Advanced Support for Partners has been a key to our success since we became a Cloud Service Provider.”

Andre Hociko
Technology and Innovation Director
Grvppe
“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.”

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.

“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.

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“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,” recollects 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.”

“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. We’re ASfP-dependent and love talking to them all the time.”

Helio Costa
CEO
Grvppe

Learn more about Advanced Support for Partners

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