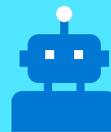


Building Together in the Cloud

Five technology partners that accelerated their customers' success with Azure



This information is for you if you...

- Are a software business looking to build pipeline and increase sales.
- Want to unlock business growth from customers by capitalizing on growing demand for Azure-based solutions.
- Are looking to scale your apps and reach 4 million monthly users by publishing them in the commercial marketplace.
- Want to learn from other technology partners who are innovating and expanding with Azure.



Estimated reading time: < 11 minutes

Introduction

Technology companies are at the forefront of driving innovation and they require a trusted cloud partner to build joint solutions, secure their applications, and reach new customers.

Azure helps technology partners invent with purpose. They turn to Microsoft to turn ideas into solutions with more than 100 Azure services to build, deploy, and manage applications—in the cloud, on-premises, and at the edge—using the tools and frameworks of their choice. With more compliance certifications than any other cloud provider, Microsoft technology partners and their customers are backed by the same guarantees as 95 percent of Fortune 500 companies that already use Azure.

The five technology companies profiled in this e-book show how Azure helped them lower their costs and improve security and compliance of their offerings, all while increasing agility and reaching new customers around the world.

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CentralLogic 

Transforming patient care

Central Logic has been an innovator and industry leader for 15 years, helping more than 65 health systems and 500 US hospitals improve patient care. Through its cloud-based solution, Central Logic provides health systems with business intelligence and real-time insights to transform acute patient transfers between facilities and speed time to care, all while meeting critical industry-specific privacy, security, and cloud infrastructure regulations, including the Health Insurance Portability and Accountability Act (HIPAA), and many others.

Customarily, healthcare systems compete with other facilities in their region, where referring physicians and their patients typically have multiple care destination options from which to choose. In the face of a global pandemic, a centralized vantage point of patient movement and resource availability becomes critical. To combat the public health challenges created by COVID-19, the State of Arizona and the Arizona Department of Health Services (AZDHS) tasked the region's healthcare facilities to work together in a coordinated manner at a state level to fight the disease.

The Azure advantage

Orchestrating patient care across the entire state and managing scarce resources across facilities with disparate technology infrastructures required an integrated purpose-built solution. Central Logic responded with an Azure-based offering that can evaluate patient needs and report on all available hospital beds at a state rather than hospital level, as well as manage and track physical resources such as ventilators, PPE, and other equipment needed to treat patients as quickly as possible.



With its unparalleled security, scalability, healthcare compliance, high availability, and robust development environment, choosing Azure as the cloud platform for its solutions was a no-brainer for Central Logic. At the same time, Azure allowed Central Logic to deploy its solution in less than two weeks from the contract signature.

As a result, Arizona's hospitals and staff now have unmatched ability to orchestrate, navigate, and balance the flow of patients so that no single facility or health system becomes overwhelmed or under resourced.



This was the biggest and fastest implementation we've ever done, and we had to do it remotely. Central Logic just flipped the switch and got it done. That would have been impossible without Azure."

Matt Dinger,
Vice President of Professional Services,
Central Logic

Key benefits

-  Load-balancing of patients across hospitals and health systems state-wide
-  Reduction of patients' time to treatment through an integrated, simplified, and centralized solution
-  Secure, compliant, and reliable environment that adheres to industry-specific regulations, including HIPAA
-  Faster speed to market with greater focus on value-add services rather than management of infrastructure

Key Azure solutions

-  Azure Security Center
-  Azure DevOps
-  API Management
-  Application Gateway



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Helping teachers transition to online learning

Intrado is a global technology provider that designs solutions to help people connect with coworkers, partners, prospects, and customers through cloud-based communications platforms. Intrado's flagship contact center product, Cloud Contact Pro, provides a multichannel customer engagement platform that is quick to deploy, reduces reliance on IT staff, and is affordable for small-to-midsize call centers.

