nature
OF **BUSINESS**

opportunities for growth

AUSTRALIA PARTNER CONFERENCE

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Microsoft | Partner Program

Leverage Microsoft Services to drive success

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Agenda

- Microsoft Services
- Demand and challenges we all face
- Microsoft investment and commitment
- How does this add value to customers?
- How can Partners capitalise on this opportunity ?
  - Readify experience
- What is your opportunity?
  - How to get involve

Microsoft Services

We Help customers realize their full potential
through ***accelerated adoption*** and
productive use of Microsoft technologies.

Microsoft | Partner Program

Demand and challenges we all face

How can Microsoft help further strengthen my brand in front of my customers ?
- **Partner**

What does "Partnering with Microsoft" really mean to my project - **Customer**

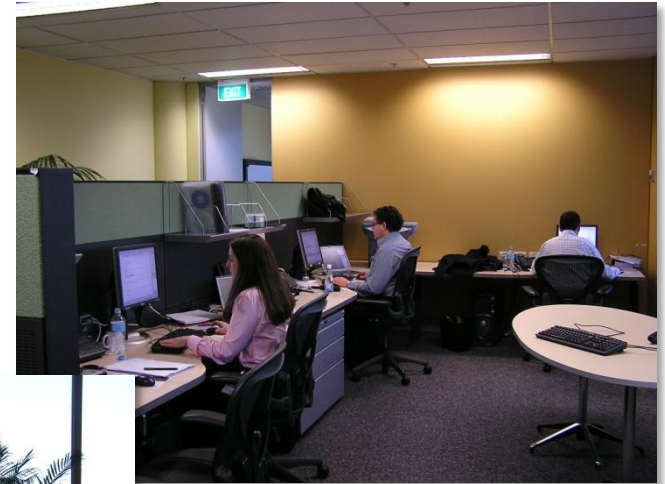*How can Microsoft further help train my staff ?*
– **Customer/Partner**

How can Microsoft help us establish a long term relationship with our customers
 –**Partner**

Microsoft investment and commitment
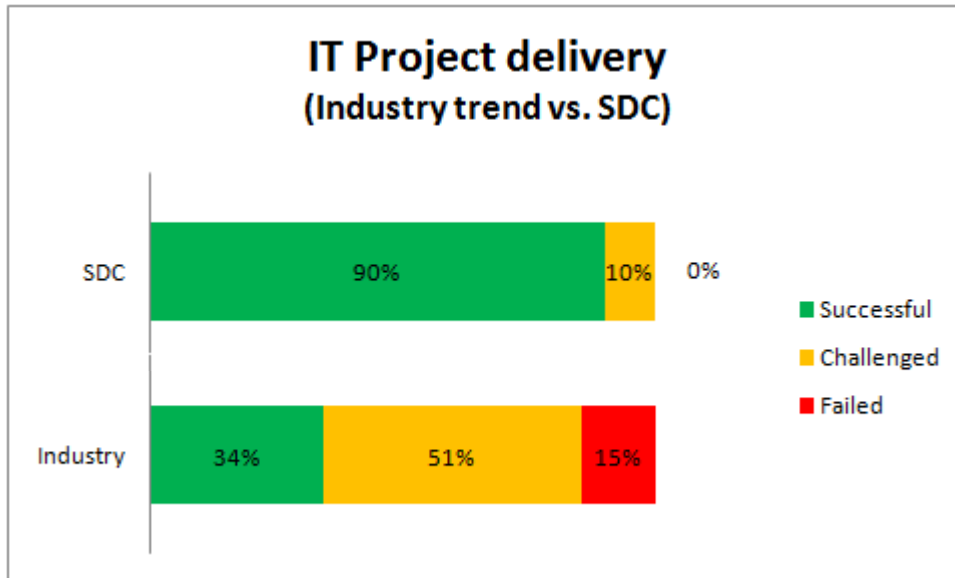## Solutions Development Centre (SDC)

How does this add value to Customers?

- Pre-built project delivery environment
  - Less project ramp up time (savings of up to 15% per project)

- Access to both local and global technical resources
  - Design validation as well as rapid resolution of issues

- Access to pre-built delivery and testing processes and tools
  - Consistency and quality

- Ability to re-use existing intellectual property
  - Faster time to market

What is our track record to date?

- Nearly 2/3 of projects significantly overrun their cost estimates
  Source: Agile estimating and planning

IT Project delivery
(Industry trend vs. SDC)

SDC: Successful 90%, Challenged 10%, Failed 0%
Industry: Successful 34%, Challenged 51%, Failed 15%

Legend: ■ Successful ■ Challenged ■ Failed

Our track record to date

- 90% of the projects delivered on time and within budget
- Successful track record with reference customers and Partners
- Proven, established & mature software estimation model

Of all the businesses who undertake software development projects...only 34% prove successful in the industry.

Source: CHAOS Chronicles Report (Industry data)

How can Partners capitalise on the opportunity ?
Readify experience

- ## A brief introduction to Readify

  - Consulting and Training organisation focused solely on Microsoft developer centric technologies (e.g. APIO, ALM, .NET)

  - Only employ Top 10% consultants and developers, BRW Fast 100

  - Gold Partner (Customer Developer, Data Access, Information Worker, Business Process and Integration, Mobility Solutions)

  - Services Executive Partner Advisory Council (SEPAC)

- ## Some examples of how we made it work

  - Webjet – Jointly developed in the SDC (year 1), and Readify became the development Partner….

  - Ticketek – Jointly developed in the SDC (year 1), and Readify became the development Partner….

  - Other examples include: Commonwealth Games, ICMS (Joint bids on others)

  - Helped us to further strengthen your brand in the eyes of our customers

How can Partners capitalise on the opportunity ?
Readify experience

- ## Benefit to Readify as a Partner

  - Credibility through Microsoft brand association

  - Customer wants Microsoft 'skin in the game'

  - Skills augmentation (both ways)

  - Working on 'cool' projects

  - Best practice process and rigor for development

- ## Readify experience with Microsoft and SDC

  - Did Microsoft actually steal our best people?

  - Did Microsoft actually stay in the engagement after the initial lighthouse opportunity ceased?

  - Will engaging with Microsoft erode the profitability ?

  - Did the relationship with Microsoft help or hinder overall customer satisfaction?

What is your opportunity?

- Application development and integration is a significant market opportunity

- Identify a customer and a project where you want to make an impact
  - Application development
  - Integration
  - Mainframe migration

- Make use of the SDC facility, work with Microsoft and differentiate your proposal and the brand
  - Get in touch with the SDC team
    - Vajira Weerasekera (vajiraw@microsoft.com)
    - Robert Mawston (robmaw@microsoft.com)
    - http://www.microsoft.com/sdc

Questions ?