



# Elevating cloud capabilities with the expertise of Microsoft

*FJH Sistemas gains confidence and expert advice with the help of Advanced Support for Partners.*

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## A complete support service

For many independent software vendors (ISVs) and value-added resellers (VARs), Microsoft Dynamics has a longstanding history as the foundation of their business. Grvppe represents one such story. Over the course of twenty years, the Brazil-based company has utilized Dynamics to evolve from a newcomer to a leading ISV and VAR in Latin America. "Our goal is to provide end-to-end solutions to customers—from basic hardware to the most complex systems," says Andre Hociko, Grvppe's Technology and Innovation Director.

FJH Sistemas is a business unit within Grvppe that provides a wide range of services and support for Dynamics. When those support issues go beyond what it can resolve, FJH uses its subscription to Microsoft Advanced Support for Partners (ASfP) for help. "It's been a key to our success since we became a cloud service provider," says Hociko.

## An inside advocate at Microsoft

With ASfP, FJH has access to a pool of Services Account Managers (SAMs) for all things involving Microsoft, receiving the latest Microsoft news, internal offers, and product roadmaps directly from them.

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*Andre Hociko  
Technology and Innovation Director  
Grvppe*

Advanced Support for Partners was designed to support growth stage and mid-market Microsoft Cloud Partners as they build their cloud practices.

"Microsoft has a lot of resources that prepare you for upcoming changes," says Helio Costa, CEO of Grvppe. "The SAMs can sort through all the information and track it for us."

Because SAMs deeply understand the inner workings of FJH and its line of business, they can easily guide FJH in the right direction and connect them to experts at Microsoft for help. "As our business changes, it's great to have someone who can advise us based on seeing what other companies are doing and deliver opinions that we might not consider based on our limited perspective," adds Costa.

Take, for example, the company's recent decision to expand into Europe. SAMs in different countries often collaborate with one another to help partners address opportunities or needs. And while partners in their respective regions may not fully understand the localization and market of other countries, SAMs can facilitate communication between partners in different regions. "They gave us the perfect European contact and then helped us organize a meeting with them," recalls Costa. "It streamlined the whole process of entering Europe."





## Easy access to cloud experts

In addition to providing an advocate within Microsoft, ASfP offers partners cloud consults—access to Microsoft engineering teams and cloud experts. Cloud consults include an in-depth review of an existing deployment, architecture, or migration plan along with a Recommended Implementation Plan based on best practices and experience. The recommended implementation helps partners leverage their ASfP benefits and provides a summary with a simplified, formal overview of next steps and technical resources. “When we come up with new designs to support our model, we always discuss them with the ASfP team,” says Costa. “They provide us with valuable information about Microsoft’s entire cloud structure. The quality of their support has enabled us to become a Tier 1 Cloud Solution Provider”

FJH recently became the first Microsoft partner in Brazil to deploy a Dynamics 365 for Operations project, but experienced some challenges along the way. FJH struggled to find the right information on the new platform—what the cloud architecture looked like, best practices or case scenarios for how to migrate data from the old solution, or even how to develop on the new platform. “Deploying on [the new platform] was a huge change of culture—a real paradigm shift,” says Hociko. ASfP helped FJH get a handle on the new architecture by connecting them with Microsoft cloud engineers. “They clarified a lot of questions about the environment,” says Costa. “That’s really important because we need to show customers that we know what we’re talking about.”

*“The level and quality of their support has enabled us to become a Tier 1 CSP.”*

*Helio Costa  
CEO  
Grvpe*

## Valuable training and industry connections

Hociko finds ASfP’s monthly webinars, training sessions, and workshops helpful as well. Last year, FJH attended an exclusive ASfP-led partner meeting to address concerns about moving to a cloud business model. In particular, the changes required for his sales, services, and support teams. At the event, Costa was able to share his concerns and get direct feedback from other partners about their success in the cloud. “We reviewed our cloud infrastructure design—and how we envision using tools like Azure, SQL Server, ERP, CRM, and Power BI together—in the workshop,” recalls Costa. “Then we had a roundtable discussion about it in which I got opinions from different partners facing a similar situation. It shows how ASfP really improves our excellence to deliver solutions.” The event empowered him to move forward with his ideas. He also learned that ASfP uses partner suggestions to continuously improve the program’s benefits, reaffirming that ASfP offered a good return on investment.





## Moving on up

For Costa, Advanced Support for Partners is worth the investment because the value he receives surpasses the cost of the service many times over. "Using the guidance and resources within ASfP, we've honed how we sell our solutions to expand our customer base. My business has a strong connection with ASfP."

*"Using the guidance and resources within ASfP, we've honed how we sell our solutions to expand our customer base. My business has a strong connection with ASfP. We're ASfP-dependent and love talking to them all the time."*

*Helio Costa  
CEO  
Grpvpe*



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