

# CIOReview

The Navigator for Enterprise Solutions

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## 100 Most Promising Microsoft Solution Providers

It is no secret that Microsoft solutions are at the heart of many enterprises across the globe. Be it running financials, customer systems, or supply chains; Microsoft enterprise solutions are the backbone of virtually every organization. However, the overwhelming array of products and services—Dynamics ERP, CRM; Azure; SharePoint; SQL Server; Office 365—make navigating the complex and fragmented Microsoft landscape highly difficult.

Collaboration and productivity applications form the hub of communication for knowledge workers. When it comes to document management, companies see SharePoint as pivotal, with productivity applications like Office 365 and Exchange playing a central role in how employees collaborate and communicate.

Microsoft is also adopting new philosophies as it continues to compete with Amazon, Google and others in the cloud computing market. In a bid to make Azure stand out, the software giant is taking a path that it is rarely known to take—embracing openness. As it stands, this strategy seems to be working as numerous companies are starting to see Azure as their cloud computing platform of choice.

In the wake of these developments, the CIOs are looking to partner with leading solution and consulting firms to gain third-party insights into best practices for specific domains, such as supply chain, sales automation, or customer experience.

They are also on the lookout for partners with strong business acumen, industry-focused consultants and practices, change management skills, and tools built for specific industries. Furthermore, Microsoft clients desire for fully managed solutions from firms with an “asset heavy” footprint, global data presence, and strong skills around infrastructure management.

The software giant partners with about half a million vendors, ranging from multinational corporations to smaller players and specialist providers. Existing within this universe of Microsoft partners are a select few who are a step above the rest, and through this edition of CIO Review, we will help clients gain more insights into the capabilities of the major global service providers who are strong in Microsoft technologies.

As a prelude to CIO Review’s 100 Most Promising Microsoft Solution Providers 2014, our selection panel evaluated the capabilities thousands of vendors in this space that have skills to tackle complex challenges. The companies featured have showcased an in-depth expertise in delivering integrated and innovative technologies to streamline operations across the Microsoft landscape. A distinguished panel of CEOs, CIOs, VCs, industry analysts and the editorial board of CIO Review selected the final 100 companies that are at the forefront of tackling today’s challenge in the Microsoft ecosystem.

We present to you CIO Review’s 100 Most Promising Microsoft Solution Providers 2014.



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### Company:

Willoware

### Description:

Helps businesses gain maximum profit through Dynamics GP

### Key Person:

Brenner Klenzman  
CEO

### Website:

[www.willoware.com](http://www.willoware.com)

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## WilloWare

# Increasing Business 'Heartbeat' to Optimize Profit

“An era of the Completely Integrated Organization,” says Brenner Klenzman, CEO, WilloWare, is what he is excited about when considering the next few years with Microsoft Dynamics GP. “Microsoft is enhancing the underlying architecture to provide greater opportunities for developers to integrate business systems into GP.”

Headquartered in Illinois, with offices in Massachusetts, Arizona, and Saskatchewan (Canada), WilloWare helps businesses maximize their investment in GP with add-on modules which focus on end-user efficiency and ease-of-use.

According to Klenzman, the most common issues faced by their customers are the need to do more with less, improving accuracy (in order entry, production, fulfillment, etc), and increasing the business heartbeat (the rate at which business is conducted). WilloWare develops software which helps customers address these needs through Dynamics GP, such as Alerts in GP PowerPack which pop-up to remind users of something important, to CompleteCount which improves both the speed and accuracy of conducting physical inventory counts. He said listening skills are key to their success—“A huge aspect of creating good software is communication—being able to listen to somebody and completely understand their needs.”

WilloWare has two sides to the business, Packaged Products, and Products For One (aka custom). The packaged products focus distribution and manufacturing, although they have modules covering nearly all aspects of Dynamics GP. LabelLink, their barcode printing solution, facilitates label printing directly from GP, eliminating the time-consuming and error-prone task of keying labels into another software package. GP PowerPack, is a suite of over

100 enhancements, many derived directly from listening to customer requests. BOMImport, an example of WilloWare's effort to integrate systems into GP, is an integration utility which makes it easy to perform regular import and updates to Bills of Material from an external data source.

The customization services, which WilloWare calls Products For One, are where WilloWare's unique skill set really shines. “One aspect that has contributed most to our ability to help businesses gain maximum benefit from Dynamics GP, is that all of us have extensive work experience outside of the computer software world,” said Klenzman. “We can brainstorm with our customers about process redesign while also imagining how to support them through software.”

One example of a Product For One comes from a jewelry distributor who needed a way to automate allocation of scarce inventory to backorders. WilloWare worked with them to change their business process from a back-office “pushed” order fulfillment, to a warehouse-driven “pull” system. The custom module applied the client's business logic to

identify which orders to fulfill first, how much inventory to allot to each customer's order, and it optimized shipping costs by figuring out how to combine a customer's



Brenner Klenzman

“A huge aspect of creating good software is communication being able to listen to somebody and completely understand their requirements”

orders. The result was a 67 percent increase in the average order size, which decreased the number of employees needed to fill orders while simultaneously decreasing shipping costs.

In another instance, WilloWare designed a custom order fulfillment module for a nutritional supplements manufacturer who needed to find the most efficient way to pick from multiple Units of Measure, and to allocate limited inventory to their distributors. With thousands of SKUs stocked in multiple units of measure in the warehouse, an efficient pick was critical. The software calculated the ideal pick by Unit of Measure, which was fed to the client's Warehouse Management System, and then routed to employees' handhelds in different zones in the warehouse. This solution increased the picking rate by 30 percent.

With success stories like these, Klenzman envisions a bright future for WilloWare and Microsoft Dynamics GP. 