Many industries rely on in-person attendance and collaboration to operate. In the wake of COVID-19, sectors such as education had to adapt quickly. Following COVID-19-related school closures, administrators and educators needed to stay connected with students and parents online, with many institutions turning to Intrado for help.

Cloud Contact Pro allowed teachers to connect and collaborate with students and parents without significant disruption as educational environments shifted. Additionally, teachers could seek assistance from Intrado's team, as many teachers were unfamiliar with using online communications platforms. Working with teachers and administrators, Intrado helped schools ease the transition to online learning through scalable and secure communication platforms.

The Azure advantage

Providing a cloud-based solution on Azure has been instrumental to Intrado's ability to serve clients and transform their contact center operations. Initially, the company developed on-premises solutions and later introduced a hosted model using their own data centers. In the early 2010s, they hit an inflection point where their cloud-based revenue overtook their on-premises revenue, and in the summer of 2018, they decided to shift to the public cloud.

"We were talking through strategic objectives, and we consulted our Microsoft team on the question of shifting to the public cloud," said Sadam Iqbal, Senior Director of Information Technology at Intrado. "They were fantastic and available to help throughout the process."

Intrado felt the decision to move to Azure versus other cloud service providers was a natural one, given Intrado had developed their solutions with Microsoft C++ and .NET and used SQL Server running on Windows. They were up and running in the first quarter of 2019.



When the global pandemic hit in 2020, Intrado moved swiftly to respond to client needs, including replacing one customer's entire physical call center with a cloud-based contact center in 90 minutes.

Natively run on Microsoft Azure, Cloud Contact Pro operates on a reliable, trusted, and secure platform that, combined with Intrado's 24/7 support and professional services, has helped the company acquire new customers and increase revenue. Microsoft Azure has also supported Intrado to expand globally by providing distributed data centers that meet local data residency requirements.

Key benefits



Efficient transition from in-person collaboration to fully remote environment through secure and trusted platform with advanced data protection



Access to distributed data centers to meet local data residency, security, and compliance requirements



Real-time access to performance data, contact flows, and call-routing controls across office and home-based agents

Key Azure solutions



Azure SQL Database



Load Balancer

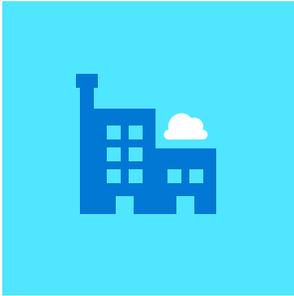


Azure Firewall



Azure Web Application Firewall





ShookIOT

Enabling customers to uncover mission-critical insights

ShookIOT is an Industrial Internet of Things (IIoT) software and solutions provider that leverages existing infrastructure from multivendor proprietary systems to unify, organize, and interpret industrial IoT data.

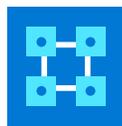
Most IIoT environments encompass a vast ecosystem of data-collection devices that provide many types of information to help companies optimize operations. These large and diverse ecosystems generate high volumes of data. ShookIOT applies emerging technologies with world-class design thinking not only to help their customers unify data from different systems, but also to filter out duplicated or poor-quality data to improve analytic insights and ultimately business performance.

As a startup with limited marketing budget, ShookIOT needed support getting their IIoT solutions out in front of target customers. Additionally, they needed a solution that can help them streamline their marketing efforts to reach net-new customers and Microsoft field sellers.

The Azure advantage

ShookIOT partnered with Microsoft to deliver its IIOT, data management, and advanced analytic solutions. As part of this effort, ShookIOT has been using Azure Marketplace to increase awareness and monetize opportunities for their offerings.

Technology partners use Azure Marketplace to publish, market, and sell solutions around the world. They also use Azure Marketplace to optimize their marketing efforts, go to market faster, and streamline operating costs and procurement complexity, all while getting exposure to 95 percent of Fortune 500 companies that already use Azure.



