



Driving Sales in the Midmarket

ISV Achieves Phenomenal Growth by Working Through Top VARs

Serving the midmarket has always been the focus for Scribe Software. Founded in 1996, Microsoft® Gold Certified Partner Scribe Software built its business around the growing demand for customer relationship management (CRM) software in the United States. As more midmarket companies deployed CRM systems, these companies often faced more complex IT challenges, such as integrating CRM applications with enterprise resource planning (ERP) and other line-of-business systems.

The cost and complexity of point-to-point integration projects is sometimes beyond the reach of companies in this segment. "Integration is no longer just for the enterprise," explains Lynn Harrington, Director of Marketing for Scribe Software. "But midmarket companies have to do more with less. They need to function more efficiently, look bigger, and serve their customers better—all with lower IT costs."

Scribe developed its flagship product, Scribe Insight, to address the needs of these smaller companies. When combined with a library of prebuilt connectors from Scribe, the product reduces the expense and complexity of integrating ERP and line-of-business applications with CRM applications by eliminating the need for custom development and "hard-coded" integration. Initially developed to work with Microsoft Dynamics® CRM, the company has expanded the Insight product line to include prebuilt integration solutions for Microsoft Dynamics GP and, most recently, Microsoft Dynamics NAV.

With 50 employees and headquarters in Bedford, New Hampshire, Scribe focuses on

product development, relying on a global network of independent software vendors and resellers to deliver its products worldwide. Harrington describes these companies as the sales force and consulting arm of Scribe, and rightfully so. During the past 12 years, the company has sold through more than 700 partners to deliver integration and migration solutions to 10,000 customers.

Simplifying IT Support for Customers and Resellers

To communicate the high quality of its products to resellers and customers alike, Scribe works diligently to attain the "Certified for Microsoft Dynamics" status for all of its solutions. Pairing this technical certification with clearly defined market positioning drives the success of Scribe Insight. The position of the product is simple: By eliminating the need for coding, Scribe Insight makes life easier for systems integrators and makes supporting the software easier for customers and less demanding on IT staff.

The company built its reputation by maintaining a narrow focus on a few core products that meet the needs of a wide range of customers. Scribe Insight, the company's core technology, is augmented by Scribe Adapters and Scribe Templates, which extend the solution to the most common ERP and business management scenarios.

- **Scribe Insight** provides companies with a rich graphical environment for creating template files that define source-data and target-data connections, data-cleansing rules, data mappings, transformation formulas, and data-processing logic.
- **Scribe Adapters**, adapters for a variety of ERP, CRM, and line-of-business solutions, enable Scribe Insight to communicate with

SCRIBE
Everybody working as one.

Based in Bedford, New Hampshire, Scribe Software has 50 employees and works with a nationwide network of 700 companies to provide its migration and integration software for CRM and ERP solutions, including Microsoft Dynamics®.

"The Certified for Microsoft Dynamics status provides our solution with a high level of credibility."

Lynn Harrington, Director of Marketing, Scribe Software

For more information on the Certified for Microsoft Dynamics program, go to: www.microsoft.com/dynamics/cind

data stores, including applications, databases, messages, and files.

- **Scribe Templates** ease migration and integration. Companies can use the templates, which include the most standard integration configurations, and customize them as needed. They can also design their own templates to meet customers' exacting requirements and reuse the templates in future engagements.

Connecting ERP and CRM

Noting increasing demand for Microsoft Dynamics NAV in the United States, Scribe expanded its offerings to include adapters for Microsoft Dynamics NAV in 2008. Success with Microsoft Dynamics NAV offered the company terrific opportunities among customers in the United States; in addition, Scribe now benefits from a presence in Europe, where Microsoft Dynamics NAV enjoys immense popularity.

The Scribe Adapter for Microsoft Dynamics NAV is compatible with Microsoft Dynamics NAV 4.0 SP3 and Microsoft Dynamics NAV 5.0. The first version of the adapter includes a template that connects Microsoft Dynamics NAV and Microsoft Dynamics CRM in high-volume transactional environments (see Figure 1). "We anticipate that the template will offer 50 to 80 percent of the functionality that customers need, and partners can build out the rest from there," says Bob Sturim, Vice President of Products at Scribe. Functionality includes:

- **Customer and Address.** Additions or changes are synchronized with the other application.
- **Master Product Schedule.** This data is replicated in Microsoft Dynamics CRM to support order processing.
- **Orders.** Orders can be created in either program, and updates are shared across both programs.
- **Invoices.** Invoices are created in either program, and updates can be made from Microsoft Dynamics NAV.

