



essential ©

 **LMS365**

Partner Story

Partner Profile

Essential is an independently owned value-added reseller in the Microsoft space focused on helping medium-sized businesses adopt and adapt to working in the Cloud. Based near Bristol in the UK, Essential has acquired a strong reputation for in-depth technical expertise and innovative services, supporting clients for over thirty years. It is one of Microsoft's longest running accredited partners in the UK.

Essential joined the LMS365 Partner Network in March 2019, and currently supports around 20 clients using LMS365, offering both implementation and consulting services



Joining the LMS365 Partner Network has been very successful for us and led to the development of a significant revenue stream. LMS365 are such a good vendor to work with – it's a true partnership!

Claire Knight, Sales Director, Essential Computing

Right time. Right product

Every partner has a different story of how they discovered LMS365. When asked how Essential found the platform, Clare Knight, Sales Director, explains:

"LMS365 found us – we were just open to jumping in! Our focus has always been to provide value-added services around best-of-breed solutions. We were looking for solutions to complement our existing 'Modern Workplace' portfolio that helps organizations to get a more tangible, practical outcome from moving to the Microsoft Cloud. With LMS365 it really was a case of right time, right product!"

Essential previously offered solutions that integrated with Microsoft 365, but the learning space was new to them. Initially the team found out about LMS365 when an old personal contact suggested the platform would be a good fit for Essential. Clare Knight comments:

"LMS365 struck us immediately as having a very practical benefit for all employees, all from within a Microsoft 365 environment. We knew it was going to be of huge interest to HR & L&D teams, all well as IT functions seeking ROI from Microsoft 365."

The LMS365 Partner Network

Our win-win philosophy is a strong promise that we make your business our business. By joining our global community of 50+ partners, you can expect to become part of a program that builds your knowledge and sales, step by step, through ongoing trainings, sales material, lead generation and marketing tools.

Great support from day one

A key factor in Essential's success with LMS365 has been the strength of the relationship with the company. Clare Knight comments:

LL *We've been supported from day one. We have a great working relationship with Travis, our Partner Manager, and we've found the whole of LMS365 to be open, friendly and supportive as we've evolved our skills and abilities.*

Clare Knight continues: "LMS365 was seeking to expand in the UK and we were one of the earliest partners here. This meant we benefited from diving into some early joint opportunities, where we were fully supported." Notably, the Essential team found the high-touch nature of the onboarding experience was critical for acquiring the necessary knowledge and understanding of the LMS365 platform to properly support clients.

LL *From the beginning, we worked closely with both LMS365 sales and customer success teams to get what we need, and they helped in the early days with demos, example proposals and collateral to support sales and marketing.*

Clare Knight continues: "We also jointly funded a couple of events and LMS365 shared some leads. We got some contacts that enabled us to run some marketing, drive some lead generation and build a mailing list." Essential and LMS365 have continued to work together on a number of events and webinars.



4 10% 20

Years as an
LMS365 partner

Of business from
LMS365 revenue
accounts

New LMS365 clients
in their portfolio

A truly collaborative partnership with strong communication

One of the reasons for the ongoing success of the partnership between LMS365 and Essential is that communication remains strong. The Essential team continue to be in close contact with LMS365 with regular sales and marketing calls and frequent chats on Microsoft Teams. Clare Knight comments:

LL *We're in constant contact both for those little questions or when we need deeper support. The LMS365 team are also always open to listening to our feedback. We work very collaboratively and openly together.*

The LMS365 technical team are also always at hand to provide all the necessary technical support. LMS365 Partners get access to a partner portal based on the Yammer collaboration platform; this has proved to be an invaluable backbone - a place where Essential's IT staff can always go for on-demand expert advice.

LL *We have a strong working relationship with Essential - it really feels like one team. The partnership has been a win-win and it's great to see so many new clients in the UK experiencing the benefits of LMS365.*

Key benefits



Creation of a new service line



Substantial revenue from new business



Recurring software income



Consulting and support opportunities



Increased cross-selling opportunities



Employee satisfaction and development

A new service line and revenue stream

Joining the LMS365 Partner Network has led to the evolution of a whole new service line with substantial commercial benefits that have exceeded all expectations. Clare Knight says:

LL We now have a structured but flexible delivery model. Our confidence in LMS365 means we can dive right in and provide a great solution which we know will successfully tackle our customers' challenges.

Knight continues: *"We closed our first five customers in 2019, and by the end of that year had shadowed LMS365 enough to create our own services and manage our own customers. At the end of 2020, we have twenty customers and LMS365-related revenue accounts for approximately ten percent of our business. The combination of recurring software income, plus revenue from consulting and support opportunities, suits us very well."*

Being a partner has also led to wider benefits. Clare Knight explains: *"In working with LMS365, our technical teams have enjoyed broadening their skill sets in the Microsoft technologies like Teams, SharePoint, Power BI and Power Automate. We were also new to being a SaaS reseller, and we've learned on the job how to be a better SaaS partner to both our customers and our vendor partners."*

Looking to the future

Clare Knight is confident that the success of LMS365 will continue: *"I expect our growth of business with LMS365 to continue to develop. Our next priority is building out our customer operations to support our customers to the best of our ability, and ensure they see great value."*

Knight also believes there are additional opportunities for cross-selling:

LL We've already seen existing Essential customers implement LMS365 and we've also provided other services to customers who came to us via LMS365. A major goal for next year is to get the message out about LMS365 to our entire customer base, and let our LMS365 customers know about other solutions we offer.

About

Headquarters: Clevedon, UK

Date formed: 1989

No. of employees: 22

LMS365 Partner Since: March 2019

No. of LMS365 clients: 20

Website: www.essential.co.uk