

Companial propels migration success for Microsoft Dynamics 365 partners

ISV Development Center helps partners innovate faster

In 2009, Søren Fink-Jensen launched 1ClickFactory, a business 100% focused on supporting Microsoft ERP partners with technology, implementation, and development services that would help them keep pace with the rapid innovation Microsoft was delivering through its Dynamics platform. So when Microsoft created a program to establish a set of qualified third-party technical enablement, business process development, and management consulting services centers that partners could use to speed go-to-market and customer success, it was a natural evolution of 1Click Factory's core mission to jump onboard as one of the first Microsoft ISV Development Centers. With the recent merger of 1ClickFactory and QBS into Companial, the company continues to stay true to its mission and has become the fastest growing global network of Microsoft Dynamics 365 partners.

"Becoming a Microsoft ISV Development Center gives us credibility and trust when building relationships with new partners. Today, we are one of the largest global Dynamics 365 partner communities in the world, working with more than 1,000 partners," said Martynas Butrimanskas, NAV/Business Central Manager at Companial. "Our revenue has grown 25% year over year for the last five years, and we see being an ISV Dev Center as integral to continuing to expand our business."

Expert guidance for Dynamics 365 Business Central migration

As an ISV Development Center, Companial provides development, Q&A, upgrade, and hosting services for Microsoft partners worldwide. The majority of its business focuses on Dynamics 365 Business Central, with strong demand for fixed-price offerings that help migrate customers and partner IP to the cloud. Services include an upgrade assessment, which allows partners to save weeks of effort calculating Microsoft Dynamics 365 Business Central upgrade proposals; automation tools and robust processes to ensure efficient, successful upgrades; and consulting and training to help partners quickly adapt to the technological changes needed to drive digital transformation with their customers.



About Companial

In 2022, 1ClickFactory merged with QBS Group to form Companial, one of the largest international networks of Microsoft Dynamics partners. The new company is one of five Microsoft-appointed ISV Development Centers operating globally since 2017, helping partners grow revenue, lower costs, and improve customer satisfaction.

Microsoft Business Applications focus

Dynamics 365 Business Central, Dynamics 365 Finance and Supply Chain Management, Dynamics 365 Customer Engagement, Power Platform

Headquarters

The Netherlands

Microsoft partner since

2009

Key achievements in 2021

- Helped 26 ISV partners move solutions to Business Central online
- Completed 775 Business Central migration assessments
- 25% YoY growth



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In the last year, Companial helped 26 ISV partners move their solutions to Business Central online, completed 775 migration assessments, and directly supported migration for 120 customers. "We help partners in every stage of the journey to Dynamics 365 Business Central," said Butrimanskas. "Having direct contact with Microsoft research and development teams allows us to provide expert services that accelerate partner engagements, whether scoping upgrade options, supporting a migration with technical services, or maintaining the solution after deployment."

COSMO CONSULT accelerates cloud migration for customer base

One of the partners that Companial supports is COSMO CONSULT AG, a Germany-based company that specializes in Dynamics 365 ERP and CRM solutions for the manufacturing, service, and retail industries. COSMO CONSULT has a large number of customers running legacy versions of Dynamics 365 Business Central and needed help building a scalable migration practice within its organization. Because many of its customers have large deployments with a multitude of customizations, understanding the scope of any re-design would be critical for ensuring a successful technical conversion to the new platform.

"We calculated how many hours it would take to migrate our installed base to the new world of Dynamics 365 Business Central online, given the size of customers and extent of customizations. We realized that this effort would consume our existing workforce full time for the next 10 years," said Daniel Schmid, Chief Portfolio Officer at COSMO CONSULT. "We needed to build a dedicated team and develop processes that would accelerate migration for these customers without disrupting our other engagements."

COSMO CONSULT turned to the Companial team, who they had a trusted relationship with based on past work, such as transitioning its on-premises ISV solutions to Dynamics 365 Business Central online and publishing them to AppSource. With experts providing deep knowledge at a much lower cost than hiring less experienced resources locally, the Microsoft ISV Development Center has consistently been a cost-efficient choice for COSMO CONSULT. For this project, Companial provided training and knowledge-sharing of upgrade best practices, helped develop a standardized migration toolkit that leveraged the free upgrade assessment, and supplied additional capacity on large or complex engagements – all of which accelerated the 30 migrations the partner completed in the last year.

Today COSMO CONSULT has 17 trained employees on its new migration team, with plans to double that in the next year. "We estimate that we need to complete 500 migrations in the next three years," said Schmid. "We want to keep every client, so we are using training, processes, and tools from Companial to be faster and more capable of managing this massive workload."

Companial will continue to provide support as needed as COSMO CONSULT scales up its migration practice. "I would definitely recommend Companial to other partners. It is invaluable to have someone of their experience and expertise help you make the right investments for the future," said Schmid.



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**Daniel Schmid
Chief Portfolio Officer
COSMO CONSULT**