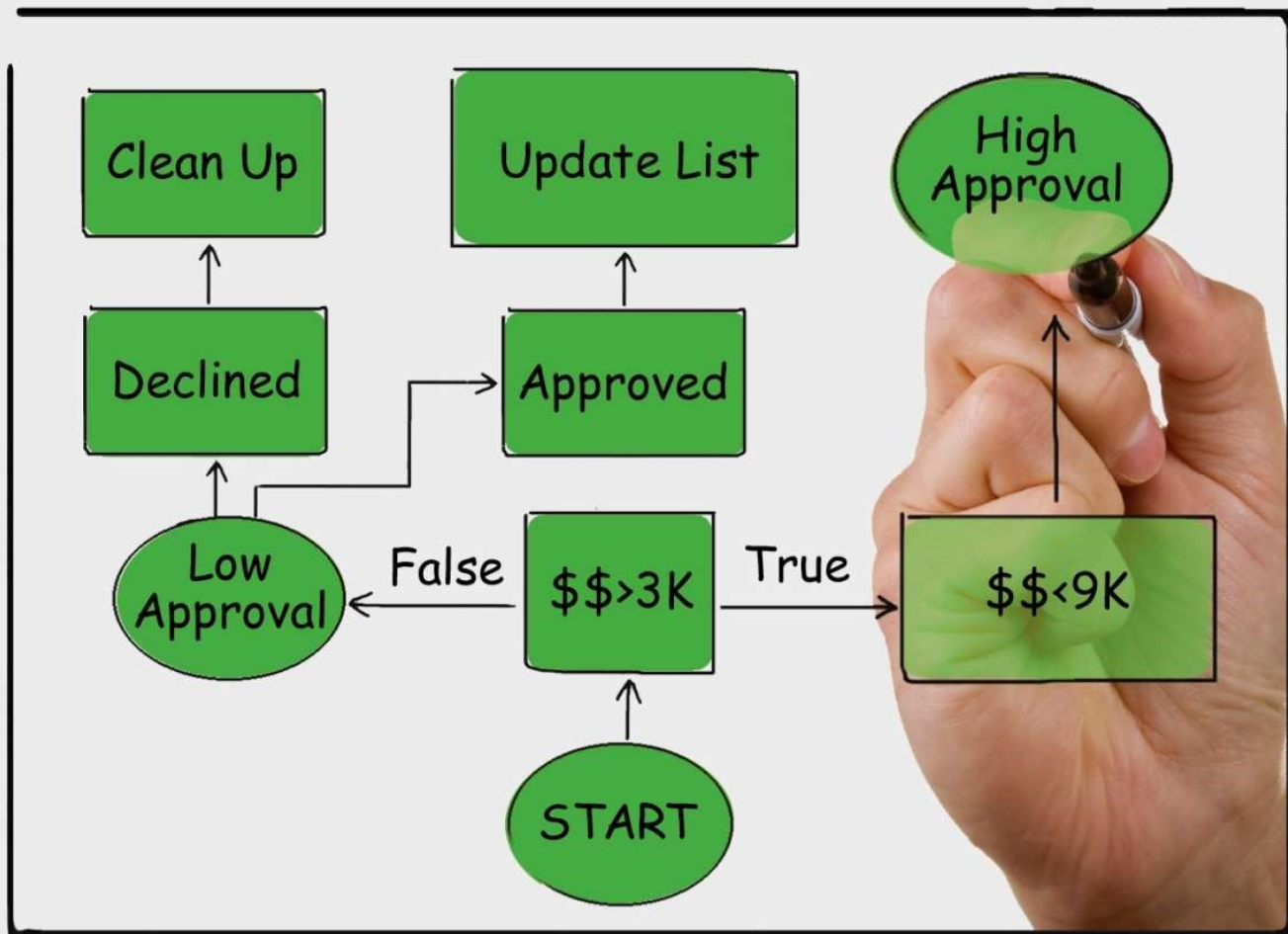


MOYCOM.DE conquers SharePoint Market in DACH for U.S. /South African Software Company 'K2' with BizDev-Combi-Strategy

K2: One of the world's leading BPM and workflow solution producer on the Microsoft SharePoint platform managed by SourceCode Redmond/USA



K2 | BPM SOFTWARE & MICROSOFT SHAREPOINT | IT
> CASE STUDY: DACH LAUNCH + VISIBILITY GENERATION



In December 2012 **SourceCode Technology Holdings, Inc.**, leading U.S./South African software manufacturer in the fields of **BPM solutions for building workflows and process-driven applications on the Microsoft platform**, plans to step in the European mainland with a newly founded subsidiary called **K2 Northern Europe**.

