

Partners Find Success in Sponsorship – Kubisys and WPC

EJ Harof, Global Partner Development Manager at [Kubisys](#) enthusiastically comments about the transformation of IAMCP, “I was originally involved with IAMCP in 2011 but then, as a Microsoft Dynamics AX, CRM and NAV Partner, I didn’t see a lot of benefit from spending my time with IAMCP. Most of the meetings were attended by companies catering to small businesses and recruiters.”

The cloud changed everything and IAMCP, much to the benefit of its members, has kept pace with Microsoft’s transformation to a mobile-first, cloud-first company.

It was clear to EJ that things had indeed changed at IAMCP when, just before Microsoft’s Worldwide Partner Conference (WPC), he connected with Jeff Goldstein, President of the New Jersey IAMCP Chapter. As EJ explained, “Seeing successful business people like Jeff involved with IAMCP, I realized it was time to get re-engaged.” This move turned out to be a brilliant decision on his part.

Rather than just talking about participation in IAMCP, EJ demonstrated his new commitment by stepping up to sponsor the golf tournament at WPC in Orlando. The morning of the tournament, EJ arrived at

“IAMCP sponsorship accelerated our marketing efforts by at least 6 months and I came away from the Worldwide Partner Conference with solid leads and international opportunities.”

**-EJ Harof,
Global Partner Development,
Kubisys**

6:30am and according to him, “by 7:30am, I had already met 30 to 40 new contacts. I felt like I had achieved my return on the sponsorship investment in the first hour”.

EJ looked forward to each new hole on the course—not to see how well he would play, but for the networking. “It was great that there were people volunteering at each hole. I really appreciated the opportunity to find out what they did and how we might work together.” These golf course connections increased the speed of business but EJ does admit that there was some damage to the speed of play, “My teammates had to keep reminding me we were supposed to be playing golf”. EJ goes on to relay that he had

met new friends and found potential partners all over the world. All that and technically, WPC had not yet officially started!

The introductions made at the golf tournament carried right into other IAMCP events throughout the week, affording an opportunity to be reintroduced by other partners and to return the favor.

EJ has attended many other WPC conferences over the years. This time around he was struck by how belonging to IAMCP seemed to concentrate the experience and increase the level of impact. EJ recalls fondly, “The IAMCP booth became my home for the week. It was a convenient meeting spot, a place to



interact, share stories, discuss business, and build partnerships as well as take advantage of the ongoing supply of great presentations in the theatre.” EJ quietly confesses that he had to force himself to visit other booths because he was afraid of missing the action in the IAMCP area.

Overall, EJ summarizes the benefits of his renewed engagement with IAMCP and sponsorship as follows:

- 5 solid opportunities from WPC including international ones;
- Judging by the contacts and increased awareness of Kubisys, he estimates a savings of 6 months of marketing effort;
- A fast return on his sponsorship investment.

When asked if he would recommend IAMCP to others, EJ responds without a moment’s pause, “why not get involved? We’re fortunate to work in an ecosystem like Microsoft’s that encourages partnership. IAMCP offers an immense opportunity to share, learn, network, and strengthen ourselves against the competition. The organization is run by successful people who focus on business and value.”

So what’s next for EJ and Kubisys? He’s looking forward to increasing his involvement with the local chapter and contributing to IAMCP. Oh... and he’s already planning for next year’s golf tournament!