

## Partner Success Story

The power  
of WPC



QUADROtech parlays the WPC experience into tangible business impact

*"The more you invest in Microsoft the bigger the reward. WPC is one of the most powerful ways to make a difference in your business."*

Dan Langille, Director of Business Development



QUADROtech is an ISV that develops software applications to manage the migration of email archives, mailboxes and PST files to O365. They have pivoted their software offerings to target recent adopters of O365, liberating archived email data and bringing it to the cloud.



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Dan Langille, Director of Business Development

## QUADROtech at WPC

QUADROtech is a software company that specializes in liberating archived email content and bringing that data back to the cloud.

With the recent acceleration in Office 365 adoption, QUADROtech realized that 3rd party email archiving solutions were rapidly becoming obsolete. Seizing on this opportunity, QUADROtech used its existing software IP, which works to automate migrations from 3rd party email archiving solutions.

This aligned the missions of QUADROtech with other Microsoft partners selling Office 365 and worked easily within a networking framework that Director of Business Development Dan Langille already knew intimately, Worldwide Partner Conference .

## Discover and be Discovered

Langille has been attending WPC regularly for the past decade. It took four WPCs for Langille to embrace the year-round value that can be derived from WPC.

“WPC doesn’t start the day you show up at the venue – it starts the day that you register. Register as soon as possible to take advantage of any discounts and get a hotel within walking distance as you will want to make it to the venue at the crack of dawn. Update your profile with what you care about as soon as possible so people can find you and apply for WPC awards – they are not easy to win but that’s part of the prestige – a single award can offer years of positive PR.”

## Quick Look

**Company:** QUADROtech IT

**Industry:** All industries

**Founded:** 2011

**Employees:** 60

**Headquarters:** Zug, Switzerland

**Website:** <http://www.quadrotech-it.com/>

By setting up QUADROtech's profile in advance, Langille identified partners with common business objectives and began scheduling face-to-face meetings. Getting meetings on the books months ahead ensured he spent his time in the best way possible and with the right people.

"If you are not triple booked at WPC then you have not prepared properly" – Dan Langille, QUADROtech

## See and be seen

Capitalize on structured networking sessions. These last only through the duration of the event. Any chance meeting at WPC can turn into an opportunity for your business down the road.

"[When attending WPC], wear comfortable shoes and plan your days to begin at the crack of dawn and not end until after midnight. Take advantage of all of the structured networking events and welcome receptions – you never know who might be a potential business partner for you."

With sessions now available online, you can focus on face-to-face networking opportunities that won't exist after the last day of WPC.

Maintaining an open and sociable disposition is key – as Langille indicated, "No matter where you are, approach folks and ask them – 'what does your company do?' You never know who might be a potential business partner for you."

As an international company, QUADROtech derives unique value from the WPC experience.

"There is no other event on earth that gives us the opportunity to build P2P alliances on a global scale." – Dan Langille, QUADROtech

QUADROtech derived so much value from WPC15 that they sent Langille to the Microsoft Australia Partner Conference (APC) to support their Australian partner's deepening commitment to Microsoft.

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## Bring WPC home with you

Making good on the promise of a face-to-face meeting requires persistence and follow-up.

Microsoft provides a platform for partners to remain engaged throughout the year after WPC. The months following WPC are when newly-minted relationships become real business opportunities—turning chance meetings into long-term partnerships.

QUADROtech, an international company, looked to connect with other Office 365 partners to extend the reach of its solutions in international markets. Langille followed up via the WPC platform on an encounter with a representative from GAB in Germany. They have since forged a strong alliance – pulling QUADROtech into several projects. GAB and

QUADROtech are currently planning a collaborative engagement with Microsoft intended to drive O365 active usage.

Follow-up is not restricted to face-to-face meetings. At WPC '14, Langille attended a session hosted by Kathleen Wallender focused on the Office 365 trust center. About a year later, a colleague of Langille's faced difficulties closing an engagement in Munich. With a pending suspension of international privacy agreements, their potential client was uncertain as to the security of a cloud solution hosting data in the United States.

Langille had already attended Wallender's session, and using information pulled from his notes, got in touch with her as soon as he could. Within 10 days, he had secured a response from Microsoft legal, which he used to soothe the client's security concerns and close the deal.

### *Top 5 WPC Tips*

1. Register early and constantly update your profile
2. Over-prepare—if you aren't triple-booked every hour then you haven't prepared enough
3. Prioritize face-to-face meetings
4. Keep your badge exposed and ask anyone you meet, "What does your company do?"
5. Takes lots of notes and follow-up quickly and persistently

## Software and Services

### Office365

#### Microsoft Azure platform

- Microsoft Azure compute
- Microsoft Azure storage