



## ILM360 Boosts Revenue by \$32-35K a Month While Saving Time on Licensing Microsoft Dynamics 365 Business Central

### PARTNER SUCCESS STORY

**Partner:** ILM360

**Headquarters:** Round Rock, TX, USA

**Challenge:**

Reduce the cost and speed to go-to-market with a Microsoft Dynamics 365 Business Central cloud and on-prem offering to boost revenue and better serve customers.

**Solution:**

ILM360 partnered with Stratos Cloud Alliance to get more experience and personal guidance after a challenging 6-month partnership with a traditional cloud distributor.

**Benefits:**

ILM360 achieved their Microsoft Silver certification and can now sell Microsoft Dynamics 365 Business Central licenses to customers, adding \$32-35k/month in revenue.

### A Faster, Easier Way to Capitalize on the Cloud Opportunity

Partnering with Stratos Cloud Alliance as a trusted advisor supporting your digital transformation will provide you the tools and resources to capitalize on the exploding market for Microsoft Cloud Business Solutions – Dynamics 365, Office 365 and Azure. We provide the tools and resources you need to transition your customers to the cloud, so you can focus on the customer relationship – enabling you to capture growth and profit opportunities.



## Who is ILM360?

ILM360 is a national, minority woman owned information lifecycle management consulting company with 60+ collective years of experience implementing analytics, cloud and embedded software solutions. Its scalable strategies harness the power of enterprise, e-commerce, and embedded applications. ILM360 services include big data services, SharePoint solutions, consulting services, business intelligence and database integration. With an eye on customer satisfaction, ILM360 provides customized solutions that delve into the details of its clients' businesses.

Doing business since 2012, ILM360 began by implementing Microsoft Office 365 and SharePoint, and started implementing Microsoft Dynamics in 2015. In 2018, ILM360 had an opportunity to sell Microsoft Dynamics 365 licenses to a customer and partnered with a large traditional indirect cloud distributor. "We worked with them for about six months, and hated everything about it," says ILM360's partner and managing member. "The process was very manual. For each customer order, we had to email them about pricing, as there was no standard sheet for margins. I spent 5-6 hours every time I tried to order licenses – mostly just in waiting for them to respond. After all the hassle, we never received more than 10-15% in margins," continues ILM.

**"SCA support is awesome. I always have quick access to information—I can talk to someone immediately, sometimes even after hours if I need to validate something before a client dinner. No more waiting hours for an email response—the answer is a phone call away. The ease of doing business with SCA is way beyond my expectations."**

- Partner and Managing Member

## Stratos Cloud Alliance Partnership

ILM heard about Stratos Cloud Alliance (SCA) through a referral from another SCA partner. "From the very start, the pricing and margins with SCA were very clear and upfront," says ILM. "I knew exactly what I was getting, and there was an easy portal to submit and track orders, reducing the time I spent to just a few minutes a day for multiple orders. Additionally, SCA always picks up the phone, helping out one-on-one, the monthly calls are helpful, the Yammer site is awesome and provides a networking opportunity, and I don't have to manually sift through all of the emails, press releases and information from Microsoft—SCA does that for us," continues ILM. "The Stratos Hub reduces my stress and gives me better control of my customer orders."



ILM very quickly became a Volume partner with SCA, increasing margins to 20-25%, with additional rebates from Microsoft. “We’ve added “\$32,000-\$35,000 a month in licensing revenue that would not have been possible without SCA,” says ILM. “We can now stay focused on growing the business without spending time figuring out Microsoft releases, incentives and promotions. SCA support is awesome. I always have quick access to information—I can talk to someone immediately, sometimes even after hours if I need to validate something before a client dinner. No more waiting hours for an email response—the answer is a phone call away. The ease of doing business with SCA is way beyond my expectations, ” continues ILM.

## Cloud and On-Premise


ILM finds the SCA training classes to be reasonably priced compared to other training options and has worked with SCA on both cloud and on-premise projects. “One of our customers wanted to implement Microsoft Dynamics 365 Business Central on-premise, so having access to the Master VAR program in addition to Cloud CSP through SCA is very beneficial,” says ILM.

In addition to helping ILM find clarity about Microsoft Dynamics solutions prior to engaging with its customers, SCA helped ILM earn its Microsoft Silver competency. “SCA is a guiding light for us,” says ILM. “The guidance that SCA provided us during the certification process was of immense value to us. The team is very patient, and is always there for us,” concludes ILM.

Leveraging our knowledge and experience through thousands of sales and implementation cycles, we provide a turnkey option to help you develop, market, and deliver your own Dynamics 365 solutions and services in 90 days or less.

**Ready to Build Your Microsoft Dynamics 365 Practice Today?**

Contact Us:

 **888.644.7066**

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