



A System Integrator Scales 4X with Azure

ADITI TECHNOLOGIES

QUICK LOOK

Company: Aditi Technologies

(Now part of HARMAN)

CEO: Pradeep Rathinam

Website: www.aditi.com

Headquarters: Bellevue, Washington

Founded: 1994

Industry: IT

As one of the top three Azure partners three years in a row and 2015/ the inaugural Intelligent Systems (Internet of Things) Partner of the Year, Aditi Technologies of Bellevue, Washington, seems to have achieved superhero status with Microsoft. But even superheroes have their kryptonite. And when the economy crashed in 2008, the technology services company had to overcome theirs.

“We were struggling to find growth and had to rediscover our core,” says Sunny Neogi, Vice President of Alliances and Marketing. They were in a moment of reinventing, and would count on Microsoft at every step.

Here is how it all began.

Back to basics

Founded in 1994, Aditi’s roots trace back to pioneering product engineering services. They included building products for Xbox, Office, Outlook and SharePoint. When the economy stalled, the company had been working to develop products for independent software vendors (ISVs).

In a time when most companies were aggressively cutting back on new product development, Aditi found itself at a critical juncture. Survive by commoditizing their services or move to a niche and dominate a market.

After intense internal debate and soul searching, Aditi decided to focus on a niche they were good at – solving complex, large scale engineering problems on Microsoft’s platform.

While most customers were scaling down on new innovations, few decided to double down on solving challenging technical problems that impact revenue. Aditi found a key set of customers who were willing to make long term technical bets to transform, amidst the economic collapse.

Back to the future

While focusing on large-scale complex workloads, the team at Aditi quickly realized that Cloud was going to be the defacto platform for such workloads, going forward.

Pivoting on a dime, Aditi retrained it’s engineering workforce, restructured its sales and marketing teams and made its first acquisition—a niche, five employee, Microsoft Azure focused consulting company called Cumulux.



“The cloud transformed our business. And Microsoft accelerated our transformation.”

Aditi's new vision emerged as Platform as a Service (PaaS). Early adopters and esteemed clients trusted them. Slowly, Aditi began paving the road to the cloud in PaaS. Their strong partnership with Microsoft brought favorable introductions. PaaS worked. Before long, they had traction.

Expanding the cloud

With this foundation in place, it was time to grow the cloud business. Taking it to the next level meant embracing more consumption-oriented solutions, such as web-scaled businesses. Online, solution-based companies have great scale and spikes in traffic. Azure offered more versatility, scalability and innovation.



“The future is in systems of engagement and intelligence.”

WHY MICROSOFT?

After more than 20 years, Aditi's relationship with Microsoft has allowed them to weather a variety of storms, and to find a successful silver lining in the cloud. The relationship and resources that helped them to achieve their successes are available to all partners. Microsoft is an integral part of Aditi...and always will be.

Aditi was not the only player in this space. But they identified their competition and emphasized their competitive advantages. One was their ability to solve difficult and large-scale challenges.

By focusing on this strength, Aditi began adding new clients quickly. But a new challenge emerged. As they monitored and analyzed the projects and revenue, the ROI indicators pointed to an unfortunate reality. For their company, projects that fell below \$100,000 did not yield a suitable ROI.

It was time to leverage their Microsoft roots again.

Smart segmentation. Precision Targeting.

Aditi began identifying which customers were purchasing services above the benchmark. They worked with Microsoft as they had for decades to refine their direction.

They leveraged the Microsoft Partner Network. They utilized the resources that Microsoft provides partners. This included presentation decks, messaging and an overall sales strategy.

By aligning strategy, marketing and sales, the union generated a powerful co-selling juggernaut.

We're all in this together

In the world of technology, 21 years represents lifetimes. And for Aditi Technologies, those lifetimes have been spent with Microsoft, who they regard as a trusted ally.

Aditi understands first-hand the ups and downs that all partners face, the growing pains and challenges of getting customers to the cloud. They also understand that navigating a relationship with Microsoft can seem daunting. No matter what size or type of business, the team emphasizes one message: invest in the relationship with Microsoft, leverage it and take courageous steps.

ROAD MAP to Success

1

PARTNERS AND PIONEERS

Founded in 1994, Aditi begins a long and trusted partnership with Microsoft. They pioneer product engineering services, which include building products for Xbox, Office, Outlook and SharePoint. Strong relationships with corporate and field teams solidifies a navigational path around Microsoft. Ultimately, their relationship evolves from working as an outside vendor to a team player in joint sales and development teams.



LET'S GO TO THE CLOUD

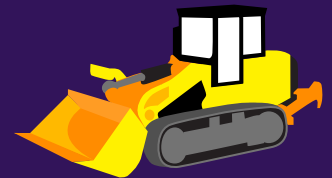
Aditi builds a successful business serving ISVs. But the economic downturn in 2008 and decline of companies building products stalls Aditi's business. They turn back to their core competency and look to the cloud for their future. They begin to focus on the complex engineering category.

2

3

THE PAINS OF TRAILBLAZING

Aditi begins blazing a trail in PaaS solutions. They experience both wins and losses, but ultimately forge a smoother path for all to follow.



SCALING, ADJUSTING AND LEVERAGING

Aditi begins scaling their offering to accommodate web-based solutions with enormous spikes in content and traffic. They battle competition and successfully capture market share. After winning over 120 new customers, Aditi realizes that some segments are more aggressively embracing cloud than the rest. They present their learning to Microsoft field and request support for a new GTM strategy. With coaching and support from Microsoft field, marketing and product teams, they grow topline and bottom-line by 25% YoY for 3 years in a row. The strategy works.

4

5

THE MICROSOFT ROOTS TAKE HOLD

Aditi relies on a trusted partnership with Microsoft. They achieve a transparent alignment of strategy, marketing and sales, plus shared assets and processes. This unity solidifies them as a mutual extension of one another's sales teams.

