

Elevating cloud capabilities with Advanced Support for Partners

FJH Sistemas gains confidence and expert advice to grow business and exceed goals



Microsoft
Partner
Network



A complete support service

For many independent software vendors (ISVs) and value-added resellers (VARs), Microsoft Dynamics has a longstanding history as the foundation of their business. Grppe represents one such story. Over the course of twenty years, the Brazil-based company has utilized Dynamics to evolve from a newcomer to a leading ISV and VAR in Latin America. “Our goal is to provide end-to-end solutions to customers—from basic hardware to the most complex systems,” says Andre Hociko, Grppe’s Technology and Innovation Director.

FJH Sistemas is a business unit within Grppe that provides a wide range of services and support for Dynamics. When those support issues go beyond what it can resolve, FJH uses its subscription to Microsoft Advanced Support for Partners (ASfP) for help. “It’s been a key to our success since we became a Cloud Service Provider,” says Hociko.



An inside advocate at Microsoft

With ASfP, FJH has access to a pool of Services Account Managers (SAMs) for all things involving Microsoft. Through these resources, FJH receives the latest Microsoft news, internal offers, and product roadmaps to further drive business value. Because SAMs deeply understand the inner workings of FJH and its line of business, they can easily guide FJH in the right direction and connect the FJH team to experts at Microsoft for help.



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Technology and Innovation Director
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Advanced Support for Partners

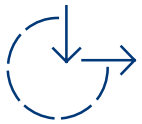
was designed to support growth stage and mid-market Microsoft Cloud Partners as they build their cloud practices.

“Microsoft has a lot of resources that prepare you for upcoming changes,” says Helio Costa, CEO of Grvppe. “The SAMs can sort through all the information and track it for us.”



“As our business changes, it’s great to have someone who can advise us based on seeing what other companies are doing and deliver opinions that we might not consider based on our limited perspective,” adds Costa.

With continued SAM support along the way, FJH has taken advantage of ASfP to inspire business growth and opportunity. By the end of FY18, the organization leveraged the guidance and collaboration of its management team to confidently launch a Cloud Service Provider commercial initiative. With much happiness, Costa reported the impact of this new channel—revenue reached “\$100,000, which was our goal, and continues growing.” With ASfP, FJH has achieved new milestones in its business and redefined goals to keep them moving forward.



Easy access to cloud experts

In addition to providing an advocate within Microsoft, ASfP offers partners cloud consults—access to Microsoft engineering teams and cloud experts. Cloud consults include an in-depth review of an existing deployment, architecture, or migration plan along with a Recommended Implementation Plan based on best practices and experience. The recommended implementation helps partners leverage their ASfP benefits and provides a summary with a simplified, formal overview of next steps and technical resources. “When we come up with new designs to support our model, we always discuss them with the ASfP team,” says Costa. “They provide us with valuable information about Microsoft’s entire cloud structure. The quality of support has enabled us to become a Tier 1 Cloud Solution Provider.”

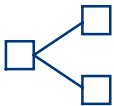
When FJH struggled to find the right information on a new platform—what the cloud architecture looked like, best practices or case scenarios for how to migrate data from the old solution, or even how to develop on the new platform—ASfP was there to help. “Deploying on [the new platform] was a huge change of culture—a real paradigm shift,” says Hociko. ASfP helped FJH get a handle on the new architecture by connecting them with Microsoft cloud engineers. “clarified a lot of questions about the environment,” says Costa. “That’s really important because we need to show customers that we know what we’re talking about.”

In recent months, FJH leveraged ASfP cloud consults to learn more about specific solutions used by its customers. Through cloud consults, the company familiarized itself with information about Azure Docker to more efficiently migrate solutions to Azure and transform customers’ business faster. With new technologies more accessible than ever, FJH has equipped itself to bolster learnings present innovative solutions to the market through Data & AI and IoT.



“The level and quality of support has enabled us to become a Tier 1 CSP.”

Helio Costa
CEO | Grvppe



Valuable training and industry connections

Hociko finds ASfP’s training sessions, workshops, curated technical webcasts helpful as well. FJH has attended exclusive ASfP-led partner meetings to address concerns about moving to a cloud business model—in particular, the changes required for his sales, services, and support teams. At the event, Costa was able to share his concerns and get direct feedback from other partners about their success in the cloud. “We reviewed our cloud infrastructure design—and how we envision using tools like Azure, SQL Server, ERP, CRM, and Power BI together—in the workshop,” recalls Costa. “Then we had a roundtable discussion about it in which I got opinions from different partners facing a similar situation. It shows how ASfP really improves our excellence to deliver solutions.” The event empowered him to move forward with his ideas. He also learned that ASfP uses partner suggestions to continuously improve the program’s benefits, reaffirming that ASfP offered a good return on investment.



Moving on up

For Costa, Advanced Support for Partners is worth the investment because the value he receives surpasses the cost of the service many times over. “Using the guidance and resources within ASfP, we’ve honed how we sell our solutions to expand our customer base. My business has a strong connection with ASfP.”



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Helio Costa
CEO
Grppe

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