



Partner Success Story



The i-doit Partner Success Story

Partnering with synetics does pay off! i-doit is the best available Software for IT documentation and CMDB on the market: Technically sophisticated, affordable and with enormous potential for effective ITSM solutions.

This opens up attractive opportunities for i-doit service partners and resellers for new business. Practical examples will show how an i-doit partnership for resellers & partners actually pays off.

Challenge missing overview: IT administrators need support

IT operations are challenged by several areas. On the one hand, there is the steadily growing complexity of modern applications and services, which are composed by an increasing number of components and thus bring many dependencies.

On the other hand, there are greater liability risks by banks, insurance companies and legislative authorities and of course increased security requirements regarding availability and confidentiality of systems and data.

In addition, there are increased cost pressure and decreasing budgets.

In order to cope with these requirements a centrally available and current documentation offers the best pre-requisite. Only if you can find out what you have and how the relationships look like with economically justifiable effort you can purposefully react on events and plan IT operations strategically. Documentation is therefore a fundamental technology for many disciplines (data protection, ISO27001/KRITIS, ITSM/ITIL)!

Solution: Dynamic Software for IT documentation PLUS profound expertise for its effective usage

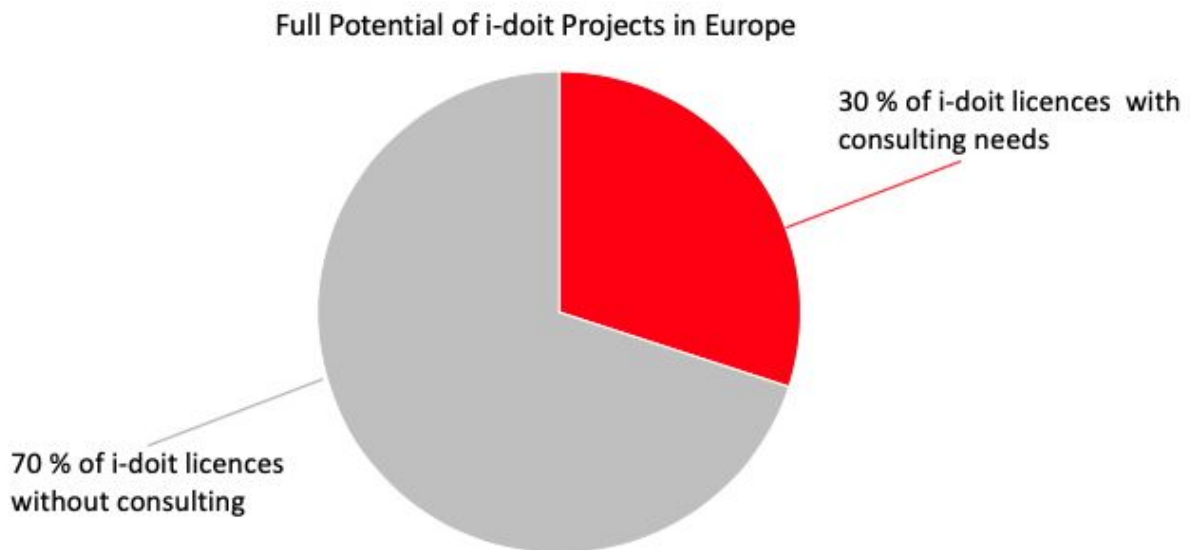
i-doit is all in one: the central IT documentation and CMDB for your business customers. No matter if servers, switches, racks or PCs, telephones or maintenance contracts – everything can be stored in one place.

The documentation can be expanded by add-ons, reduced and adapted to the essential as desired.

Enormous growth potential in Europe

Meanwhile i-doit was successfully implemented by more than 3,000 business customers and authorities with at least 50 employees and even enterprise companies in primarily the DACH region (Germany, Austria, Switzerland). New installations even outside of the DACH region are added on a daily basis. Typical projects can be found in all lines of business. The main emphasis is placed on the markets dealing with integrated IT Service Management and automated Service Processes.

Related to the realistic total potential for i-doit, the estimated market share of i-doit in the DACH region is only almost 7 % and in whole of Europe even below 1 %. This means: There is an almost unlimited business potential for our partners in Europe. Based on the already signed contracts in the DACH region we know that more than 30% of the i-doit projects need consulting – with an increasing trend. Extrapolated to the whole of Europe we estimate, that at least 60,000 service days are waiting to be worked off by i-doit experts.



