

Headquarters: **UK**

Moved to Cloud:

**Gradual, starting in 2003**

Offerings:

**Dynamics ERP (NAV/AX)**

**Dynamics CRM**

**Field Service**

**Data Analytics**

**Internet of Things**

**Power Apps**

**Cloud Services**

**Managed Services**

**SharePoint**

**Mobility**

## Customer value drives cloud innovation

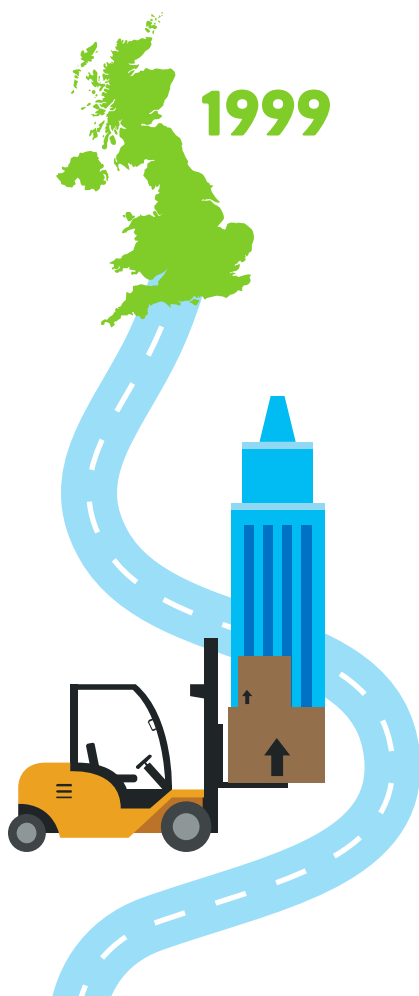
eBECS delivers what it uniquely calls “Total Microsoft Business Solutions” to customers. The company is so good at it, that it is one of a handful of partners in the United Kingdom invited to the Microsoft Inner Circle program. Its services—Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), mobile, field service, data analytics, business intelligence (BI), the Internet of Things (IoT), and cloud and managed services—lean towards Microsoft Dynamics, but the wide range of skill defies any particular label. If you ask the leaders to define the company however, they continually circle back to the same word: “value.”

Value in this instance means customer value. Kevin Hall, eBECS CEO, makes it the theme of his monthly company calls from the home office in the UK. Humorously dubbed “The King’s Speech” by employees, Hall uses the time to outline areas where the company can do more for customers. The employees love it. “We find the value message is motivating for both customers and employees alike, because our solutions drive both profit and growth.” says Stephen Wilson, CMO at eBECS.

## Looking beyond ERP to a bigger picture

When eBECS opened in 1999, it focused on delivering ERP solutions. At the time, ERP held more promise than results. eBECS felt there needed to be a new approach.

“We wanted to make it less about the software and more about the business value we bring to our customers.”



Kevin Hall, eBECS CEO

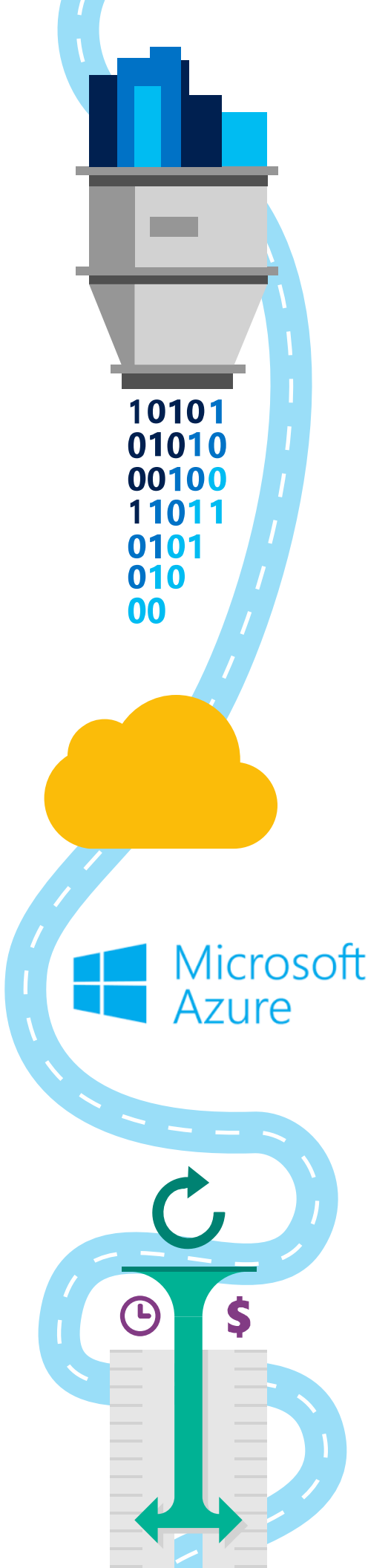
"We felt there was so much more that we could do around ERP for our customers." eBECS then set out to innovate and push its limits. "Do you bury your head in the sand and carry on with what you're doing, or do you go out and embrace the future?" says Hall. "eBECS has always taken that second point of view." This point of view has enabled eBECS to progress to total business solutions, driving productivity. It has led to an early adoption of the cloud resulting in a competitive advantage.