After an extensive evaluation of possible launch providers the subsidiary **K2 Northern Europe** chose the closely to Microsoft linked company **MOYCOM.DE Strategic Alliances Central, South East & Eastern Europe (CSEEE)** as partner for the Northern European market launch with central focus on the DACH region.

MOYCOM.DE Strategic Alliances, specialist in strategic Microsoft communications and Microsoft business development (BizDev), was entrusted with the **K2 launch** in the German speaking growth market "DACH" (Germany, Austria, Switzerland) and also Scandinavia and CIS, with the creation of **K2 brand visibility and partner alliance management**.

MOYCOM.DE Strategic Alliances proposed to **K2** a **SharePoint BizDev-Combined-Solution (mixed strategy) from branding, partner alliance management and marketing communication strategy**.

MOYPPS.DE eCommunications, MOYCOM.DE Strategic Alliances

sister company and specialist in digital advertising media production and multi-channel marketing, was to take over the **K2 promotional material design and production** for the planned marketing and advertising communication actions.

CUSTOMER PROFILE

SourceCode Technology Holdings is an U.S. South African software company with offices around the whole world. **K2** is the **Source Code** division for business process-driven BPM and workflow solutions on the Microsoft platform with focus on 'Microsoft SharePoint'. **Source Code** is now with **K2** one of the leading providers in the IT market segment for BPM and workflow applications. Since 2010 **K2 Northern Europe** is **Source Code's** official representation for BPM and workflow solutions the regions of DACH, Scandinavia and CIS (Commonwealth of Independent States). www.k2.com

HEADQUARTERS

SourceCode Technology Holdings, Inc., Redmond/USA

INDUSTRY

IT Software

COMPANY SIZE

270+ employees

SOLUTION PROVIDER PROFILES

MOYCOM.DE Strategic Alliances, the **strategic alliance management consultancy**, supports SharePoint companies with **business development solutions: 1 branding strategy, 2 partner strategy and 3 communication strategy** at SharePoint business development and DACH market launch: With Brand management (branding, awareness generation and enhancement and brand positioning), with alliance management and multi-channel marketing, each with consulting, strategy development, action planning, execution, organization, coordination and realisation. www.moycom.de

MOYPPS.DE eCommunications, the **digital communications media consultancy and production agency**, supports companies across all industries and their business departments, advertising, marketing, sales & sales promotion, trade fair & event and press & PR with **advertising consultancy and production solutions: 1 print media, 2 e-media and 3 cross-media media** at corporate, image, product and service campaigns: With consulting, graphic design and implementation, creation, conception and layout, with integrated CI/CD-compliant advertising media design and complete realization with Microsoft Office Applications, with business and advertising printing design, banners (roll-ups), PowerPoint business presentations, email, newsletter mailing and internet microsite templates. www.moypps.de

BACKGROUND

Since 2002 SourceCode controlled its European business activities for K2 from its EMEA office 'SCUK' in London. Especially the German-speaking economic area of DACH (Germany, Austria and Switzerland) – as economically promising growth market – could not be operated satisfactorily from London office.

SourceCode founded therefore in 2010:

'**K2 Northern Europe**'.

Basics were: 'SCUK' data and material resources (presentations, advertising brochures, event equipment) in English-language, an only-Engl.-speaking staff and a small number of market partner data. Microsoft, SharePoint insider and SharePoint event organizers did not perceive K2 in DACH. An active network of partners with a German-speaking K2 contact person and German advertising materials and marketing collaterals did not exist.

K2 was not visible in DACH SharePoint market.

The MOYCOM.DE Strategic Alliances Solutions

are a BizDev-combi with branding, partner management and communications for a **strategic targeted SharePoint launch of the brand K2**, the company, the products and services in the German-speaking economic area and the creation of **SharePoint visibility** with awareness-Generation, increase and embossing in the DACH region.

TASKS AND RESPONSIBILITIES

Launch & Visibility – consulting, strategy, planning, organization, coordination and implementation by:

MOYCOM.DE STRATEGIC ALLIANCES 

Media Production – consulting, creation, conception, design and implementation by:

MOYPPS.DE eCommunications 



Launch & Visibility – branding analysis

Analysis of market, positioning and competition

Launch & Visibility – branding strategy development

Strategy consulting, development and conception

Launch & Visibility – branding and communication strategy planning

Development of marketing and advertising communication steps (action plan)

Launch & Visibility – BizDev strategy introduction

Location selection: pre-search, negotiation and contacting to management

Self-education: products and services for corporate representation, partner and pre-sales customer service

Sales-force: lead generation, tele-marketing structure building, customer research, new customer and existing customer activation, pre-sales consultancy and customer care

