

Windows 8 Partner Solution Case Study

NEWSIGNATURE

IT Solution Provider Grows Business with App Development on Windows 8

Partner: New Signature

Website: www.newsignature.com

Partner Size: 60 employees

Country or Region: United States

Industry: IT services

Partner Profile

Based in Washington, D.C., New Signature is an IT consulting firm that provides managed IT services and project-based work for more than 200 customers. It also resells computers and mobile phones and devices.

Software and Services

- Windows 8 Pro
- Windows Intune
- Microsoft Office 365

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Christopher Hertz, Chief Executive Officer, New Signature

New Signature used Windows 8 Pro to build its business through developing Windows Store apps for customers that support mobile productivity and improve customers' revenue streams. New Signature expects that Windows Store apps will increase its app development business from 30 to 70 percent of its overall revenue over the next five years. It also expects to increase hardware sales by 25 percent, and revenue from migration projects by 40 percent.

Business Needs

New Signature is a member of the Microsoft Partner Network as a Cloud Accelerate Partner and a Microsoft Small Business Specialist with 11 Gold competencies. New Signature provides traditional IT services, cloud computing, and creative services for customers. It is always excited about new technology that it can use to help its customers derive even greater value from their IT investments. New technology provides an opportunity to increase managed service revenue, drive profit margins, and help build new markets. A new operating system, especially for PCs, laptops, and mobile

computing platforms, has the potential to increase business across all market segments for New Signature because it benefits employees directly by boosting productivity. “We help our customers be more productive, and that almost always involves the desktop in some way,” says Christopher Hertz, Chief Executive Officer at New Signature.

So when New Signature first heard about the Windows 8 operating system and the new opportunity to build Windows Store apps, combined with the mobility enabled by new form factors for laptops and tablets, it knew customers would be



excited about the potential productivity benefits. "Today, our business is around 70 percent systems and 30 percent custom-developed apps," says Hertz. "So we were eager to find out how Windows Store apps would help increase the creative business solutions side of our business."

Solution

New Signature has deployed Windows 8 to all workstations and laptops. In addition, all executives, sales managers, and developers now use Surface Pro, which runs Windows 8 Pro, or Surface RT tablets to gain firsthand experience of their productivity enhancing qualities. Staff found that using the Surface RT or Surface Pro for customer presentations was more effective than carrying a laptop and projector. "We carry one lightweight device, set it up on the table, and deliver a more conversational presentation that has more impact," says Hertz. "And we can immediately upload customer feedback to SkyDrive Pro to share with others on the sales force."

New Signature customers are excited about Windows 8 Pro for the same reason: mobile productivity based on flexibility that is built into the computing experience. This excitement opened the door for New Signature to build its Windows Store apps business. "Customers love that with Windows 8 Pro there are so many exciting new form factors for mobile computing. To take advantage of that, we have a whole new line of business, which is Windows Store app development," says Hertz. "It's an area that we intend to embrace; the ability to rapidly develop applications that can extend customers' businesses in the office and on the road."

New Signature built a Windows Store app for Discourse Analytics: Called Votifi, the

app is free from the Windows Store. It allows people to answer questions about a political topic of the day and it connects people with differing opinions to encourage further discourse. Discourse Analytics takes the anonymous polling data and sells it to companies interested in real-time public opinion. "We were helping Discourse Analytics with their online platform, but quickly saw the opportunity for a Windows Store app that would provide them with a new channel to engage voters," says Hertz.

New Signature developers used their web application development experience to apply their skills to developing on the Windows 8 platform. "We could apply our in-house skills very rapidly to Windows 8 and we took advantage of Microsoft training materials and courses so we were able to enter the Windows Store app market with relative ease," says Hertz.

Benefits

Windows 8 has made a huge impact on business at New Signature. The company is building a new line of business in Windows Store app development, increasing hardware and software sales, and improving service revenue. "We work with businesses that have from 1 to 40,000 employees, and the Windows 8 story sells across all of them," says Hertz. "If we break down our business and look at transactions, every area has improved."

Supports New Source of Revenue via Windows Store App Development

New Signature scored a success early on with its first Windows Store app, Votifi, and Hertz reports that the development team is energized by the new business opportunity, with developers vying for an opportunity to work on the next Windows

Store apps. "We have new projects in the works, including one for a media company, and we are building a Windows Store app for ourselves," says Hertz. "From an app development standpoint, Windows 8 provides an unlimited opportunity and I can see our business growing from 30 to 70 percent Windows Store apps development in the near future."

Increases Software and Hardware Sales

New Signature customers are intrigued by the devices created for Windows 8, and their interest translates into sales. "The OEM's [original equipment manufacturer] innovative Windows 8 devices have re-energized the market, helping us sell OEM devices and software and drive 50 percent year-over-year revenue growth," says Hertz. "There's also been an increase in the sale of Windows phones because customers want that Windows 8 platform."

Improves Managed Service, Project-Based Revenue

New Signature sees an "ongoing wave" of project-based migration opportunities for customers that are still on the Windows XP and Windows 7 operating systems. "In our managed service practice, many customers use Windows Intune and Microsoft Office 365, which ensures an upgrade to the latest operating system, so we are doing a lot of upgrades to Windows 8 and this will drive a 40 percent increase in revenue generated from migrations," says Hertz.

"With improved manageability features in Windows 8, we can reduce troubleshooting time for customers, improving satisfaction and retention, and increasing our profit margins."