Azure Marketplace connected ShookIOT with one of its largest customers, a Fortune 50 company in the energy sector.

The company's product listing provided all of the information their dream client needed to get started with ShookIOT, and since Azure Marketplace is an approved vendor, ShookIOT experienced no procurement processing delays and was able start working with the new client right away.



This is the largest deal that ShookIOT was able to land and it was because of Azure Marketplace. Since this client already accepted Azure Marketplace terms and conditions, and so had we, it allowed us to go from a standing start to implementation in a matter of two weeks as opposed to months to go through with [the] standard procurement process."

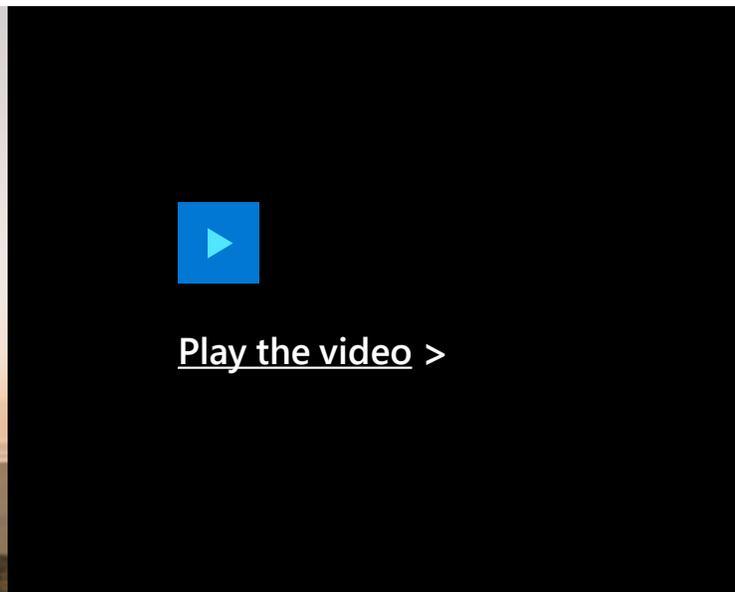
Dave Shook,
Co-Founder and CEO,
ShookIOT

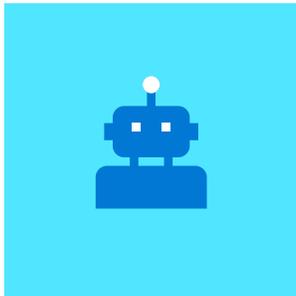
Key benefits

-  Awareness and promotion by reaching 4 million monthly active users in 140+ countries through Azure Marketplace
-  Streamlined billing, expedited procurement and contracting process
-  Reduction of cost and time to market through efficient onboarding, reporting, and management of customer interactions

Key Azure solutions

-  Azure Marketplace
-  Azure IoT Hub
-  Azure SQL
-  Azure Functions
-  Azure Stream Analytics
-  Azure Time Series Insights





Automating and securing remote quality control

Wandelbots is a German startup that enables non-programmers to teach industrial robots how to perform specific tasks. Its platform supports a wide range of robots and programming languages.

Robotics have been key to the industrial revolution, with robots in manufacturing plants representing the “go-to image” of the modernization of work. Specifically, robotics produced significant advancements by offering speed, dependability, and the ability to perform dangerous or repetitive tasks in hostile conditions, reducing workers’ exposure to injury and risk. Given the success of robotics, the number of robots used by manufacturing facilities has grown at an accelerated rate. However, the number of engineers who know how to program industrial robots has grown at a much lower rate, leading to a significant skills gap and challenge for manufacturers.

In light of COVID-19, the demand for robots and automated systems has skyrocketed further.¹ Wandelbots responded to this challenge by developing a no-code robot programming solution called TracePen. TracePen is a handheld device that allows people to train robots by demonstrating desired behavior. The solution dramatically reduces the time needed to train or program a robot and makes programming easy for manufacturing shop floor workers.



