

Developing IP with partnership

*How Seepath Solutions
grows through building
scalable presales &
deployment expertise*

Microsoft
Partner
Network



Know your customer's core values

Healthcare and financial services companies require the highest level of security, which can make these industries cautious in switching technology solutions. Yet legacy systems are increasingly at risk compared to newer technologies available. Seepath Solutions has established a reputation for their expertise in transitioning any size of customer to modern cloud solutions and platforms.

The global economy increasingly puts pressure on health and finance institutions to reduce costs, expand their scale, and maintain the highest level of security while their highly private data is targeted by hackers. The stress of finding a solution that keeps the organization working smoothly – and up to date with security protocols – means they rely on a partner who can help them customize a solution.

Raj Seepath, the owner and founder of Seepath Solutions, takes the approach of a neutral customer advisor by leveraging his MPN Technical Presales Assistance benefit to ensure many customer solutions new to his team are vetted by Microsoft experts who know new technologies best.

Now, Seepath Solutions has established their team's expertise with MPN certifications. With the help of MPN technical presales and

"Leveraging MPN technical trainings and Technical Presales Assistance helped us develop a critical mass of expertise for our customers. We plan to double our workforce to keep up with customer demand."

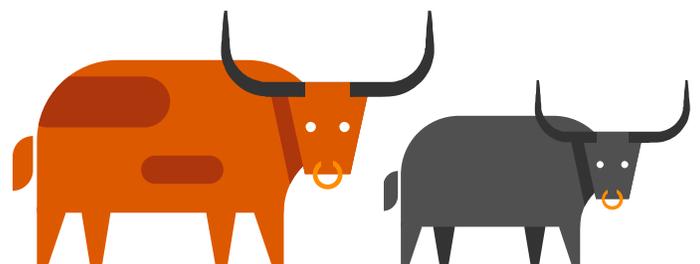
Raj Seepath

Seepath Solutions Owner and Founder

deployment benefits, their sales cycle has shortened by 25% from lead to close, and their deployment time dramatically reduced by at least 30% for their customers using Azure.

Extend your bandwidth with Microsoft experts

As a quickly growing IT services company, Seepath Solutions has managed to navigate the ups and downs of the market while





"We've freed up our sales team for new opportunities, and develop innovative solutions for our customers."

Raj Seepath

transitioning its customers to recurring revenue. Seepath credits much of their model's success to their close relationship with Microsoft's partner technical presales and deployment experts focused on assisting with technical presales and deployment scenarios.

"Microsoft technical presales and deployment experts are instrumental in building our business and getting us to where we are today," says Seepath. When the company first began building their cloud knowledge, it took a lot of work to understand the complexity of the solutions, and how to deploy them for customers on time.

Deliver unique customer solutions

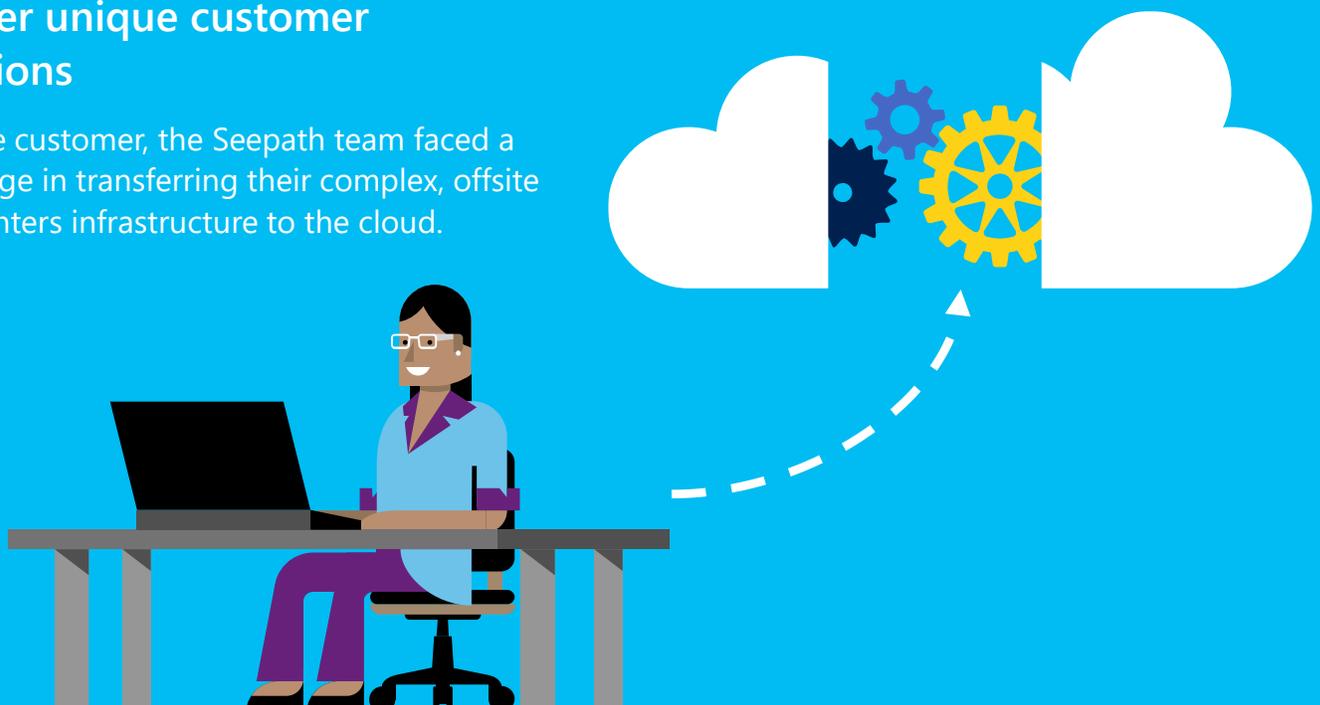
For one customer, the Seepath team faced a challenge in transferring their complex, offsite datacenters infrastructure to the cloud.

