



ADVY

About Advvy

Advvy is leading transformation in media and advertising by creating the next generation of software for workflow and productivity.

Products and services

Microsoft Dynamics 365
Power platform

Industry

Media and advertising

Organization size

Small (<50 employees)

Country

Australia

Business Applications

partner since

2016

Chart a global growth trajectory with Microsoft Business Applications

The right platform to quickly go to market

Advvy saw an opportunity to address an unmet industry need: build a solution that radically simplifies manual processes for advertising and media buying. They were looking for an end-to-end platform partner that would help them get their solution to market quickly. An initial attempt with a competing platform surfaced technical limitations, so they turned to Microsoft.

By building on the underlying data infrastructure of the Microsoft Dynamics 365 platform, Advvy quickly developed an easy-to-use vertical solution that integrated with customers' existing Microsoft Office 365 usage. Within 12 months of partnering with Microsoft, Advvy took their solution to market and landed a lighthouse win, signing a multi-year deal with one of the largest media companies in the world. Advvy continues to grow their customer acquisitions, and expect their revenue to double YoY.

Streamline development with Power platform

After releasing on the Dynamics platform, Advvy adopted Microsoft's Power platform, which further expedited development efforts while still providing the same robust capabilities of Dynamics. Microsoft PowerApps rolls out new features regularly, eliminating the need to custom build capabilities like approval processes, while Microsoft Flow allows Advvy to create automated workflows between apps and services with little or no code.

This continued innovation empowers Advvy to do more with their business, faster. By using PowerApps and Flow, Advvy achieved a gross margin of >60%, saved over \$5M in development costs, and reduced their time to market by 18 months.

“ We're looking to double, if not triple, our revenue next year, exclusively because of our relationship with Microsoft and their platform. ”

— Chris Macaulay, CEO, Advvy



Outcomes

- **Reduced time to market by 18 months**
- **Saved >\$5M in development costs**
- **Achieved gross margin of >60%** by building on Power platform
- **Generated a \$20M+ pipeline** through co-sell programs
- **2018 Microsoft Global Partner of the Year** – media and advertising

Visit the [Microsoft Partner Network](#) to learn how to build apps on Microsoft Business Applications



Build strong vertical alignment

Most media and advertising customers use Office 365 as an integral part of their business productivity. Advvy's vertical solution, built on Dynamics 365, integrates with Office 365 and connects data across customers' systems to streamline workflows. By integrating easily with existing technology and processes, Advvy's solution has a low barrier to entry.

In their first year with Microsoft, Advvy landed a multi-year deal with MediaCom, a global media agency with nearly \$3B in annual revenue. MediaCom wanted to connect disparate systems and gain real-time visibility into campaign performance. Because MediaCom was an active user of Office 365, Advvy was an easy choice for their unique needs. They deployed the solution in MediaCom's most complex account to prove value before ultimately installing organization wide.

"Advvy is the next generation of enterprise software for the media industry, building innovative solutions on the latest Microsoft technology - Microsoft Dynamics 365 and Azure."

– Alex Kirk

Head of Systems and Automation, MediaCom

Establish a global presence

Advvy enjoyed early success by partnering with Microsoft's global field network and leveraging through-partner co-sell programs. In their first 12 months with Microsoft, Advvy's pipeline grew to \$20M and they developed relationships with key enterprise executives worldwide. Due to their success in quickly breaking into their niche industry, Advvy was named 2018 Microsoft Global Partner of the Year for media and advertising.

Advvy expects their Microsoft partnership to continue to help them evolve and grow their business. By adopting new technologies, including AI and Power platform, they plan to create an ecosystem wherein Advvy is a single source of truth for media and advertising worldwide.

“ Microsoft makes it easy for ISVs to adopt and go to market with their technology. With co-build and co-sell support, it's a great time to be a Microsoft partner. ”

— **Tristan Ozinga**, Co-founder and Chief Vision Officer, Advvy