HR: establishment and development of internal and external personnel resources for salesforce and technical-staff, search, job description creation, staff pre-selection and negotiation

Launch & Visibility – partner strategy realisation

Alliance management: development and care (active networking), partner research and contact, new activation and reactivation, selection and on-boarding, advice and support, care and networking: SharePoint Service Provider (SP) and Value Added Reseller (VAR), strategic SharePoint technology partner, Microsoft SharePoint product and account management, Microsoft Partner Network and Independent Software Vendor (ISV) network, SharePoint Community Germany, Austria, Switzerland and SharePoint event organizers

The new K2 Northern Europe network (selection):



Launch & Visibility – communication strategy

Marketing and advertising activities: planning, organization, coordination, implementation and realization

Print and e-media: rebuilding and localization, initiation and execution: advertising brochures, event banners, PowerPoint presentations, newsletters, campaigns, e-mail announcements, webcasts and live meetings

Trade fair & event: organization, coordination, implementation and moderation: organizer contact, performance negotiation, representation & networking

Press & PR: organization, coordination and implementation, material selection, PR text draft, press distribution and networking

The MOYPPS.DE eCommunications Solutions



Media Consultancy – Marketing Communications (MarCom) full-service.

Media Creation – MarCom full-service, marketing and advertising media realization and print coordination with in-house production and coordination of outsourced production.

Creation, conception and visual design, production and presentation of marketing and advertising media for K2, company, products and services, CI/CD-like, holistic, tailored to the DACH market

Media Research – MarCom preparation and inventory research of print media.

Collection, review and selection of existing international materials.

Media Production – language localization.

Technical translation, foreign and own translation (suppliers search, selection, ordering, coordination)

Media Production – print media for trade fair & event (promotional materials & marketing collaterals).

Implementation of in-house production and coordination of external production (banners/roll-ups, brochures, folders, flyers, business cards)

Planning, organisation and implementation of SharePoint Events for and with K2 (selection):



Media Production – business collaterals (print media)

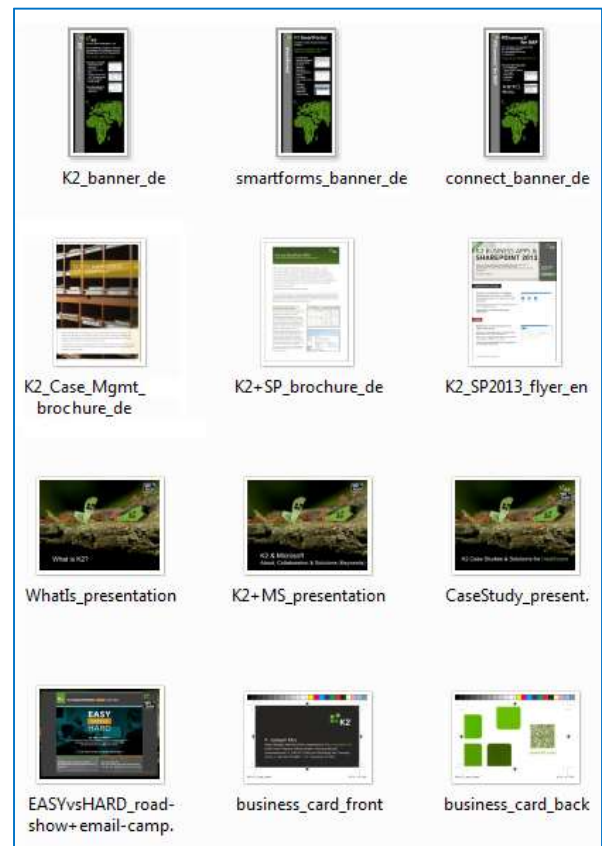
Own production: creation, conception, visual design and implementation (new creation, optimization and adaptation) of business and ad collaterals brochures, folders, flyers, stationary business equipment, business cards and Word templates

Foreign production: suppliers search, selection, ordering, coordination of implementation and quality management

Media Production – e-collaterals for marketing, e-media and cross-media

Own production: creation, conception, visual design and implementation (new creation, optimization and adaptation) of multimedia screen presentation, PowerPoint, email PDF, case study collection, direct mail template, email draft, internet microsite, newsletter campaign and info mail template

Marketing and advertising collateral development and production, in German and English (selection):



RESULT

Success – After just 24 months K2 is successfully introduced in the SharePoint growth market of the German-speaking DACH region and firmly established – **with a SharePoint BizDev-Combi-Strategy (combined mixed strategy)**

Focus 1: Partner strategy with partner alliance management

A large K2 partner network is built up – **with Alliance Management**

Active K2 networking and continuing-care of K2 partners are guaranteed. – **with Alliance Management**