Changing the company's business equation transformed the flow of the company's growth. ERP business value drove the company into CRM, which led to reporting, business intelligence, analytics, and eventually the cloud. "I think that philosophy about focusing on our customers and their business needs, has brought us to where we are today," says Hall. The cloud fits into that premise extremely well. "We want to maintain a platform for our customers where they can be constantly innovating," says Amir Jafri, CTO at eBECS. "Because the cloud is constantly evolving, we can deliver innovation to our customers on a continual basis."

eBECS has definitely delivered. In 2003, the company developed a new system that redesigned how ERP supported manufacturing. It was also one of the first Microsoft partners to put production systems on the cloud, one of the first UK partners to develop an IoT solution, and one of the first partners to tinker with machine learning. To the company's leaders, the cloud squarely fits into its cutting-edge philosophy. "We push customers towards the cloud because we can prove it reduces the cost and complexity of running their businesses," says Jafri. "We invest our time on their behalf to see what Microsoft technologies can augment their business processes and help them innovate further."

## A give and take Microsoft relationship

When you're a 100 percent Microsoft solution provider, you understand the importance of maintaining your partnership. "From day one we knew that Microsoft was at the heart of what we were trying to achieve so we've embraced that at every level," said Hall. "We've built an incredibly close relationship based on collaboration and staying plugged in." eBECS also gets as much as it gives,



## Key Learnings:

eBECS cloud and managed services will grow 150 percent over the next few years, raising the cloud portion of the business from its current state of 15 percent to a figure close to 70 percent.

- Attend Microsoft events to understand how to use solutions and build around them for customers
- Share with Microsoft your wins and accomplishments
- Focus on creating IP, templates, and accelerators and not building something twice
- Always take the opportunity to direct customers to a deployment model that's more efficient
- Pitch the concept of a total Microsoft business solution as opposed to a piecemeal solution



staying up to date about Microsoft services and the roadmap ahead. "We do everything we can to get on panels to be part of the teams that feed back to Microsoft," says Wilson.



**"We attend all of their events so we understand how to use these solutions and build around them for customers."**

*Stephen Wilson, CMO at eBECS*

For example, a large number of team members flock to Microsoft conferences to interact first-hand with company leaders. "For our people to hear the direct messaging first-hand, it adds real value to when we're interacting with clients," says Hall.

The company also makes sure to keep Microsoft abreast of its happenings. "Anytime we win anything, we tell Microsoft how and what we won. Every time we create new initiatives, we produce newsletters," says Wilson. "By letting [Microsoft] in on what we're working on, we get great feedback and help from their people."

In addition, eBECS uses that communication line to generate business for Microsoft. "As Microsoft releases new services and products, we can understand where those fit within the customer's ecosystem, and identify customers Microsoft can work with further," says Jafri.

## Holding the customers hand

When sitting with a customer to talk about Azure, the salespeople at eBECS tend to focus on the flexibility of the platform. They do this by setting up Azure readiness workshops where customers can test how their specific workloads map into the public cloud. "We want them to see that Azure lets them focus on their business while we take care of the technology side," Jafri says.

**"I think Microsoft has done a great job on providing collateral on what customers are really looking for in a partner, who has experience doing this, and walking customers through a story."**

*Amir Jafri, CTO at eBECS*

In addition to workshops, eBECS also differentiates itself by pitching the concept of the Microsoft Total Business Solution. Competitors in the ERP and CRM realm such as Salesforce can only market pieces of a solution. With eBECS, customers embark on a journey. "We can discover customer pain points, architect a solution, and get speed to value in prototyping," says Wilson. "It's a great way for us to win that initial bill and to be able to expand once we've delivered on our original promises."

## 40 percent growth

eBECS strategy has been a big success with both customers and its bottom line. After experiencing 40 percent growth per year, the company yielded close to \$44M in revenues in 2014. In a little more than 15 years, the company has grown from four employees to 330. Looking ahead, Hall estimates that the company's cloud and managed services will grow 150 percent over the next few years, raising the cloud portion of the business from its current state of 15 percent to a figure close to 70 percent. "The cloud's an absolutely fundamental change to the partner business and our model," says Hall.

"There are so many advantages that can be created by being ahead of the competition and truly embracing the change to the cloud. The sooner you embrace it, the easier it becomes."

*Kevin Hall, eBECS CEO*



**150%**  
GROWTH IN CLOUD  
EXPECTED



**2016**  
UNITED  
KINGDOM  
PARTNER OF  
THE YEAR



**2016**  
INTERNET OF  
THINGS (IOT)  
FINALIST

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