



synalis



Partner Story

Partner Profile

synalis is an independent IT consultancy and implementation partner based in Bonn, Germany. Founded in 1997 and with 85 employees, synalis has extensive expertise and experience in all aspects of the cloud and Microsoft 365. The company sells a range of cloud solutions primarily to medium-sized companies in Germany, but increasingly to larger enterprises too. It is also a Microsoft Cloud Solution Partner.

synalis joined the LMS365 Partner network in the first quarter of 2018, and currently supports 40 clients using LMS365.



Becoming an LMS365 partner has exceeded our expectations. It's generated a whole new revenue stream and generated leads with some very interesting companies. Above all, we enjoy working with the LMS365 team. We're excited about the future!

Fabian Felten, Head of Marketing & Sales, synalis

Joining the LMS365 Partner Network

Like many LMS365 partners, the decision to join the LMS365 Partner network in early-2018 was an easy one to make. Fabian Felten, Head of Marketing & Sales, explains:

"We were very early adopters of the cloud in Germany and offer a range of solutions. LMS365 fitted well into our portfolio of cloud solutions and made perfect sense for our customers. Joining the Partner Network was an obvious next step."

Fabian Felten continues:

"We already knew about LMS365 from various conferences, but then we were approached by a customer who wanted us to help them implement LMS365. When we started to look at the solution in more detail, we soon realized that there were opportunities to sell LMS365 to our existing client base, but also target new organizations. It's proved to be a huge success!"

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.

Strong support from the LMS365 team

On joining the Partner Network, early support from the LMS365 team helped staff get the required knowledge quickly to fully support clients and complete sales.

LL *When you commit to being a partner, you get a lot of time from the LMS365 team. At the beginning we got a lot of support from our Partner Manager, for example, with our very first presentations to customers. We could ask anything and always got very helpful answers.*

Fabian Felten continues: *"By the Summer, we had won our first new client. By then we felt highly knowledgeable about the product. We've never looked back since!"*



5

Years as an
LMS365 partner

20K

20,000 employees –
largest LMS365 client

30

new LMS365 clients

Essential help in marketing

One area where synalis feel they have received great value from being an LMS365 Partner is in marketing support, generating leads which have been successfully converted into customers. Fabien Felten comments:

LL *We've had some excellent marketing support through being a partner. We did some joint webinars and campaigns with the LMS365 team, which we co-funded together. It was as if some of our marketing was being half paid for, but all the leads were coming to synalis! We also got a lot of good marketing material which we could translate and use.*

The LMS365 team was also able to provide good references for clients. Fabian Felten explains:

LL *Early on we were often asked if we had clients who used LMS365 from a particular industry sector. The team at LMS365 was able to put our potential customers in touch with existing LMS365 customers so they could hear about their experiences of using the platform.*

Key benefits



Creation of a new
service offering



Reliable recurring
income



Substantial revenue
stream from existing
and new clients



Add-ons from
training, consulting
and other services



Cross-selling
opportunities particularly
for other cloud-services



Generates conversations
with larger clients from
a wider area

New opportunities that continue to grow

Fast forward to today, and LMS365 is being used by 30 clients - a number that is continuously growing. These customers span a range of industries, and industries and include both small- and medium-sized companies as well as larger enterprises. TEDi GmbH - a leading European retailer with 20,000 employees - uses LMS365 to deliver mandatory training and employee onboarding. Eckes-Granini Group - a supplier of a leading brand of fruit juice - delivers a blended learning program to all 1,700 employees using LMS365.

“We’ve now got 30 new customers working with LMS365, and compared to other solutions we work with, that’s a lot! Some of these are existing customers but some are completely new.”

Opening doors, selling solutions

Selling LMS365 has opened up significant commercial opportunities for synalis, enabling new connections and conversations with larger enterprises across a wider geographical reach.

“LMS365 has opened doors for us. We’re having more contact with companies we wanted to deal with before we joined the Partner Network but found it hard to have those conversations. We now speak with larger clients from all around Germany who not only want to implement LMS365, but can also see that we’re a Microsoft 365 partner with expertise in SharePoint and a range of other solutions.”

Overall, LMS365 has generated significant income for synalis. Fabian Felten explains: “LMS365 delivers reliable recurring revenues from renewals, and we also sell other standard solutions such as training and courses. We also sometimes upsell configuration of Power BI or Power Apps for clients to get even more value from the platform.”

Working with LMS365 also often generates good relationships with the IT functions in LMS365 clients, who get to know about the range of other solutions and services that synalis has to offer, ultimately leading to new projects and opportunities.

“When we first introduce LMS365 we are usually speaking to the HR function, but then in the implementation phase we work with IT. Organizations who implement LMS365 have Microsoft 365. The IT function can see that we have expertise and solutions that might work for them in other areas, particularly around delivering Microsoft 365. This is one of the reasons that LMS365 is such a good fit for us.”

Success based on a strong partnership

Reflecting on the five years as a LMS365 partner to date, Fabien Felten attributes synalis' success to a strong working partnership with the LMS365 team:

Even though we work for different organizations, our LMS365 Partner Manager is like a close colleague. It's a really nice way to work! Overall, there is a strong connection between synalis and the LMS365 team. We're on the same wavelength, with a similar culture and good communication.

Looking to the future, Fabian Felten believes there will be more LMS365 customers coming on board: *"We want to get more customers! LMS365 is one of our key solutions and we'll be pushing it going forward with more conferences, campaigns and webinars."*

About

Headquarters: Bonn, Germany

Date formed: 1997

No. of employees: 85

LMS365 Partner Since: March 2018

No. of LMS365 clients: 41

Website: www.synalis.de