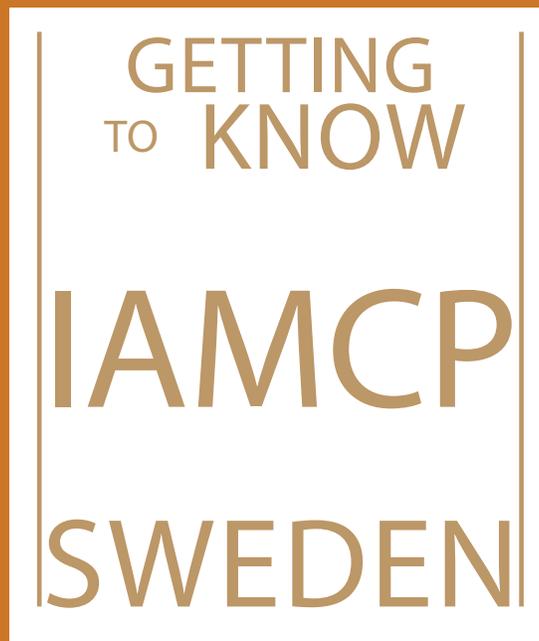


IAMCP Chapter Story



The IAMCP Sweden chapter currently comprises 350 members spread across 134 companies. As one of the most active chapters across EMEA, Sweden hosted 40 on-site and 20 online events in 2017. The chapter has a very strong social media presence and has active broadcasting channels which allow members from all over Sweden to participate and collaborate under IAMCP.

Providing us with insight on how the chapter ensures continuous growth, adds value to its members, and drives a mutually beneficial partnership with Microsoft, we speak to IAMCP Sweden President Bo Bauhn.

What makes IAMCP Sweden unique?

IAMCP Sweden comprises a group of dedicated individuals that work very hard with continuous efforts focused on building a successful and growing chapter that contributes value to both our members and Microsoft. We work in favour of partners and advocate for them, focusing on how we can best work with Microsoft. If we are unified, then we are stronger.

To ensure that members derive value from their participation in IAMCP and the membership fees paid, we avail a constant stream of activities that address real issues such as; how GDPR will affect member's business, understanding the fine print in the Microsoft CSP agreements with access to legal expertise, considering the legal implications that result should Office 365 go down, or taking advantage of social selling.

How do you communicate with your members to ensure you are continuously delivering real value?

We do weekly mailers and are fortunate to see our members regularly as we have many in-person events. During these activities, we drive conversations where we ask questions and they bring up their concerns, challenges, opportunities, and changes. We also make a point of speaking and catering to the different kinds of members to help them on their specific growth paths - some have been Microsoft partners for 15 years while others are new to the scene, such as ISV's, and require more guidance.

Over the last five years, Microsoft has also changed its approach to the way it is attracting partners. While traditional infrastructure partners drive a lot of revenue for Microsoft, the technology giant is placing a lot of focus on ISV's, IOT app developers and Dynamics partners to ensure continuous evolution.



International Association of Microsoft Channel Partners



Therefore, we as IAMCP need to steer our efforts in a similar direction and make sure that traditional partners know how to evolve, and ISV's know how to grow and succeed.

How do you access and fund the knowledge and value that you deliver to your members?

You have to be creative. To tackle certain topics, first assess what expertise is available in your member database that you can utilise to help everyone. A very strong relationship with Microsoft is also a must as it is the Microsoft ecosystem that needs to be explained, explored and simplified so partners can grow successfully, and Microsoft's support is needed in delivering and explaining related information to members. By working with Microsoft and asking them for support you are helping them reach their objectives as well.

Should you need support from Microsoft in the form of funding or resources, be sure to show where the gaps are, what information needs to be explained better, what questions members have and how answering to those needs will benefit both Microsoft, partners, and customers. It is all about driving growth and success for all parties involved.

The other option to fund initiatives is to host seminars or events and ask a small fee. If it is very valuable, such as legal or GDPR compliance advice, members will pay as they are paying a fraction of the cost they would have paid to secure that knowledge privately.

The more members you have, the more you can do, and the more avenues become available to provide value-driven activities.

What has the benefit of running IAMCP been to yourself and your company?

Running IAMCP is pro-bono and it takes a lot of effort to run a successful chapter that drives value

to members as well as to yourself as an organiser. As a Microsoft partner, you need visibility to Microsoft and the partner Network to elevate your success, and IAMCP provides personal visibility and access.

Customers also value the fact that you are a part of the IAMCP network, as this means that you stay updated with knowledge and that you have a strong relationship with Microsoft.

As someone with a vested interest in the Sweden IAMCP chapter, I can quickly sort out client issues and have access to a lot of resources and information. That is what drives me to continuously grow and strengthen the IAMCP Sweden chapter.

One also needs to consider the time and effort it takes to run a successful chapter and, once more resources become available, get help to drive more value. As a growing chapter with many initiatives, IAMCP Sweden employs a part-time resource that gets paid through member funding. He manages all the events and communications, and this makes it much easier for us to ensure we deliver value.

This also showcases how, as your chapter grows and member funding increases, you can do more and get more help. In the beginning, as a chapter gets established, most of the work is up to you and you must be 100% committed to making it succeed and deliver value to Microsoft and its partners.

How does your member funding work?

We have four membership tiers: Small (up to 10 employees), mid-size (up to 50 employees) big (over 50 employees). Each tier comprises different pricing models ranging from €160 to €810.

How do you keep all members engaged?

In addition to hosting ongoing initiatives and providing value to members, we also ensure that all members get to benefit from the initiatives by

making it accessible to everyone no matter their location or schedule. Therefore, we record and broadcast our seminars and have a central member portal where all information can be accessed. The views and access rate are very high, highlighting the need for everyone to collaborate, be involved, stay informed and have access to information.

How is your board structured?

We have 9 people on the IAMCP Sweden board – all quite high-level in their organisations which enables them to dedicate as much time as they see fit to their IAMCP obligations. We also have a Microsoft representative at every board meeting. This helps us to ensure that our agendas are aligned and that Microsoft is aware of what we are doing, what partners want, and what value IAMCP brings.

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