



Microsoft Dynamics Partner Solution Case Study



Solutions Provider Improves Productivity with Flexible Implementation Methodology

Overview

Country or Region: United States
Industry: Professional Services—
Information Technology

Partner Profile

Microsoft® Gold Certified Partner Stanley Stuart Yoffee & Hendrix, Inc. (SSYH) provides consulting services across a broad spectrum of businesses. The company specializes in solutions using Microsoft Dynamics™ software.

Business Situation

With a large portfolio of products and services, SSYH needed a standardized methodology that could flexibly scale to fit its variety of projects and set the company apart from its competitors.

Solution

SSYH took advantage of Microsoft Dynamics Sure Step Methodology to provide a standard set of tools and templates to help ensure its projects were completed efficiently.

Benefits

- Improves productivity
- Boosts customer satisfaction
- Reduces staff training costs

“Sure Step helps drive the efficient, predictable, and repeatable deployment of Microsoft Dynamics products. Interestingly, these functions are achieved while increasing the productivity of our employees.”

Mike Gifford, Professional Services Director, Stanley Stuart Yoffee & Hendrix, Inc.

Stanley Stuart Yoffee & Hendrix, Inc. (SSYH), a Microsoft® Gold Certified Partner based in Florida, implements software solutions utilizing the Microsoft family of products. With large-scale projects across varied industries, the company turned to the Microsoft Dynamics™ Sure Step Methodology to help communicate with customers and provide them with high-quality services throughout the entire life cycle of a project. The Sure Step Methodology improved productivity by standardizing the company's implementation process, while providing the flexibility to apply to a range of projects. Now, SSYH staff and clients enjoy deeper insight into a project's life cycle, and new SSYH employees benefit from the rapid training capabilities of Sure Step.



“By presenting a standardized methodology to new clients, the customer can completely understand not only what they’re buying, but how they’re going to get from point A to point B.”

Mike Gifford, Professional Services Director,
Stanley Stuart Yoffee & Hendrix, Inc.

Situation

Established in 1992, Stanley Stuart Yoffee & Hendrix, Inc. (SSYH) specializes in providing enterprise research planning and information technology strategy services that utilize the latest software solutions from Microsoft Dynamics™. These solutions include Microsoft Dynamics SL, Microsoft Dynamics GP, Microsoft Dynamics CRM, Microsoft Dynamics AX, Microsoft® FRx®, Microsoft Dynamics Retail Management System, Business Information Optimization (BIO®) for Microsoft Dynamics SL, and Microsoft Office SharePoint® Server 2007. With offices in Orlando and Fort Lauderdale, SSYH installs and customizes software solutions, and provides product training to customers across various industries, including distribution, construction, project management, manufacturing, service, and the public sector.

SSYH needed an implementation methodology that could be applied with equal rigor to all of its products and implementations.

“Each client’s needs are drastically different,” explains Mike Gifford, Professional Services Director at SSYH. “But whether we’re working with a U.S.\$5 million client or a U.S.\$500 million client, our methodology needs to be scalable and flexible, yet retain a common nomenclature across the board.”

SSYH also recognized that other areas within the company could be enhanced by a standard implementation methodology. For example, SSYH could illustrate the value of a clear and intuitive project road map for potential clients.

“This type of approach will allow us to reduce the expectation gaps between the sales cycle and the implementation phases,” says Gifford.

In addition, SSYH was looking for a way to streamline its internal education process, allowing for more rapid deployment of new employees without sacrificing quality or consistency. Explains Gifford, “One of the challenges faced by companies like ourselves is the development of new staff, specifically training on a consistent implementation approach.”

As an industry leader constantly searching for new ways to improve productivity, SSYH sought to adopt a methodology that could be distinguished from competitor’s methodologies. With a large portfolio, SSYH needed a cohesive methodology that could provide the flexibility and scalability needed to accommodate its different products.

