## INDUSA GLOBAL
INNOVATIVE SOFTWARE SOLUTIONS

**Partner:** Indusa Global
**Web Site:** www.indusaglobal.com
**Partner Size:** 200 employees
**Country or Region:** United States

### Customer Profile

Indusa Global, headquartered in Greenville, South Carolina, specializes in business intelligence and data warehousing solutions for corporate and government organizations worldwide.

### Software and Services

- Microsoft Office System
  - Microsoft Office Excel 2003
- Microsoft Portfolio of Server Products
  - Windows Server 2003
  - Microsoft SQL Server™ 2005
  - Microsoft SQL Server 2005 Reporting Services
- Technologies
  - Microsoft .NET Framework

# Global Solution Provider Increases Revenue 200 Percent as a Microsoft Certified Partner

"We've had partnerships with a lot of major companies, but nobody has given us the kind of support and autonomy we received from Microsoft."

James Ram, President, Indusa Global

*To extend its market reach, reduce development costs, and increase efficiency, data management solutions provider Indusa Global enrolled in the Microsoft® Partner Program and moved its solutions from Java to the Microsoft .NET Framework. In its first year as a Microsoft Certified Partner the firm expanded into Africa and Europe, cut development time in half, reduced third-party licensing costs by 80 percent, and increased revenue 200 percent.*

### Business Needs

In 1995, Indusa Global began developing custom software solutions on the Java platform for corporate and government customers. By 2002, the company had found a niche developing advanced data management and business intelligence solutions for tourism and immigration applications. Its solutions collect information from immigration cards and divide it up into national security and tourism forecasting databases.

Indusa often partnered with larger companies to win business. However, as it grew in size and expertise it found that after helping to win the business, Indusa would often get only a small part of the project. "The big problem was that going in we talked about handling projects together, but when we got down to business, the larger partner always wanted to do the lion's share of the work and then trickle the rest down to us," says James Ram, President of Indusa Global.

In addition, although Indusa had extensive expertise on the Java platform, development was slow and labor intensive. Also, the licensing costs for the third-party reporting applications Indusa included with its solutions were very high, which reduced profit margins.

In spring 2004, a representative from the Microsoft Caribbean office visited Indusa's Jamaica operation, saw the type of work the

**Microsoft** | Partner Program

firm was doing on Java, and suggested that the company could develop more powerful solutions, more cost effectively on the Microsoft® .NET Framework. Microsoft also invited Indusa to the Worldwide Partner Conference in July 2004, where the solution provider had the opportunity to learn more about the potential benefits of aligning with the Microsoft environment and the Microsoft Partner Program.

## Solution

Ram liked what he heard at the conference. "When you partner with Microsoft, they help you win projects and you keep the projects," says Ram. "Strategically, that's what really sold me on Microsoft."

He enrolled Indusa in the Microsoft Partner Program as a Microsoft Certified Partner with the Data Management Solutions Competency. Microsoft provided training to help Indusa re-architect its solutions to the Microsoft .NET Framework and integrate them with Microsoft SQL Server™ 2005 Reporting Services. "As our staff started working with Microsoft .NET, they were very pleased with how easy and flexible it was to work with," Ram recalls. Indusa plans to introduce the Microsoft .NET-connected version of its government data management solution in January 2007, and will submit that to complete its qualifications for the Microsoft ISV/Software Solutions Competency.

As Indusa developers got up to speed with Microsoft .NET, company executives discussed the move to .NET-connected applications with Indusa customers. "We showed our customers the advantages of .NET in reduced development time and licensing costs and increased flexibility. They readily accepted the move," says Ram.

As a Microsoft Certified Partner, Indusa meets monthly with its Microsoft Partner Account Manager (PAM) to review business plans and strategies. When needed, the PAM also participates with Indusa in new business presentations.

After a little more than a year in the program, Indusa executives credit the Microsoft Partner Program with helping them make valuable contacts with governments around the world. The company was invited to the Microsoft Government Leaders Forum (GLF) in Washington D.C. in April 2005, and the GLF in South Africa in July 2006. "We were very honored to be invited to these events, which certainly have given us incredible opportunities for new business across the globe," says Ram.

## Benefits

The benefits of the Microsoft Partner Program and the .NET Framework helped Indusa expand into new markets, improve development efficiency, and increase its revenue by 200 percent in 2005.

- **Expanded business opportunities.** Invitations to key events and ongoing business support from Microsoft have provided tremendous opportunities for Indusa. "After the Global Leaders Forum in South Africa, more than a dozen countries approached us about tourism and/or immigration data management solutions," says Ram. As a result, Indusa has opened offices in Johannesburg and London, and Ram has been appointed to committees in the United Nations World Tourism Organization and the World Economic Forum.

Making customer calls with Microsoft throughout the Caribbean and Latin America is also helping Indusa branch out

from its government roots. The firm recently won a project from the Central Bank of the Bahamas—a complete IBM shop—to create a SQL Server Reporting Services solution. "The support that Microsoft has shown us was incredibly valuable in closing the deal," says Jo Ram, Chief Operating Officer for Indusa. Along the way, Indusa has also met other local Microsoft partners, whose services complement Indusa's.

- **200 percent increase in revenue.** Moving to the Microsoft environment has also reduced development time and licensing costs and helped to improve Indusa's bottom line. Developing its .NET-connected solution took just six and a half months compared to 16 months for the Java-based version. The licensing costs for SQL Server Reporting Services are 80 percent less than the previous third-party products. "This year we project that our revenues are going to be 200 percent higher than last year," says Jo Ram.

- **Strong support and autonomy.** The training and technical support that Indusa receives from Microsoft, as well as the ongoing relationship with its PAM, far exceed what the company experienced with previous partners. "Microsoft has supported us all the way, from introducing us to the right people to stepping back as we lead the charge," says James Ram. "We've had partnerships with a lot of major companies, but nobody has given us the kind of support and autonomy we received from Microsoft."

*Microsoft*