

Raffles Drives Sales with Bundled Analytics

End-to-End Industry Solutions for Microsoft Dynamics NAV

Raffles Solutions delivers Microsoft Dynamics NAV to large-scale organizations predominantly within the retail and distribution industries. As a Microsoft Gold Certified Partner operating within the Asia-Pacific region, Raffles is committed to providing the best possible alignment of products and services to suit the diverse Asian market.

Adding analytics to enhance vertical NAV solutions

Raffles' sales approach is to position end-to-end industry solutions for retail and distribution that include Microsoft Dynamics NAV, complementary vertical solutions, and customized modules.

Raffles quickly identified a significant opportunity in providing an analytics solution to extend the reporting and analysis capabilities of these entire solutions.

Raffles chose to partner with Zap following a market evaluation. "We looked at several analytics providers on the market, but ultimately decided to go with Zap's Business Analytics for Microsoft Dynamics NAV," said Raffles Asia-Pacific General Manager, Bo Lundqvist. "Scalability was the deciding factor. With Zap's solution, we can package it with Microsoft Dynamics NAV, extend it to other databases for NAV customers, or sell it as a standalone product. This gives us the ability to grow with the application and not be restricted to one server type or Dynamics product."

Zap's superior partner channel management and support services were also attractive. "Zap products are sold entirely indirectly through a partner channel, which means you don't compete with the distributor for sales in any way," Bo said. "Partnering with Zap means just that, you are true partners. Both parties are transparent and working collaboratively, and we've received top quality sales and technical support whenever it's needed," Bo said.

Impact on sales

"Carrying Zap's Business Analytics solution has definitely made a positive impact on our sales of Microsoft Dynamics NAV," Bo said. "We've won several new accounts in the last year by including analytics as a bundled solution, and as a result, we are now trying to bundle Business Analytics as much as possible in our initial proposals."

Case Study

Name:

Raffles Solutions

Website:

<http://www.raffles-solutions.com/>

Overview:

Raffles Solutions is the consulting and enterprise solutions arm of the Thakral Group, providing value-added services in diverse technologies to an international customer base. In an attempt to integrate the strengths of Thakral group's geographic presence and extensive experience in IT product distribution, and to move up the value chain into higher value services across these countries, a strategic entity known as Raffles Solutions was created in 1997.

Raffles Solutions now provides staff augmentation, software services and enterprise solutions to multinational and local companies in key Asian markets (Singapore, India, Philippines and China) and has recently moved into knowledge process outsourcing and healthcare staffing services. Raffles employs in excess of 500 people worldwide, and has been successful in charting new directions for the Thakral group in value-added services

Products Used:

Business Analytics for Microsoft Dynamics NAV

"Adding analytics increases our footprint within each account, and has certainly boosted our business."

Bo Lundqvist
Raffles Asia-Pacific
General Manager

“Positioning ourselves as providing an end-to-end industry solution with analytics that are fully integrated completely changes the ball game. It sets us apart from ERP providers that take a transaction-based approach, and enables us to sell to business decision makers. Adding analytics increases our footprint within each account, and has certainly boosted our business.”

Usability a key to successful selling

The usability of the application itself also lends itself to successful selling. “Business users such as finance teams highly value the ability to build and publish their own reports and dashboards, without having to rely on the IT department,” Bo said. “This enables us to engage them and gain their support as a sponsor and internal influencer. The usability of Zap’s solution enables partners to quickly add value to their customers in a highly tangible way. The application looks attractive, has a sound design and architecture, and provides an easy process to bring through NAV customizations for analysis.”

One Raffles customer that illustrates the impact of usability is a retailer in The Philippines that manages a global retail brand. After using Zap’s Business Analytics for Microsoft Dynamics NAV, the customer is phasing out the incumbent Cognos TM1 solution. The finance team prefers the usability of the Zap solution and is now looking to tackle more in-depth cross database analysis to closely monitor the impact of the financial crisis on their business.

Technical and services considerations

For Raffles, it was important that the analytics solution was based on SQL Server®. “We wanted a solution totally based on Microsoft technology, that ensured that our services teams wouldn’t have to re-do functionality already performed in SQL Server,” Bo said.

Bo’s aim was to direct services work where it provided most value and therefore optimal revenue. “I see the most potential for services revenue where we are providing analytics for add-on software and third party modules for Microsoft Dynamics NAV,” Bo said. “Also the ability to extend the solution to further data sources and provide training on all parts of the solution.”