Solution

SSYH originally set out to develop its own methodology—based largely on the Microsoft Solutions Framework—that could provide prescriptive tactics for implementing Microsoft Dynamics solutions. However, in January 2007, SSYH found the answers readily available in Microsoft Dynamics Sure Step. Microsoft Dynamics Sure Step combines a proven methodology with project management discipline, field-tested best practices, and user-friendly tools that enable deployment, migration, configuration, and upgrades of Microsoft Dynamics.

“A lot of what we were looking for on our own was available in Sure Step,” says Gifford. “We had a lot of the framework readily available, so we didn’t have to create pieces from scratch.”

Sure Step is designed to help drive the productivity of solutions providers by giving them a consistent approach and standard set of tools and templates that help ensure projects are completed efficiently.

“Sure Step has allowed us to efficiently train a diverse group of consultants with varying experience levels—from recent college graduates to seasoned consultants.”

Mike Gifford, Professional Services Director,
Stanley Stuart Yoffee & Hendrix, Inc.

SSYH gained access to the Sure Step Methodology through enrollment in the Partner Service Plan for Microsoft Dynamics business management solutions. With the Partner Advantage Plan, SSYH has access to a wealth of support, training benefits, and the Sure Step Methodology—all designed to help provide better service for their customers.

Microsoft Dynamics Sure Step Methodology

Encompassing core Microsoft Dynamics solutions, the Sure Step Methodology is available as a download that is simple to use and easy to customize. SSYH uses it for projects of any size—from large, end-to-end deployments, to migration projects and simple upgrades.

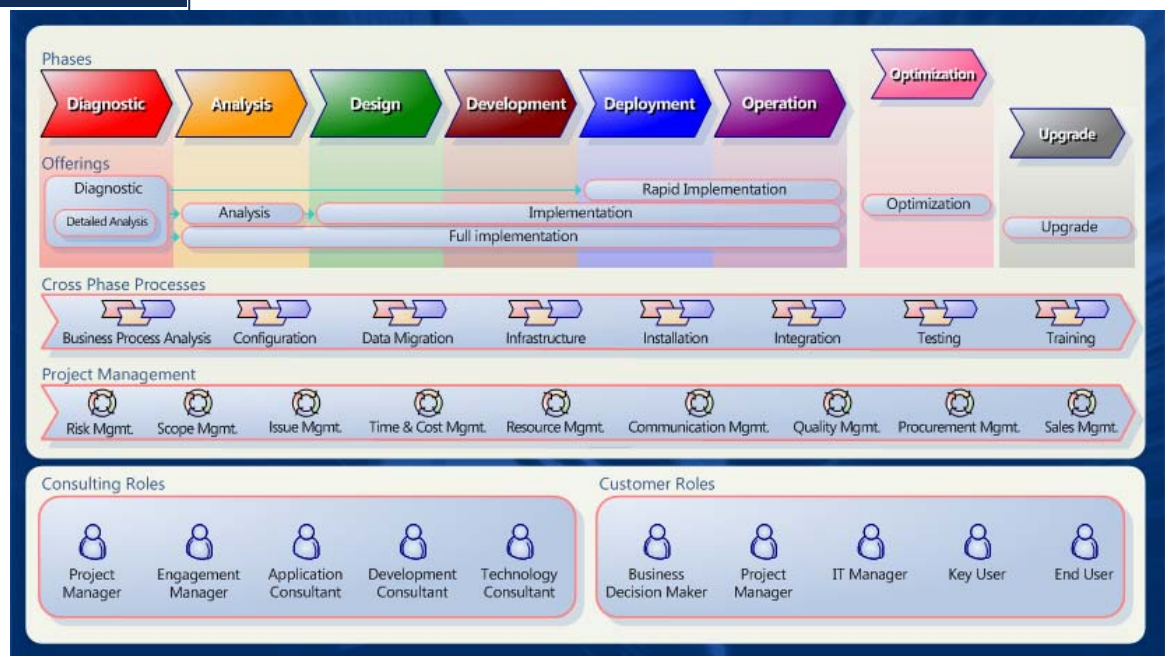
different phases of their project. Phases include diagnostic, analysis, design, development, deployment, optimization, and upgrade.