In one customer case, TracePen helped reduce programming time from 35 hours to 40 minutes.

The Azure advantage

Wandelbots expanded TracePen's features with Microsoft Azure, tapping into Azure's cloud capabilities to help manufacturers remotely program and manage robots on a global scale. Azure's extended cloud capabilities have been particularly beneficial in light of COVID-19, with remote features supporting manufacturing facilities to continue operations while protecting workers from unnecessary face-to-face interactions.

As a result, both companies are deepening their partnership to target additional use cases that connect robots to their joint customers' core IT platforms, which will allow automated tracking and fleet management in one central platform.

¹ ["Is the Robotic Revolution Close?"](#) Industry Week, 2020.



Choosing to work with Microsoft was a no-brainer for us. Microsoft has unparalleled cloud penetration in the enterprise accounts we are targeting, and no other company would allow us to increase our reach at such level. Working with Microsoft has been outright refreshing as we work with truly collaborative people that have passion and commitment for solutions that we build together on Azure.”

Martin Wanitschke,
Chief of Staff & VP Business Development,
Wandelbots

Key benefits

-  Powerful AI capabilities enable developers and data scientists of all skill levels to build AI solutions quickly, supporting the development of unique, high-value solutions
-  Increased productivity and reduction of costs by minimizing downtime associated with traditional reprogramming methods
-  Extreme reduction in waste, supporting improvements in sustainability goals
-  Enabling and securing remote management strengthens worker protection

Key Azure solutions

-  Azure Kubernetes Service
-  Azure AI
-  Azure IoT
-  Azure DevOps





Syncing supply chain data to get the right inventory in the right place

ToolsGroup is the innovator of automated, unattended “service-driven” supply chain planning software for companies that face high-demand volatility, along with distribution and product-line complexity. For more than two decades, ToolsGroup has been helping companies around the globe achieve the highest service levels in their industries while streamlining inventory and logistics costs.

The Azure advantage

ToolsGroup recently partnered with Microsoft Azure to support McDonald's Mesoamérica, which distributes McDonald's products to four countries in Central America. To distribute their products, the company supports a complex ecosystem consisting of four distribution centers, three production plants, more than 130 points of sale, and more than 7,000 suppliers and collaborators.

McDonald's Mesoamérica recently experienced a period of accelerated growth while undergoing a restructuring process, which highlighted supply chain planning challenges and prompted the company's search for a centralized planning system. In surveying its supply chain, the team realized it needed a solution that could transition the company from a push system (based on sell-in data) to a pull system (based on sell-out data).

Executives from McDonald's Mesoamérica evaluated seven supply chain solutions during a six-month deliberation period, and then chose ToolsGroup's Service Optimizer 99+ (SO99+) for its ability to reduce supply chain complexity.

ToolsGroup SO99+ is built on Azure to help companies perform demand forecasting and inventory optimization and replenishment in a fully automated way. Users can upload historical demand data and set service levels and get SO99+ to deliver forecasts and pathways to inventory reduction.