Recruiting the Right Company for the Right Market

When bringing new products to market in the United States, Scribe works closely with established Microsoft Certified Partners for Microsoft Dynamics. Initially, the company works with a few Microsoft Certified Partners in the top markets, and then gradually expands its efforts to the broader community. "Across the top five markets, we identify the top five companies based on volume and influence," explains Lou Antonucci, Director of Sales for Scribe. "Influence is determined primarily by word of mouth—by speaking with Microsoft and other companies—and through our own experience working in the product ecosystem."

Once the top five companies are determined, Scribe then reaches out to Microsoft. Working closely with the Microsoft global product management team for Microsoft Dynamics, the company has extended its reach worldwide. For example, contact with product managers at a local subsidiary level has enabled the company to engage in Microsoft initiatives in the United Kingdom. Says Harrington, "Microsoft introduces us to the right people to help drive business and informs us of upcoming initiatives and events that we can participate in."

Harrington adds, "To reach out with the Scribe Adapter for Microsoft Dynamics NAV, we are starting with program managers, technical specialists, and solutions specialists at

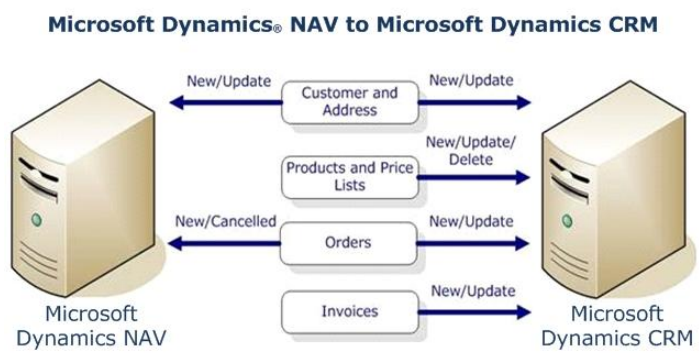


Figure 1. Microsoft Dynamics NAV to Microsoft Dynamics CRM integration with Scribe Insight.

Microsoft and really beginning to build a strong relationship in the United States. Across all our products, we have a great relationship with Microsoft that continues to grow stronger.”

After Scribe establishes a product with the top five resellers, word of mouth alone drives considerable sales. “You never know what relationship you will forge or who will recommend you,” remarks Harrington. Often, these informal conversations direct prospects to Scribe-hosted events, such as a weekly webinar about Microsoft Dynamics NAV that positions Scribe Insight. Through direct mail and a quarterly newsletter, which features customer success stories, the company also markets directly to resellers and their customers.

The company also participates in a number of Microsoft product marketing campaigns, which include Web events, e-mail promotions, and tradeshows such as Convergence®, and attends other Microsoft-sponsored events. These events are the largest marketing effort at Scribe, wherein the company reaches out to Microsoft employees, meets resellers, builds relationships, and generates new leads. In fact, through Microsoft-sponsored events, Scribe generates more than 50 percent of its sales. By participating in these events, the company also gains insight into the Microsoft vision and strategy, in turn ensuring that the company’s own products stay in line with the latest trends and innovations.

Expanding to New Markets

The company’s “top five” strategy proved highly successful with the release of products for both Microsoft Dynamics CRM and Microsoft Dynamics GP. And, with the recent launch of the Scribe Adapter for Microsoft Dynamics NAV, this approach has set the stage for phenomenal sales. Just 30 days after the release of the adapter for Microsoft Dynamics NAV, 28 customers had deployed the solution. Scribe predicts that in the product’s first 18 months, 250 resellers will sell

the adapter to more than 1,000 companies worldwide.

Still working to achieve the Certified for Microsoft Dynamics status for its new adapter for Microsoft Dynamics NAV, Scribe indicates that achieving such a status helps the company stand out from other solutions. “The Certified for Microsoft Dynamics status provides our solution with a high level of credibility,” says Harrington. “Potential customers know that a certain level of due diligence has taken place on our part—and it provides Microsoft with a level of confidence in supporting a customer’s or reseller’s decision to support or implement the product.”

