



Award-winning accounting experts partner with Microsoft 365 resellers to take **Dynamics 365** to SMBs around the world

Cooper Parry IT and Ingram Micro Cloud come together to enable Microsoft 365 resellers to grow their practices with Dynamics 365

Reimagining the ERP opportunity with Dynamics 365 Business Central

[Cooper Parry IT](#) (CPIT) defines themselves as “disruptors and innovators.” And while they have disrupted the accounting industry across the globe as both strategic business advisors and IT experts, they started out like most businesses—small, navigating clients one at a time and thinking of ways to scale. These accountants and financial experts from the UK have grown over the last 15 years, solidifying their path as an award-winning team of passionate Dynamics 365 Business Central experts. How did they do it? They took what they did best and transformed their industry knowledge into a repeatable business model that earned them the title of Microsoft Global Partner of the Year in 2019. But their path wasn't always so clear.

Selling software and conducting large-scale implementation projects with big seat counts takes a lot of resources. With this model, CPIT was only acquiring about one customer a month. They were struggling to scale a business that relied heavily on expensive consultants that were hard to find and complex projects that were difficult to support.

Building a scalable model

CPIT needed to create a scalable business model that would help them deliver modern technology to the masses and stay ahead of their competition. And when Dynamics 365 Business Central hit the market in April 2018, they knew this was the opportunity they were waiting for.

As leading industry experts, CPIT understood many SMB clients would want to move to a secure and flexible cloud platform to support their digital transformation and growth—especially if they were already using other Microsoft Cloud technology like Microsoft 365. They also knew that these organizations needed to operationalize the accounting side of their business to scale. That's why their company turned to Business Central, the all-in-one, cloud-based business management solution to create a packaged offering tailored to the SMB space. They restructured their business; changed their cost base to a fixed scope, packaged price model; and radically transformed their marketing and sales methodology.

Joining forces with Ingram Micro Cloud

In addition to CPIT's own direct business, they also wanted to dramatically increase their reach to SMBs by working with the broader ecosystem of Microsoft resellers and facilitating partner-to-partner engagements.

[Ingram Micro Cloud](#), an organization managing one of the largest cloud ecosystems and ecommerce platforms in the world, has built Microsoft's largest network of cloud service reseller partners. With industry best programs to help partners build their businesses in the Microsoft Cloud, Ingram Micro's Dynamics Accelerate program is built on the foundation of the partner-to-partner services model pioneered by their exclusive Trust X Alliance of partners.

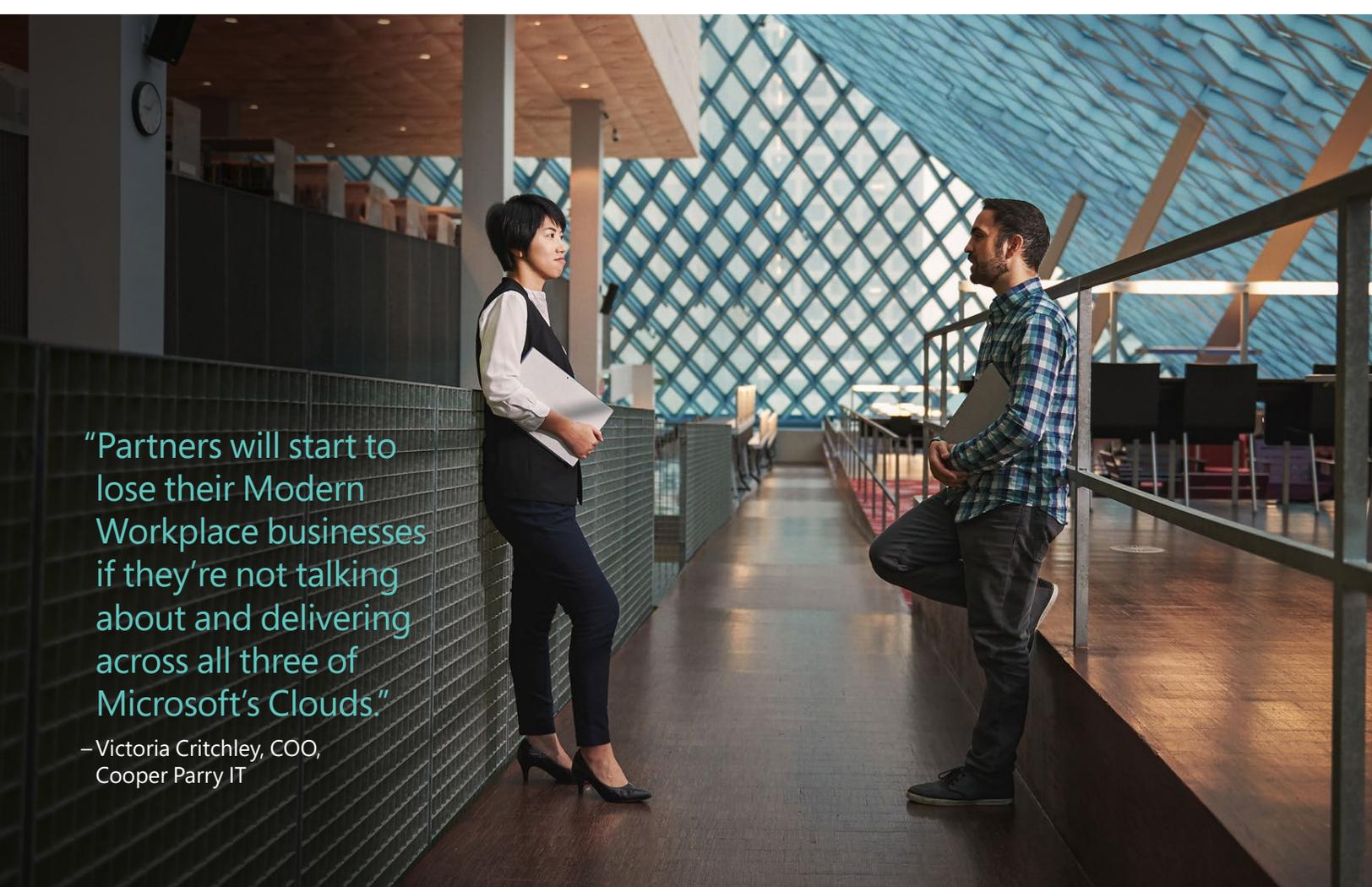
Seeing the value of CPIT's repeatable business model and trusting their industry expertise, Ingram Micro and CPIT recognized the partnership potential to deliver the best-in-industry Microsoft Dynamics 365 solutions to Ingram Micro partners via their Cloud Marketplace.

