

INFOMA[®]

Software Consulting GmbH



Overview

Country or Region: Germany and Switzerland

Industry: Professional services—IT services

Partner Profile

INFOMA Software Consulting helps public-sector customers in Germany and in other European countries manage finances, assets, and operations by offering hosted solutions based on Microsoft Dynamics NAV.

Business Situation

The company wants to grow its business and market share, generate more revenue, and help customers stay current on the latest version of Microsoft Dynamics NAV.

Solution

INFOMA engages with Microsoft to grow a partner network to drive vertical and geographical growth, boost technological capabilities, and offer an attractive value proposition with a certified solution.

Benefits

- Grow through hosting partners
- Keep customers' costs of technology ownership low
- Enable cost savings and efficiencies in service delivery

Software and Consulting Company Achieves Growth by Delivering Hosted Solution

“Close to half of INFOMA’s licensing revenue from the German market comes through the hosting partners.”

Oliver Couvigny, General Manager, INFOMA Software Consulting

With a sharp vertical focus on supporting the financial and asset management of local and regional governments, INFOMA Software Consulting provides vertical solutions based on Microsoft Dynamics NAV. To meet ambitious growth goals and address increasingly complex customer challenges, INFOMA offers its solution as a hosted offering through hosting partners. Customers on a hosted solution receive automated software updates when they become available, so their solution is always fully current. Keeping their technology spending low, they pay a reasonable monthly fee instead of making a substantial technology investment and can rely on the reliability of the hosting partners’ infrastructures. Now, INFOMA can develop more, valuable customer relationships and serve customers with optimal efficiency and economy.



Situation

INFOMA Software Consulting built a successful business by focusing exclusively on supporting customers in a closely defined vertical market. The company specializes in providing software and services to help local and regional governments manage their finances, real estate, and processes to meet constituents' needs and comply with regulatory standards for financial management in the public sector. Founded in 1988, the company has its headquarters in Ulm, Germany. INFOMA is a Microsoft Gold Certified Partner qualified for two Microsoft Partner Network competencies: ISV/Software Solutions and Microsoft Dynamics NAV. INFOMA's parent company, Imtech NV, is a large, internationally active technology provider based in the Netherlands.

Ambitious Growth Targets and More Complex Customer Needs

Today, approximately 900 German administrative districts and 60,000 public-sector users work with Microsoft Dynamics NAV and *newsystem public*. With account ownership of approximately 15 percent of the available market, INFOMA is clearly one of the leaders in its vertical. However, the company has ambitious goals to grow market share and revenue. In doing so, INFOMA competes with a number of companies, including SAP, Unit 4 Agresso, and specialized software vendors.

At the same time, INFOMA customers and prospective customers aim to control costs and keep their technology spending low. However, they don't want to compromise on technological capabilities and they want to make the best use of advanced software solutions that are designed to help the public

sector manage finances and meet constituents' needs with best results and efficiencies.

Solution

To address customer needs and achieve its own business goals, INFOMA decided to gain more leverage from its long-standing relationships with the data centers that support the public sector and the advanced infrastructures those partners can offer. Those partners can also offer hosted software solutions with high levels of dependability and information protection. Starting in 2001, INFOMA made Microsoft Dynamics NAV and *newsystem public* available as a hosted solution.

Hosting partners can offer the complete, integrated solution to public-sector customers as a hosted service. Part of the hosted-solution environment is a job scheduler, which automates such functions as sending "invoice due" reminders or transferring funds. Hosting customers also receive automated software updates when they become available.

Benefits

With Microsoft Dynamics NAV and *newsystem public* as a hosted solution, public-sector customers can take advantage of all the technological capabilities they want, keep them current at all times, and keep their technology spending at a minimum. INFOMA and its hosting partners, on the other hand, can strengthen their competitive position in the public-sector market, win more referral business from satisfied customers, and generate a predictable stream of recurring revenue with outstanding efficiency and economy.

“Now, with the hosted solution, the partner broadcasts updates in half a weekend day and needs just one systems administrator to monitor the process—a substantial savings of cost and labor.”

Eva Wagenpfeil, Business Development Manager, INFOMA Software Consulting

Grow Through Hosting Partners

The hosting partners have their own relationships with public-sector customers in their areas and, because they are local to these customers, they can take care of them in a highly personal and responsive manner. In addition, the hosting partners generate substantial revenue for themselves and INFOMA. “The channel is essential to our business model. Close to half of INFOMA’s licensing revenue from the German market comes through the hosting partners,” says Oliver Couvigny, General Manager at INFOMA.

Keep Customers’ Costs of Technology Ownership Low

Public-sector customers always operate with strictly limited budgets, so the availability of a powerful, hosted software solution is a real advantage. Hosting of Microsoft Dynamics NAV and *newsystem public* at the partnering data centers makes the complete functionality of the solution available without requiring a large purchase. Instead, customers pay reasonable subscription fees and receive support from the hoster. The data centers already have effective disaster recovery and data protection strategies in place, which means customers don’t need to acquire them.

Enable Cost Savings and Efficiencies in Service Delivery

The hosting scenario offers further cost-saving efficiencies to partners and customers. For example, a job scheduler helps customers automate and streamline frequent, time-consuming tasks. And, the ability to distribute software updates automatically ensures that customers receive enhancements consistently and in a timely manner, with a minimal workload for the hosting partner. As Eva Wagenpfeil, Business Development Manager at INFOMA, describes, “In one case, a data center with approximately 300 customers needed as many as seven employees to perform the manual distribution of software updates for three weeks, up to five times a year. Now, with the hosted solution, the partner broadcasts updates in half a weekend day and needs just one systems administrator to monitor the process—a substantial savings of cost and labor.”

For More Information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234 in the United States or (905) 568-9641 in Canada. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to:

www.microsoft.com

For more information about INFOMA Software Consulting products and services, call 001 49 731 1551 0 or visit the Web site at:

www.infoma.de

Microsoft Dynamics

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what's most important. And because it is from Microsoft, it easily works with the systems that your company already has implemented. By automating and streamlining financial, customer relationship, and supply chain processes, Microsoft Dynamics brings together people, processes, and technologies, increasing the productivity and effectiveness of your business, and helping you drive business success.

For more information about Microsoft Dynamics, go to:

www.microsoft.com/dynamics

Software and Services

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