A full services package for digital transformation
Turning hype into results for major pharmaceutical company

There is a lot of hype around transformation, but InSpark Managing Director and Co-Founder Laurens Frijters says it comes down to using the latest digital technologies—built on a solid cloud platform—to increase customer productivity and efficiency.

That’s exactly what InSpark delivered to a Dutch pharmaceutical company with global production facilities. Using Microsoft services such as Cortana Intelligence in combination with Microsoft Azure, InSpark provided the company with the data insights needed to produce lifesaving medicine for rare diseases in less time and at a fraction of the cost.

The pharmaceutical company now has 200,000 pharmacists around the world that are enabled by Microsoft Azure. New functionality can be made available within 24 hours in any region, enabling new data insights that could lead to the next lifesaving medication.

Last quarter, the pharmaceutical company announced plans to expand significantly in South America. It’s no coincidence that this region has recently come online.

“We see more and more customers coming to us to talk about the digital transformation—both the challenges and the opportunities they have. They know understand better than before that InSpark is able to talk to them on the business side and on the technology side of things.”

Maarten Goet, Managing Partner
Some companies specialize in a specific technology or service. Others specialize in the strategic aspects of accelerating business performance. InSpark realized that they could reach more customers by doing it all—by being a full-service solutions partner providing everything from strategic development to technology implementations and licensure support.

InSpark’s full-service packages are designed to support digital transformation and optimize business processes and workplaces. The company's business consultants first work with customers to understand and define their vision, before developing roadmaps to help them achieve their digital transformation. Then, InSpark has the expertise to identify and implement the right technologies, and back them up with managed services to ensure customers get the most out of their Microsoft investment.

The full-service approach has paid off for InSpark, which is a Microsoft Gold Partner, Hybrid Cloud Partner of the Year 2017, and Innovator of the Year 2016. The Dutch company has also been repeatedly recognized for its rapid growth with the prestigious FD Gazelle award.

A trusted, full-service solutions partner

Partner to partner insights:

- Apply a business-first approach to driving technology transformation
- Design repeatable solutions and managed services
- Build a strong partnership with Microsoft
- Create value based pricing: customer should see 10X the value of the price charged
- Maximize customer success: Customer success is partner success

“We not only deliver the project—we also can provide managed services and also CSPs of cloud licenses as a partner. And that makes us very interesting for our clients, because they do not have to work with five or 10 partners; they have a full-service partner with InSpark.”

Laurens Frijters, Managing Director and Co-Founder, InSpark
Microsoft programs make it possible to give customers what they want

InSpark’s relationship with Microsoft began a decade ago, and has since grown significantly to include co-marketing, co-selling, and even participation on a partner advisory council, where InSpark provides feedback on product strategies.

Throughout the growth of the relationship, InSpark has taken advantage of new opportunities. Today, the company relies on the Microsoft Cloud Solution Provider (CSP) program to help customers through the journey from transitioning to ongoing managed services. InSpark delivers the cloud subscriptions customers need, as well as full transition services, managed services, and billing.

Partnering with Microsoft also helps InSpark deliver its services more efficiently. That’s because, in addition to working with Microsoft on marketing and sales, InSpark works with Microsoft on engineering—making sure that solutions fit customers’ business needs.

“I would call our relationship with Microsoft inspiring as well as energetic. We have a dedicated Microsoft strategy. We invest a lot in knowledge. We have over 10 MVPs on our team, so we have a pretty good expertise in our team regarding Microsoft technology.”

Laurens Frijters, Managing Director and Co-Founder, InSpark

“The lightbulb moment was that we needed to increase our own transformation to become the transformation partner for our clients. That’s actually what we have done [through the merger] in the last six months.”

Laurens Frijters, Managing Director and Co-founder
Repeateable solutions and managed services key to the future

For the past few years, InSpark has been busy helping customers transition to the Azure cloud. Moving forward, the company is focusing its efforts on developing repeatable solutions. InSpark’s process is clear: take learnings from other projects, develop them into a solution, and deliver that solution to customers in the same industry. The result is equally clear: strong and steady growth.

In the municipality of Hollands Crown, Netherlands, InSpark has been helping develop a government cloud solution called G Cloud. Now, InSpark is replicating its model, and providing a turnkey solution that is bringing Microsoft technologies to other municipalities of various sizes—up to hundreds of thousands of citizens and employees.

Perhaps best of all, InSpark has embraced a managed service model. The company provides ongoing maintenance, innovation, and adoption of cloud services that currently accounts for about one-quarter of its business—and is expected to provide the single largest area of growth for the company in the near future.

“We see an ongoing opportunity to help our customers transition into the cloud and transition into cloud models. But we see and even bigger opportunity into cloud native managed services. Helping our customers adopt new opportunities after the project work has been completed.”

Maarten Goet, Managing Partner

Partner to partner insights:

- Think not only about customer transformations but also about your own—how can you accelerate your business?
- Learn from the competition, and even consider merging with them.
- Look for ways to move from being a product provider to a full-service solutions provider.
- Identify repeatable solutions that you can easily deploy to multiple customers.