Offering elite services to the reseller channel at scale

With Ingram Micro as their marketing vehicle, support system, and advocate, CPIT designed a new program

for Microsoft CSP resellers to capitalize on the cloud-based business applications market opportunity. And through partner-to-partner engagements, their team of leading IT and accounting experts are working alongside resellers to quickly deliver the value of Business Central to customers in need of a modern, cloud-based business management solution to better manage their finances, customers, and inventory.

CPIT knows the challenges that plague the modern workplace market. Microsoft 365 resellers risk losing their customers in a competitive market where LSPs tend to cut prices or offer discounted billing. But they also know from personal experience that by adding the value of Dynamics 365 to their customers, Modern Workplace partners can reduce churn while enhancing secure customer loyalty. Without the right level of expertise, it's difficult for any Microsoft partner to support a Dynamics 365 system. From this perspective, Dynamics 365 is both a competitive and sticky cloud solution. Victoria Critchley, COO of CPIT, adds that "Partners will start to lose their Modern Workplace businesses if they're not talking about and delivering across all three of Microsoft's Clouds." Dynamics 365 has proven to be an essential business application that offers increased value to companies with existing Microsoft technology investments.



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—Victoria Critchley, COO,
Cooper Parry IT



Dispatching the Dynamics Angels

To support these Modern Workplace partners that lack Dynamics 365 expertise but want to offer the value-added solution to their customers, CPIT has perfected a partnership opportunity through a new program that is supported globally by Ingram Micro Cloud: [The Dynamics Angels](#).

This program steers clear of white labeling. Rather, resellers that bring Dynamics deals to Ingram Micro Cloud work directly with CPIT to provide the implementation expertise and support needed to satisfy the end customer. CPIT effectually dispatches their “Angels,” elite operatives who swoop in to help resellers round out their cloud service offerings and capture more of the market.

How does this play out realistically? Well, the Modern Workplace reseller benefits greatly from both the assist and because they get to own the licensing of Dynamics Business Central and manage the customer relationship. CPIT on the other hand, gets to rapidly scale their services from hundreds to thousands of partners annually because they can focus on delivering and supporting repeatable, quality Business Central implementations. It’s a win-win for both parties.

“Our love affair with Dynamics Business Central—an all-in-one, cloud-based business management solution—started in April 2018. It presented the perfect opportunity for us to combine our IT and accountancy expertise to revolutionize our SMB clients’ business and uncage their potential.”

—Cooper Parry, 2019



The Dynamics Angels differentiation

The Dynamics Angels program is the go-to program for all Modern Workplace partners that want to offer Dynamics 365 to their customers. And it lets those partners decide how they want to deliver the solution. Do they want CPIT to be their backend and execute the entire implementation seamlessly? No problem. Do they want to use CPIT innovative IP to learn how to build a Microsoft Dynamics 365 practice themselves with continued support and quality monitoring in the background? That too can be arranged. Through the Ingram Micro Cloud network, companies are eagerly taking advantage of CPIT’s fixed-price, fixed-outcome, rapid deployment methodology, automation, IP, and support to capture their share of the business applications market. And the opportunity couldn’t be better for all involved parties thanks to partner-to-partner relationships built on trust and experience.