Numerous new K2 Partners, SPs and VARs, are "on boarded"; the K2 partner inventory is grown from an initial number of 100 to now 1,000 partners for the German-speaking DACH region – **with Alliance Management**

Many new contacts with Microsoft Germany, Austria and Switzerland are built up, existing ones reactivated and Microsoft key account teams are now requesting K2 information and K2 participation in Microsoft client events not anymore at the K2 EMEA office in London, but directly at K2 Northern Europe – **with Alliance Management**

The contact to the SharePoint Community of DACH with its numerous events is successfully established – **with Alliance Management**

Several new strategic technology partnerships are created, first joint road shows have already been successfully implemented in DACH – **with Alliance Management**

Numerous solid SharePoint organizer contacts for and with K2 are established, K2 is invited to nearly every SharePoint event as co-organizer and sponsor – **with Alliance Management**

Focus 2: Brand strategy with brand management

Focus 3: Communication strategy with corporate marketing communications

PROOF

The positive feedback from interested SharePoint parties and enthusiasts about K2, the demand for individual and joint live meetings with K2, webcasts, presentations, road shows and SharePoint events with partners, event organizers and potential customers

Almost every SharePoint interested and active SharePoint involved whether a potential customer, provider, partner, community member, Microsoft solution specialist or event organizer **perceives K2 in the German-speaking world - knows K2**, as a brand, company, product and service

K2 is Platinum sponsor partner on any Microsoft SharePoint event.

K2 is widely visible in DACH, Scandinavia and CIS, especially in the German-speaking countries Germany, Austria and Switzerland.

K2 is a "German-speaking face"!



MOYCOM.DE Strategic Alliances: "And how shall we realize that all on such short notice?"

F. Juergen Moy
Corporate Alliances Manager
MOYCOM.DE Strategic Alliances
Central, South East & Eastern Europe

K2: "Let your magic play! ;-)"

Ruan Scott
Managing Director
K2 Northern Europe

MOYCOM.DE Strategic Alliances: "Let's tackle it – together!! :o)"

ABOUT MOYCOM.DE STRATEGIC ALLIANCES AND MOYPPS.DE E-COMMUNICATIONS

MOYCOM.DE Strategic Alliances Central, South East & Eastern Europe (CSEEE) is a specialist provider for strategic SharePoint communications consulting with SharePoint Business Development (BizDev) and MOYPPS.DE e-Communications is a specialist for digital marketing communications (MarCom), media consulting, media creation and production across all industries with Microsoft Office applications (PowerPoint, Word, Excel and Outlook) and Adobe (Photoshop and Illustrator).

MOYCOM.DE Strategic Alliances

MOYCOM.DE Strategic Alliances, the alliance management consultancy, supports

Microsoft directly and Microsoft partner companies as well as their departments, advertising, marketing, sales & sales promotion, trade fair & event and press & PR

with business development solutions, consulting and realisation of

1 branding strategies

2 partner strategies

3 communications strategies

with brand management (branding, awareness generation, improvement, leadership), alliance management and multi-channel marketing

with consulting, strategy development, action planning, organization, coordination, execution, implementation and settlement

for strategic Microsoft Solution business development, brand visibility and market introduction

for successful lead generation.

www.moycom.de

MOYPPS.DE eCommunications

MOYPPS.DE eCommunications, the digital marketing & advertising communications agency, supports

companies across all industries and their business departments, advertising, marketing, sales & promotion, trade fair & event and press & PR

with media solutions, consulting, creation and realisation of

1 print media creation and production

2 e-media creation and production

3 cross-media creation and production

with development of business & advertising design, PowerPoint presentations, email-drafts, newsletter-mailings and internet-microsite-templates

with consulting & graphic design (creation, layout & production), coordination of in-house and foreign production – with full-service collateral-management.

for holistic CI/CD properly designed corporate and image/product and service-campaigns

for professional, dynamic and creative performances.

www.moypps.de



Copyright © 2013 MOYCOM.DE Strategic Alliances and MOYPPS.DE eCommunications. All rights reserved. MOYCOM.DE Strategic Alliances and MOYPPS.DE eCommunications logos are registered trademarks of MOYCOM.DE Strategic Alliances and MOYPPS.DE eCommunications in Germany and/or other countries. The names of other companies and products listed within may be the trademarks of their respective owners.

MOYCOM.DE Strategic Alliances
Central, South East & Eastern Europe
F. Juergen Moy
Corporate Alliances & Com Manager
Greinwaldstrasse 13
D-82327 Tutzing am Starnberger See

Mobile +49 (162) 701 6087
Fax +49 (3212) 141 0813,
Email juergen.moy@moycom.de