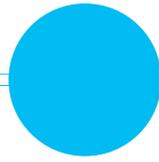
The team's expertise was stretched to the limit, so they turned to their relationships with MPN experts and used both Technical Presales Assistance and Partner Advisory Hours to find the right solution for the customer.

By engaging with MPN technical presales and deployment experts, the team won the customer over and also helped upgrade the deployment as an extra service.

"Our time from lead to close is over 25% shorter, and our deployment time dramatically reduced by at least 30%."

Raj Seepath





Invest in your relationships to scale

Now, Seepath Solutions is developing relationships with other partners through MPN using the Pinpoint tool to collaborate on deals.

"As our volume grows, we will need even more presales and deployment services, and we're looking for even more integration with the Microsoft community. Microsoft looks at us as an extension of them, and we look at them as an extension of us. That relationship will continue to deepen," Seepath says.

While Seepath Solution's key industry is healthcare and financial services, the company works to maintain a nimble, startup attitude toward learning about new technologies that drive customer value.

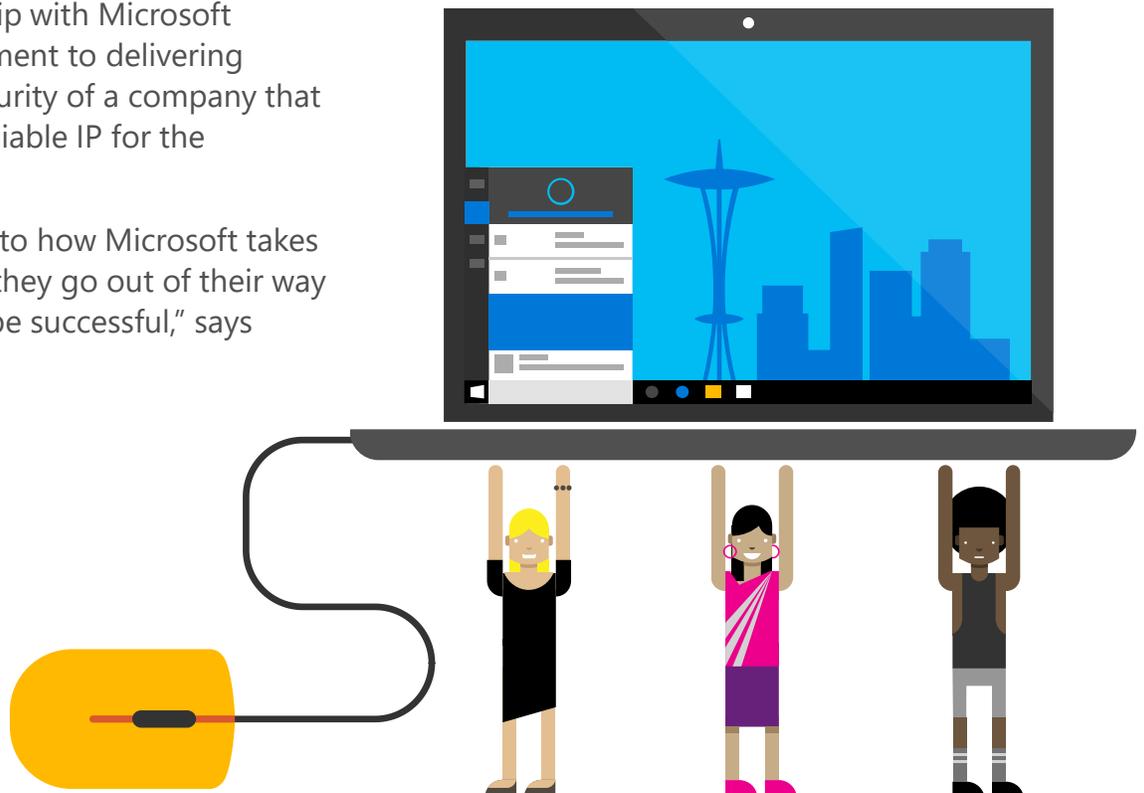
Their strong partnership with Microsoft parallels their commitment to delivering solutions with the maturity of a company that knows how to build reliable IP for the marketplace.

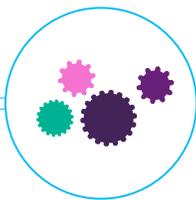
"Nothing comes close to how Microsoft takes care of their partners; they go out of their way to enable partners to be successful," says Seepath.

With an ever-increasing pipeline and global presence with only a 10 person core team, Seepath Solutions is demonstrating that success every day.

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Leverage MPN technical presales and deployment experts

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Qualify the lead first:

Ensure you have enough information for a productive discussion.



Treat them as part of your team:

Create a good relationship that will be rewarding for your business.



Create a customer connection:

Use the Microsoft experts to win the customer over to the solution