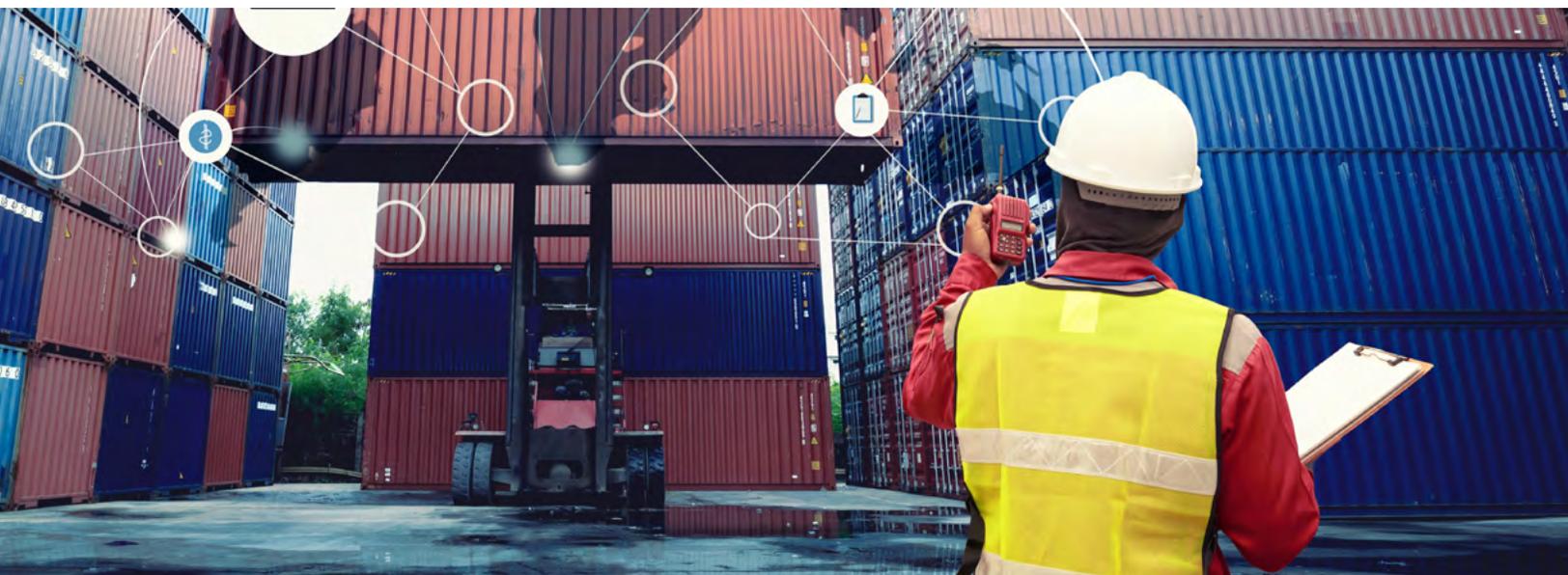


By using SO99+, McDonald's Mesoamérica reduced distribution center inventory by 7 percent, increased service levels to more than 90 percent, and reduced transfer shipments between stores by 83 percent.

To make advanced analytics more readily available, ToolsGroup will soon expand its forecast and inventory optimization through Azure Marketplace as a packaged offering so it can be easily accessed by small and medium-sized businesses across verticals, from manufacturing to distribution and retail.

 **Building on these impressive results, McDonald’s Mesoamérica is now using our offering on Azure Marketplace to add advanced demand and inventory planning to its Restaurant Management System (RMS), which it offers to other food service providers. This solution is a first step in democratizing analytics making their powerful business benefits available to businesses of all sizes.”**

Joseph Shamir,
CEO,
ToolsGroup



Key benefits



Synchronization of logistical operations and standardized purchase process for all points of sale, distribution centers, and production plants



Visualization of real-time demand, consumption, inventories, transit orders, and forecasts



Improvement in forecast accuracy, service levels, and inventory performance

Key Azure solutions



Azure Marketplace



Azure Machine Learning



Azure SQL Database



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Moving forward

While technology companies and their customers face unique challenges and opportunities, all Microsoft partners can increase their solutions and services sales pipeline with a cloud partner they can trust. Azure helps technology partners scale quickly, adapt to market needs, and differentiate their apps through value-added services.

If you're interested in bringing the benefits of Azure to your organization and customers:

- Start building on Azure with 12 months of free services
[Azure free account](#) >
- Publish your app to reach 4 million monthly active users
[Publish in Azure Marketplace](#) >
- Talk to us directly to learn more
[Contact an Azure sales specialist](#) >
- New to Azure? Learn new skills at your own pace
[Access courses and learning paths](#) >