

# Why The Start Team?



## The Start Team Advantage

**T**he Start Team is entirely focused on providing complementary professional services directly to the Microsoft Dynamics® partner community. Focused mainly on Microsoft Dynamics® AX and Microsoft Dynamics® NAV, the company provides a suite of services ranging from application consulting (pre and post sales) to technical architecture/solution design to targeted training/education services.

Start's partner-friendly model is completely non-competitive as the company only markets through the channel, never directly to end clients. Start's services enable cross-over partners to enter the Microsoft Dynamics AX or Microsoft Dynamics NAV space without investing in solution skills

immediately. Start helps smaller partners appear larger and with a deeper bench of talent and skills as well as assists larger partners with capacity issues and specialist skills.

Start is a North American organization with a team of salaried employees that can be counted on for quality. By aggregating demand across multiple partners, Start provides a virtual bench of resources to all the Microsoft Dynamics partners it serves, allowing partners to carry less direct staff while being ensured that capacity and skill issues will be met when needed. Start works diligently to assess pending resource demands and reacts quickly to unexpected and immediate needs as well.

## The Start Team Difference

**S**tart carries the bench of resources and specialist skills many Microsoft Dynamics partners wish they could. While partners focus on winning new deals, Start focuses on ensuring that partners have the skills and capacity needed for support. Start helps established partners by providing specialist skills and "burst capacity" at times when it isn't appropriate for partners to add to their staff. The company helps smaller, more targeted firms tout an expanded delivery capability that enables them to

compete for larger deals. For partners new to the Microsoft Dynamics space, Start helps deliver their first few deals without the massive upfront expense of training their existing work force completely on day one.

More and more solutions continue to become available for customers, and that means more training for partners. Start continually strives to stay ahead of this learning curve so that partners can benefit from a central pool of available knowledge.

## From The Start Team Customers:

The Start Team assists Microsoft Dynamics channel partners of all sizes, from smaller partners just entering the Microsoft Dynamics community to large multi-national firms with years of experience. The Start Team has something to offer all types of channel partners.

Here is what Microsoft Dynamics channel partners are saying about The Start Team:

*"Start helps extend our reach." - Ideaca*

*"Start helps implement existing customers and helps us chase new ones." - InterDyn AKA*

*"Start helps us deliver on our implementation commitments." - Tectura*

*"Start extends our reach in supporting the North America channel community for our products." - TXT eSolutions*

*"Start helps us by providing specialist consulting skills." - Kineticsware*

*"Start helps increase the North America knowledge base for our solutions." - Fullscope*





## Microsoft Competencies

In the Microsoft Partner Program, Microsoft Competencies are a recognized level of technical and business expertise within a given area. To earn competencies, partners must meet specific professional certifications and provide numerous customer references.

The Start Team has attained two Microsoft Competencies:

- Microsoft Business Solutions – proven competency and expertise in deploying Microsoft Dynamics software and services
- Service-Oriented Architecture and Business Process – proven proficiency in implementing and

deploying business process applications featuring enterprise application integration (EAI), business-to-business application integration (B2B), business process management (BPM) solutions and adapter development

Additionally, The Start Team has qualified as a Microsoft Small Business Specialist through proven competency in marketing, selling, planning and building solutions for small businesses. The Start Team's achievement of these competencies further validates its expertise on Microsoft Dynamics solutions and services as well as its knowledge and proficiency in build integrated, interoperable, modularized, extensible, and secure solutions.

## The Microsoft Dynamics Advantage

Microsoft Dynamics is designed with your people and business in mind: the Microsoft Dynamics line of integrated, adaptable business management solutions enables your people to make important business decisions with greater confidence. With years of input from people like you, Microsoft Dynamics has been designed to be familiar to your people, work well with your existing systems, empower people and teams to be more productive, and promote informed decision-making.

Microsoft Dynamics AX is a multi-language, multi-currency solution with core strengths in manufacturing and e-business. Microsoft Dynamics AX works like and with familiar Microsoft software – easing adoption and reducing the risks inherent with implementing a new solution.

Microsoft Dynamics NAV is a business management solution for small and mid-sized organizations that helps them simplify and streamline their highly specialized business processes, rapidly adapting to the unique way they do business.

For more information on Microsoft Dynamics solutions, visit <http://www.microsoft.com/dynamics>.

## Microsoft Gold Certified Partner Advantage

Of the hundreds of thousands of Microsoft partners worldwide, Microsoft Gold Certified Partners represent the highest level of competence and expertise with Microsoft technologies, and they have the closest working relationship with Microsoft. Less than five percent of Microsoft Partners have earned the status of Gold Certified Partner, and The Start Team is one of them. When you partner with The Start Team, you can count on tremendous industry knowledge, valuable experience and exceptional service and support.

## To Learn More

To learn more about how The Start Team can assist in your efforts, please contact [start-canada@thestartteam.com](mailto:start-canada@thestartteam.com) or call +1 (905) 407-5108 (in Canada) or [start-usa@thestartteam.com](mailto:start-usa@thestartteam.com) or call +1 (520) 647-7326 (in the United States).

## From The Start Team:

*"At Start, our team is our primary asset. We spend much of our time selecting, training and mentoring our team members so that they can do the best possible job for our clients – the Microsoft Dynamics channel partners. By keeping our focus on being a valuable addition to the channel community, we can ensure our mutual continued growth and success."*

Ian Thurbon, CEO,  
Start Enterprises, Inc.

**Microsoft**  
GOLD CERTIFIED  
Partner

 Microsoft Dynamics