

Caturano and Company is New England's largest regional full-service CPA, consulting, and wealth management firm. Last spring, this 30-year-old Boston-based Microsoft® Gold Certified Partner expanded its extensive base of expertise to include SharePoint® and search consulting by acquiring Jornata.

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**Caturano and Company
Headquarters:**
Boston, Massachusetts

Core Business:

Caturano and Company is a full-service CPA, consulting, and wealth management firm. Last year, the company formed a Portals and Collaboration practice to extend its diverse core of deep technology expertise to include Microsoft SharePoint and FAST enterprise search.

Objective:

Caturano and Company leverages its proficiency and embrace of both SharePoint and FAST search technologies to take Microsoft products to the next level.

Key Markets:

Healthcare, Manufacturing,
Financial Services, Retail

Solution:

Vitale's Portals and Collaboration practice leverages its SharePoint as well as search expertise and resources to deliver customized SharePoint solutions with a unified search experience.

Benefits:

- Caturano and Company's Portals and Collaboration practice extends the company's already diverse technology services and core skills with "built-in" SharePoint and search expertise.
- Best-of-breed FAST search technology provides high-end search options – within the Microsoft technology family – that extend SharePoint's native search capabilities.
- The firm's deep proficiency in both SharePoint and FAST search solution offerings enables Caturano and Company to apply the complementary strengths of both products in effective, innovative solutions.

Built-In Proficiency

While Caturano and Company previously had a presence in the SharePoint and search space, the addition of the Jornata team, its SharePoint skill set, and its impressive customer base expanded that presence overnight.

Mauro Cardarelli – former owner of Jornata and now director of Caturano and Company's Portals and Collaboration practice comes from a Microsoft-based consulting background. Cardarelli recalls, "I wanted to focus exclusively on SharePoint consulting. I founded Jornata, wrote a book on SharePoint with a Microsoft colleague of mine, and built a very strong relationship with Microsoft in New England where we served many very recognized enterprise customers including market-leading banks, hospitals, consumer, and software companies."

Cardarelli explains that, although Jornata was doing well on its own, Caturano and Company's goal of extending its breadth of expertise further across the Microsoft stack made sense for both companies – as well as for their collective customers. "We offer a perfect complement to Caturano and Company's diverse technology and business consulting services and core skills by providing a 'built-in' SharePoint and search proficiency," he says. "The resulting set of combined capabilities enables us to serve our customers across a broad range of expertise that exists under one roof."

The Portals and Collaboration team brings the total number of Caturano and Company's dedicated technology and management consultants to over 80 – about 20 percent of the firm's nearly 400 employees. Caturano and Company's other technology and management

consulting practice areas include ERP and CRM, IT Outsourcing, IT Risk and Compliance, Business Intelligence and Performance Management, and Infrastructure and Application Management.

Evangelizing the Search Component

Part of the job of the Portals and Collaboration team is to grow and strengthen the relationship with Microsoft, says Cardarelli, "to expose Microsoft – as well as our clients – to our diverse expertise."

The addition of best-of-breed FAST to Microsoft's enterprise search offerings provides the Portals and Collaboration team with high-end search options – within the Microsoft technology family – that can extend SharePoint's native search capabilities. In addition to its Microsoft Gold Partner certification, Caturano and Company recently earned FAST partner status to become qualified to develop and sell those high-end search options.

Similar to the Jornata approach, the Caturano and Company Portals and Collaboration team works on a strategic level with CxOs primarily of New England-based organizations. The team discusses and evaluates business process, needs, and challenges to determine the best technology fit.

In these critical early strategic discussions, the team evangelizes the value of the Microsoft technology stack, especially SharePoint and search solutions. Caturano and Company often works hand-in-hand with Microsoft, providing proofs-of-concept in those cases where companies may be considering competitive collaboration or search solutions.

Cardarelli says. "Today, people are so used to bringing up their browser, typing in a word, and finding an answer that if you ask a customer where search ranks in the project list, the answer will be, 'it's the last thing to do before you go live. You just turn it on.'"

Because of this lack of knowledge in the business community around the value of search "beyond" the search box, Cardarelli sees the Microsoft-FAST and Caturano and Company partnership as an interesting and powerful opportunity.

"We begin by teaching them the concepts around enterprise search and emphasize that everything that we do – from the first day we meet with them – impacts the potential quality of their search capabilities. We stress the value of fresh quality data, tagging, managing that information, and the value to the end user of having a robust enterprise search tool to facilitate the business as a whole. And then we move them toward identifying Microsoft-FAST search as options."

Once a strategy is outlined, the team then works closely with the client's internal technical staff to collaborate and provide supplemental expertise and resources for the actual project design and implementation, customization, application development, and deployment of a unified search experience.

Not Just Another Implementer

Cardarelli sees Caturano and Company's key and unique differentiators in its thought leadership and its deep proficiency in both SharePoint and search solution offerings. "We're not just another implementer. I don't want our relationship with FAST to be a logo that we put on our Web page that says, 'here's another partner.' Our combined SharePoint and FAST search expertise enables us to apply and maximize the complementary strengths of both products in effective solutions."

This level of thought leadership extends beyond the Portals and Collaboration practice to the company's consulting group as a whole. "We don't think that customers will have enough business to keep our Portals and Collaboration team

busy forever," Cardarelli states frankly. "Our diversity of technical services and expertise is what sets Caturano and Company apart from the boutique or highly specialized companies."

Caturano and Company's Partner and Marketing Manager, Meghan Gallagher, agrees and adds, "Having expertise across a number of areas – and across Microsoft's technology offerings – allows us to address the customer's diverse business pains across their organization." Building a corporate-level relationship with its customers is Caturano and Company's ultimate objective – and a distinct competitive advantage.

About Caturano and Company

Caturano and Company, New England's largest regional full-service CPA, consulting, and wealth management firm, has over 80 technology consultants and extensive expertise in ERP and CRM, IT Outsourcing, IT Risk and Compliance, Business Intelligence and Performance Management, and Infrastructure and Application Management. The firm's Portals and Collaboration practice has deep proficiency and resources focused specifically on the Microsoft SharePoint collaboration platform and enterprise search solutions. Caturano and Company is a Microsoft Gold Certified Partner and a FAST X¹⁰ partner.

About FAST, A Microsoft Subsidiary

FAST is the leading global provider of best-in-class enterprise search technologies for the most demanding applications. FAST's flexible and scalable enterprise search platform (FAST ESP[®]) empowers people and businesses, allowing them to explore and assimilate vast amounts of data regardless of format. By creating unique user experiences and changing the way people interact with information, FAST technologies can uncover new revenue streams, improve business decisions, and increase productivity.

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