Customization

SSYH was also drawn to Sure Step for built-in capabilities that enable the company to modify the content for a specific project or work model. Sure Step enables SSYH to preserve the unique aspects of their implementation processes by including an editor tool that allows them to add, delete, and modify the content of the methodology. SSYH uses the editor to manage and modify any content they choose, including phase descriptions and process diagrams.

Although SSYH can use this robust capability to modify the Sure Step Methodology to meet their needs, they performed minimal customizations, modifying only the customer and consulting roles, in addition to some deliverable documents, to better fit their projects.

Figure 1. The Sure Step Methodology includes project management discipline and service offerings within the guidance for each phase of implementation, optimization, and upgrade projects.



Says Gifford, “We already had some of our own deliverable documentation and we easily modified it to fit the Sure Step framework.”

Project Management Support

Project management is embedded throughout the entire Microsoft Dynamics Sure Step Methodology project life cycle. These project management best practices include vision and scope documents, project planning, and cost estimations that help prepare customers for projects and allow them to budget properly. Embedding project management capabilities into the implementation phases of the project life cycle differentiates the Sure Step Methodology from many other implementation methodologies in use today for Microsoft Dynamics or competitor solutions.

Benefits

Using Sure Step, SSYH can increase productivity by applying one standardized methodology to its diverse portfolio of Microsoft Dynamics projects. SSYH also provides enhanced training materials for new staff, and increases the buy-in potential for new clients during the initial sales process.

“Sure Step provides a more clear and definitive road map for both our internal staff and our customers,” says Gifford. “There’s more synergy in understanding the goals and phases of each project.”

Improves Productivity

Sure Step helps increase employee productivity, enabling consultants to focus time on gaining new business and building customer loyalty. The flexible, fully customizable capabilities help ensure that projects are completed efficiently.

“Sure Step helps drive the efficient, predictable, and repeatable deployment of Microsoft Dynamics products,” says Gifford.

“Interestingly, these functions are achieved while increasing the productivity of our employees.”

With built-in capabilities that enable easy modifications, SSYH gains an efficient, standardized set of tools that effortlessly scales to fit each project.

Boosts Customer Satisfaction

With Sure Step, potential clients are now able to fully understand the implementation process.

Explains SSYH customer Jeff Miller, Accounting Manager at the Center of Drug-Free Living, “The Sure Step Methodology used by SSYH allowed us to monitor our project every step of the way. The analysis-first structure allowed us to streamline and redesign our internal processes while we deployed our solution.”

SSYH’s sales team can minimize information discrepancies between the sales force and project managers, assured that the clients were fully aware of the scope of a project.

“We have confidence implementing what our customer wants with the ability to manage the budget and identify risks appropriately,” says Gifford.

In addition, Sure Step enables the SSYH sales team to address prospective clients with confidence during the initial sales process. This ensures that new projects are initiated with fewer potential risks attributed to knowledge gaps.

“By presenting a standardized methodology to new clients, the customer can completely understand not only what they’re buying, but how they’re going to get from point A to point B,” says Gifford.

For More Information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234 in the United States or (905) 568-9641 in Canada. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to: www.microsoft.com

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Reduces Staff Training Costs

With the clear and illustrative materials provided by Sure Step, SSYH is able to get new employees up to speed more rapidly and at a lower cost, with expected savings of 25 to 30 percent.

“Sure Step has allowed us to efficiently train a diverse group of consultants with varying experience levels—from recent college graduates to seasoned consultants,” says Gifford.

The rich functionality in Sure Step provides SSYH with the right visual tools for employees to easily visualize the scope of projects and each phase of deployment. Rather than simply flipping through documents and training manuals, new employees install Sure Step and reference each phase during their training.

Microsoft Dynamics

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what’s most important. And because it is from Microsoft, it easily works with the systems that your company already has implemented. By automating and streamlining financial, customer relationship, and supply chain processes, Microsoft Dynamics brings together people, processes, and technologies, increasing the productivity and effectiveness of your business, and helping you drive business success.

For more information about Microsoft Dynamics, go to: www.microsoft.com/dynamics

Software and Services

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 - Microsoft Dynamics AX
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 - Microsoft Dynamics GP
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