



Partner: Sysco Software
Web Site: www.sysco-software.com
Partner Size: 300 employees
Country or Region: Ireland
Industry: IT services

Partner Profile

One of the largest Microsoft partners in Ireland, Sysco Software provides Microsoft Dynamics CRM, Microsoft Dynamics NAV, and other solutions to customers in Ireland and the United Kingdom.

Software and Services

- Microsoft Dynamics
 - Microsoft Dynamics AX
 - Microsoft Dynamics CRM
 - Microsoft Dynamics NAV
- Microsoft Programs and Practices
 - Microsoft Dynamics Sure Step methodology

For more information about other Microsoft customer successes, please visit: www.microsoft.com/casestudies

Irish Technology Provider Offers Hosted Services to Boost Bottom Line

“By eliminating infrastructure, server, and software acquisition costs, hosting helps us serve a market where we were unable to compete before.”

Charlie Donnelly, Managing Director, Sysco Software

Business Needs

Founded in 1980 and headquartered in Dublin, Ireland, [Sysco Software](http://www.sysco-software.com) serves a broad spectrum of business customers across many different industries, including manufacturing, distribution, professional services, and the public sector. In 2009, the company's approximately 60 employees produced revenue of close to €6.5 million (U.S.\$8.65 million). A Microsoft Gold Certified Partner, Sysco implements and customizes software solutions such as [Microsoft Dynamics NAV](#) and [Microsoft Dynamics CRM](#) for its customers. Sysco frequently extends these solutions with functionality that the company develops or achieves by adding third-party capabilities.

Sysco has been a reseller of Microsoft Dynamics NAV since 1998, delivering the solution to more than 120 customers in Ireland and the United Kingdom. As Charlie Donnelly, Managing Director at Sysco, explains, “The Irish market is relatively small. We have been able to grow our ERP practice with Microsoft Dynamics NAV because the solution is extremely flexible and extensible, easily transcending vertical markets.”

Looking to expand its market reach and develop new customer relationships, Sysco often pursues innovative approaches to

sales. For example, the company has an agreement with eircom, a large Irish telephony and broadband connectivity service provider, under which eircom sales representatives market Microsoft Dynamics CRM software available from Sysco. The company plans to engage with more diverse customers and build long-term relationships with them. “To maintain our growth trajectory, we needed to find a way to connect with smaller customers and assist them with their technology needs as they mature,” says Gerry Power, General Manager of ReadyDynamics.com at Sysco. “We also saw an opportunity in supporting businesses that are headquartered in Ireland and have operations and employees in distributed locations.”

Solution

When hosted solutions became a dependable and scalable alternative to on-premises deployments, Sysco was the first company in Ireland to offer a hosted enterprise resource planning (ERP) solution with Microsoft Dynamics NAV and Microsoft Dynamics AX. “Other companies in Ireland were offering hosted customer relationship management solutions, which helped customers accept the idea of business-critical software as a hosted service,” comments Donnelly.

To furnish the proper infrastructure, Sysco teamed with a large data center in the Netherlands. Accounting and consulting firm Deloitte performs an annual audit at the center, certifying that the facility follows the guidelines of Statement on Auditing Standards No. 70 (SAS 70), a stringent, widely accepted regulatory framework for technology service infrastructures.

Sysco brands the hosted solutions as ReadyDynamics.com and offers them to all customers, who may present complex or simple demands along with remote employees and locations. A “try-before-you-buy” option lets customers test the software services for one month before contracting for a subscription. “We always offer hosting as one of the available options,” says Power. “Customers also understand that they can transition from a hosted to an on-premises solution and vice versa.”

Sysco uses the well-tested Microsoft Dynamics Sure Step methodology in each deployment, ensuring thorough needs assessments, thorough documentation, and firm consensus at every step. Customers pay per user and per month for the software services, but they don’t incur any expenses associated with acquiring software and servers or maintaining an associated level of administrative capabilities. Many of the SaaS implementations that Sysco has performed have proceeded very rapidly.

To educate the market and build visibility for the hosting opportunity, Sysco took the initiative in creating the Cloud Computing Working Group, chaired by Power, within the [Irish Internet Association](#). Participants include Microsoft, Google, IBM, The Irish Times, Oracle, VMware, and other business and technology leaders. For the first time in the Irish market, this working group established definitions and operating standards for cloud computing.

Benefits

By offering Microsoft Dynamics NAV and Microsoft Dynamics AX as hosted ERP solutions, Sysco grows market share and

revenue from a larger, more diverse customer population. Says Donnelly, “Thanks to hosted services, Sysco is a more valuable, strategic technology provider for customers. We also offer a compelling value proposition to other Microsoft partners who consider teaming with us to extend their own capabilities.”

Win the Business of Growing, Innovative Customers

Early customers of Sysco ReadyDynamics.com include an event and concert organizer and a provider of comprehensive building and real-estate services. “We are successfully connecting with smaller businesses and startups and are building the relationships that let us help these customers grow as their businesses mature,” says Power.

As Sysco expected, customers using hosted Microsoft Dynamics NAV tend to be innovative organizations that often follow nontraditional, evolving business models; have complex technology needs and distributed operations; and want to make the most of limited resources. Some customers experience intense short-term workloads for which they add temporary staff. Hosted Microsoft Dynamics NAV easily scales to accommodate increasing and decreasing numbers of contributors.

Offer Optimal Scalability and Reliability for Minimal Cost

By using hosted software services, Sysco customers can take full advantage of Microsoft Dynamics NAV, an extremely scalable, versatile business management solution, for a reasonable, predictable cost. As Donnelly explains, “By eliminating infrastructure, server, and software acquisition costs, hosting helps us serve a market where we were unable to compete before. Microsoft Dynamics NAV can help to support our customers today and years from now, when they are larger or provide very different products and services.”

Sysco customers also benefit from the advanced infrastructure built by the contract data center, with enterprise-level

dependability, redundancy, and application availability. “Acquiring and managing scalable, reliable business infrastructures would require our customers to commit to large capital expenses,” states Power. “With hosted services, they receive the technological capabilities and infrastructure they need, and their only financial outlay consists of low, controlled operating expenses.”

Enable Customers to Generate Solution Benefits Rapidly

Some hosted ERP implementations that Sysco manages have taken only five days, but others can be more complex and require more time, particularly for Microsoft Dynamics AX. In any case, hosted-software deployment projects are minimally invasive; customers don’t need to interrupt operations or reconfigure business processes to work with the full functionality of Microsoft Dynamics NAV. Similarly, software upgrades can be unobtrusive, automatic, and centrally managed.

Grow Revenues and Make Efficient Use of Valuable Resources

By adding hosted services to its solutions portfolio, Sysco makes more effective use of its resources in serving many different customers. Says Donnelly, “We extended our reach to perform large, complex implementations while supporting a growing number of customers. In every case, we use our technologists and expertise to deliver the most effective strategic impact.”

With [enthusiastic acclaim](#) for its leadership in the Cloud Computing Working Group and white paper, Sysco is poised to capitalize on the growing acceptance of hosting by the markets. “With hosting, we can become a leading technology provider in the Irish market,” says Power. “The interest is growing, and our recurring revenues are steadily and continually increasing.”