



Microsoft Dynamics Partner Solution Case Study



**Systems
Advisers
Group**

Partner: Systems Advisers Group
Web Site: www.systemsadvisers.com
Partner Size: 225 employees
Country or Region: India
Industry: Professional services

Partner Profile

Microsoft® Gold Certified Partner Systems Advisers Group provides support and training for Microsoft Dynamics™ AX business management software, helping to expand the network of Microsoft Certified Partner in India.

Software and Services

- Microsoft Dynamics
 - Microsoft Dynamics AX 4.0

For more information about other Microsoft customer successes, please visit:
www.microsoft.com/casestudies

Solutions Provider Expands Partner Network Through Enhanced Training Program

“Our range of experience with Microsoft Dynamics AX gives us a deeper understanding of the product and how it has been developed. We can transfer this knowledge to a localized training curriculum.”

Veena Thimmaya, Director, Systems Advisers Group

Company Profile

Systems Advisers Group, a Microsoft® Gold Certified Partner, provides consulting, development, upgrade, support, and training services for business management solutions to clients worldwide. The company has been delivering training for Microsoft Dynamics™ AX business management software to partners and customers for more than 10 years.

In 1999, Systems Advisers Group opened subsidiary operations in Bangalore, India, and began performing software localizations for Microsoft Dynamics AX and Microsoft Dynamics GP. The company added implementation and consulting services for these products in 2005, quickly establishing itself as one of the few independent software vendors for Microsoft Dynamics in India. To take advantage of this unique market position, Systems Advisers Group began offering training for Microsoft Dynamics AX in December 2005.

Vikram Franklin, Group Brand Manager at Systems Advisers Group, explains, “With the launch of Microsoft Dynamics AX in the

Indian market, our strategy was to expand the Microsoft Certified Partner network in the region through training.”

Business Opportunity

With eight expert trainers in Microsoft Dynamics, including two Microsoft Certified Trainers, Systems Advisers Group is dedicated to providing an intensive training program to its partners and customers. In addition to training tools from Microsoft, the company’s trainers use the Microsoft Official Curriculum—courseware designed for IT professionals and developers who build, support, and implement solutions using Microsoft products and technologies. The courseware is designed to cover topics that are mission-critical in the real world. Trainers also add case studies to their lessons to help illustrate real-life implementation scenarios.

“As a part of our training program, we actually show how our consultants implement Microsoft Dynamics AX in different industries through these mock case studies,” says Krishnan Muralidharan,



Professional Services Manager at Systems Advisers Group. “Our consultants’ real-world implementation background makes this easier and more meaningful.”

Systems Advisers Group provides training for people with various backgrounds. Many students are employees of organizations that want to expand business opportunities by empowering workers with the correct training and certification. Other students are IT professionals who currently work with Microsoft Dynamics AX, IT professionals from organizations looking to shift to Microsoft Dynamics AX, or individuals who want to enhance their career prospects.

Currently, Systems Advisers Group training courses for Microsoft Dynamics AX include:

Functional Modules

- What’s New: Applications in Microsoft Dynamics AX 4.0
- What’s New: Technology in Microsoft Dynamics AX 4.0
- Financials
- Production
- Projects
- Sales and Marketing
- Trade and Logistics

Technical Modules

- Installation and Configuration
- Development Introduction
- MorphX® Solution Development

Systems Advisers Group conducts courses both at its training facility in Bangalore and at various centers across India that have a high concentration of companies providing solutions from Microsoft. Each class size is limited to 10 students to ensure maximum one-on-one training. In the typical class, students spend two to three days learning about Microsoft Dynamics AX, covering topics

such as program architecture and how to create reports and templates.

After completion of the courses, trainers work with the students to help them prepare for the certification exams. The two certifications offered to students are Certified Business Management Specialist and Certified Business Management Professional. The specialist certification requires proficiency in one module of Microsoft Dynamics AX or a related business product, while the professional certification requires students to pass multiple exams on a variety of business products.

Benefits

Working with Microsoft, Systems Advisers Group has built a successful training business that brings value to itself and to the entire partner community.

Expands Partner Network

The popular training program has expanded the partner network in India considerably. Of the 50 to 60 solutions providers providing implementation support for Microsoft Dynamics AX in India, most have taken courses taught by Systems Advisers Group trainers. And as the demand for Microsoft Dynamics business management software increases, Systems Advisers Group trainers continue to share their expertise. To date, the company has trained more than 400 students.

Explains Franklin, “We’ve essentially trained our competition, but that’s fine for us. The only solutions we deal with are Microsoft Dynamics, so the more people out there licensing Microsoft Dynamics, the more traction we get in the market.”

Improves Quality of Implementations

The classroom atmosphere and interaction with students also helps Systems Advisers Group trainers keep their knowledge of Microsoft Dynamics AX current. Many trainers discover new and innovative ways to approach implementation, which enhances their work in the field.

“Our trainers often learn more about Microsoft Dynamics AX through questions from students. This knowledge might not come out during our implementation process, so the training adds greater quality to the implementations we perform,” says Muralidharan.

Establishes Providers as Industry Leaders

By offering a training program for Microsoft Dynamics AX in India, Systems Advisers Group secures itself as an industry leader. Through their experience performing localizations for Microsoft Dynamics AX, along with on-the-job implementation experience, the company’s trainers have a greater comprehension of Microsoft Dynamics AX than do most consultants.

“Our range of experience with Microsoft Dynamics AX gives us a deeper understanding of the product and how it has been developed,” says Veena Thimmaya, Director at Systems Advisers Group. “We can transfer this knowledge to a localized training curriculum.”