Through the International ISV Assistance initiative, Microsoft helps Scribe further its goals of global expansion by connecting the company with prominent companies in Europe, the Middle East, and Asia (EMEA). Through this initiative, the company has reached out to the York Group to conduct research regarding the market for Microsoft Dynamics in Europe as a basis for developing Scribe’s plans for European expansion. Scribe also takes advantage of the Solution Finder tool on the Microsoft Web site, which drives prospects directly to Scribe. Within the Microsoft Dynamics Solution Finder tool, Scribe products that have achieved the Certified for Microsoft Dynamics status receive higher priority. The company also engages in the High Potential ISV program, where Microsoft Dynamics NAV team members help Scribe identify market opportunities.

Ensuring Quality Through Excellent Service

Early in the postrelease life cycle, Scribe engages resellers in a “white glove” program. Explains Tomas O’Brien, Product Manager for the Scribe Adapter for Microsoft Dynamics NAV, “The white glove program is an ‘all hands on deck’ kind of program, where our developers work closely with our resellers and deployment partners on the first 6 to 10 implementations. This helps us identify and

“If you offer partners value and help them win business, they become an effective sales force that can exponentially grow your business.”

Lynn Harrington, Director of Marketing, Scribe Software

For more information on the International ISV Assistance initiative, go to:

<https://partner.microsoft.com/global/program/competencies/40029003>

For more information on Solution Finder, go to:

www.microsoft.com/dynamics/solutionfinder

resolve the real-world challenges of deployment. And, the program reassures customers that they are in good hands.”

As part of the program, Scribe works with resellers to set milestones and manage projects. The company provides these companies with a cross-functional team that covers sales, technical support, consulting, development, and project management. “The reality is that a new product will require training and will work differently depending on the applications that are being integrated,” says O’Brien. “We provide partners with additional backup and training, and when an issue arises, we make sure that there is a quick resolution so that the customer never pays a penalty for deploying a new product.”

During these first implementations, resellers identify the majority of issues and Scribe resolves them. O’Brien explains, “In beta programs, people will play with the product, but it’s not the same as a real deployment, when the product gets stretched further and development staff can react. Through this program, we get great feedback and find any critical bugs that were not found through our test and quality assurance process.” Because of the real-world implementation experience and feedback from resellers and customers, Scribe released improvements for the adapter for Microsoft Dynamics NAV just 30 days after the initial release.

The white glove program also provides Scribe with strong customer references, which helps build marketing momentum early in the product life cycle. After resolving issues and establishing references, Scribe then moves the product on to obtain the Certified for Microsoft Dynamics status.

Supporting the Reseller Channel

Understanding that the reseller channel is a valuable resource, Scribe makes sure to

nurture and support such companies. “Balance what is good for your business with what is good for your partners,” recommends Harrington. “If you offer partners value and help them win business, they become an effective sales force that can exponentially grow your business.”

To help resellers drive business, Scribe provides technical certification training, sales certification training, and a “getting started” program, where new resellers work with a formal set of materials and engage through live, Web-based training sessions. Through the getting started program, the majority of resellers work towards obtaining certification and sign up for their first product implementation, which includes consulting.

Scribe solutions make use of resellers’ existing skill sets across a range of architectures and environments. For example, once trained and certified on Scribe Insight, a company can provide integration services across the product line of Microsoft Dynamics. Scribe also makes telephone support available 16 hours a day to accommodate companies in the United States and EMEA. Although the company primarily offers remote support, Scribe can offer on-site support as needed.

Through close relationships with resellers and Microsoft alike, Scribe has forged a foundation for continued success. “Whether making sure we are a Microsoft Gold Certified Partner, obtaining the Certified for Microsoft Dynamics status for our products, supporting our resellers, or utilizing tools like Solution Finder, by taking advantage of all our resources we can build the credibility of both our company and our products,” says Harrington. “And by working to touch as many points as we can, we can ensure that we get the word out that our products are a safe bet for companies that need integration.



Companies that undergo the Scribe reseller certification program can display the Scribe Certified Reseller logo on their Web sites.

For more information about Scribe Software products and services, call 1.603.622.5109 or visit the Web site at: www.scribesoftware.com