

Beginning the P2P Journey Experience with Brittenford Systems

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At the kick-off call to introduce the P2P Journey, the Brittenford Systems group was enthusiastic and eager to get started. The team is headed up by Brian Dietz, President and Chief Financial Officer and includes Ryan Risley, Chief Technology Officer and Stephanie Smith who is responsible for marketing and channel development.



Some P2P Familiarity, Eager for More

Ryan's active membership in IAMCP and the role he plays as past president of the IAMCP Washington D.C. chapter afforded him some grounding in what the P2P Maturity Model has to offer. As Ryan explains, "I had heard about the model from our chapter and I was intrigued with how we could use it to further develop our partnership at Brittenford. I'm looking forward to understanding it in more detail but we like what we see initially."

A Microsoft Silver Enterprise Resource Planning partner, Brittenford helps non-profit, project-based, and international organizations implement and support Microsoft Dynamics GP and Dynamics SL. In addition, Brittenford offers its CIO Advisory Services to mid-market companies.

When it comes to partnering for growth and providing the best possible options and services for customers, the Brittenford team expressed that in some areas of their business—CIO Advisory Services for example—they feel they have a relatively mature practice with well-established partnership models. On the topic of Microsoft channel partnerships, however, Brian suggested that there is an opportunity to move to being more proactive and establishing deeper connections within the Microsoft partner community. He explains, "We've had a challenge finding the right people to connect with to build those partnerships. We have some partners who resell our ISV solution and we are looking to work with more partners to resell our Dynamics offerings. We also think there is a place for Azure and Office 365 and are looking forward to exploring that as well."

Areas Front of Mind

As Brian, Stephanie, and Ryan begin the P2P Journey, they have highlighted several areas where they hope to make progress:

- **Formalizing strategy.** Brittenford has an existing partner plan and strategy. They are looking forward to using P2P as a starting point to revisiting these and formalizing their business plan to take them to a whole new level.

- **Minimizing channel conflict.** With a desire to grow through partners, Brittenford is conscious of looking closely at its practice to minimize any channel conflicts while making sure the focus remains on the needs of its customers. Brian comments, “We know it’s important to manage this closely and we want to take a thoughtful approach.”
- **Partner collateral, agreements, and outreach.** Brian shared his views on solidifying Brittenford’s position in the Microsoft partner community, “Using the P2P model, we hope to identify which of our partner materials need to be improved to help us achieve our goal of working more closely with the Microsoft channel”. Team member Stephanie added, “We’ve done some outreach but I think we can be more specific and targeted about how we work well with Microsoft partners and keep the customer at the center of the conversation”.

Next Steps

While their Journey is just beginning, the Brittenford Systems P2P team is excited and looking forward to learning more about P2P. They want to leverage what they learn to build plans with an aim of demonstrating that they are a partner-friendly company—one that is interested in collaborating with others who are focused on similar industries and who have complimentary offerings.

Be sure to check back for the next postings to see how the P2P journey unfolds for Brittenford as it undertakes a detailed assessment of its current state and begins to map a plan to get them to their desired end-state.

About Brittenford Systems

[Brittenford Systems](#) is a nationally recognized consulting firm that specializes in delivering financial management and business intelligence solutions as well as CIO Advisory Services to mid-market companies. Based in the Washington, D.C. area, it helps clients leverage technology solutions to improve business processes and productivity, reduce operational costs, and receive timely financial information so they can run their businesses more efficiently.

About the P2P Journey Experience

IAMCP and Microsoft are working with 3 partners to help them apply the P2P Maturity Model to their business and assess their P2P opportunities. The experience of those organizations will be shared through a series of blog postings highlighting the beginning, middle, and end points of the P2P journey.