The growing need for up-to-date IT documentation is beyond question, but most companies have no method of implementation. Many IT managers give up after certain attempts because of unclear goals and responsibilities or insufficient project preparation. For i-doit service partners, this is an ideal starting point for the development of service projects with a lot of know-how and high added value for the customer.

Successful Business Development

For i-doit service partners, up-to-date and centralized IT documentation is a worthwhile terrain. According to surveys of the IT Service Management Forum (itSMF), 50 percent of all IT departments do not manage the knowledge about what IT infrastructure is in use and how it is operated and protected by reasonable methods. Affected companies thereby take considerable risks regarding security and compliance or lending. Christian Reiß, founder of i-doit partner donamic in Germany, says:

“We have built our company as expert around i-doit and the topic of IT documentation and are now successfully working with more than 50 B2B customers.”

An introduction on how to get started

Cooperating with many i-doit customers, we learned that the start of an IT documentation project is critical to success - even from the perspective of the users.

Often, we are asked for “How to get started” work instructions or directly for support in the form of on-site consulting days. Exactly for this purpose we require qualified external assistance!

The business model of synetics, the company behind i-doit, is software development rather than IT service. The on-site consulting of our customers should be the sole responsibility of our i-doit service partners and resellers.

A successful and widely proven consulting approach of our i-doit service partners is often the support at the initial phase of the project.

Turnkey starter package of i-doit service partners:

1

Kick-off workshop

The first day covers mainly the identification of requirements. The focus is the initial analysis and definition of an action plan. The objective of the workshop is the definition of requirements, the action plan and the drafting of the first work packages.

Time needed: 1 – 2 man-days

2

Development of a Configuration Management Plan (CMP)

Clarification and documentation of the 5 Ws (What? Who? When? Where? Why?)

Time needed: 2 – 3 man-days

3

First training of involved employees

Time needed: 2 – 3 man-days

4

Initial data upload (operative start)

Time needed: dependent on project scope

5

Review

After approx. 3 – 6 months an evaluation of the documentation status takes place in the context of a workshop

Time needed: 1 – 2 man-days

Many times, our i-doit service partners offer a kind of “turnkey solution” in the form of a starter package. The first four steps are then summarized in a compact package of 4 - 5 man-days at a flat rate.

The business case

from the perspective of an i-doit service partner

For the starter package some i-doit service partners offer a net flat rate of EUR 4,900,-- . Depending on the results, additional support might be required in the form of further man-days in the course of the project. Depending on the size of the project a sales potential of approx. EUR 10,000,-- to more than EUR 36,000,-- per project can arise within the first three years.

We assume that qualified i-doit service partners implement at least five i-doit projects per year, which can generate sales of EUR 50,000,-- to more than EUR 180,000,-- in a period of three years by the partners.

CUSTOMER

Big IT documentation project	Year 1 (in Euro)	Year 2 (in Euro)	Subsequent years (in Euro)	Total (in Euro)	TOTAL 5 projects in 3 years (in Euro)
Starter Workshop	4,900				
12 additional consulting days à EUR 1,100	13,200	13,200	3,960	30 %	
15% discount for i-doit**	270	270	270		
Total partner €	18,370	13,470	4,230	36,070	180,350

Medium IT documentation project

Starter Workshop	4,900				
6 additional consulting days à EUR 1,100	6,600	6,600	1,320	20 %	
15% discount for i-doit*	149	149	149		
Total partner €	11,649	6,749	1,469	19,867	99,335

Small IT documentation project

Starter Workshop	4,900				
2 additional consulting days à EUR 1,100	2,200	2,200	220	10 %	
15% discount for i-doit*	149	149	149		
Total partner €	7,249	2,349	369	9,967	49,835

* 5,000 objects + 1x add-on

** 10,000 objects + 1x add-on

Special potential

The profitability of the project business around i-doit is significantly increased by numerous in-house developments of our i-doit service partners: Self-developed add-ons not only facilitate the work with i-doit, connect with other applications, or deliver new features, they also provide the basis for profitable and long-term IT projects with your customers.

Become i-doit service partner

In order to successfully benefit from the potentials around i-doit, a partnership with synetics is a pre-requisite. Essential cornerstones of our partnership program are the revised partner enablers for more sales (e.g. sales lead processing, Co-Marketing initiatives), a new development path with tailored support from reseller to premium partner, and an increased commitment in product quality and delivery by simple training offers and room for partner-individual product and market development based on the development partnerships (add-ons). Basically, such a partnership is open to any company with a service portfolio that facilitates the access to potential i-doit users. More information is provided by i-doit directly.

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