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**Need:** Amaxra needed a solution that would work with their existing processes to manage the sales and billing of all these recurring items regardless of where they were purchased from.

**Outcomes:** Amaxra was able to not only ensure that it's invoicing and billing would be correct, but it was also able to track down thousands of dollars in lost revenue due to invoicing errors. As soon as customers saw the clear records of usage, any questions over billing vanished.

*Work 365 made our lives easier from day 1" Rosalyn Arntzen Amaxra's President and CEO says, "And it's just gotten so much better over the last 18 months of usage as more and more functionality is added that directly addresses challenges in the business".*

## Indirect Partners Need a Billing Solution

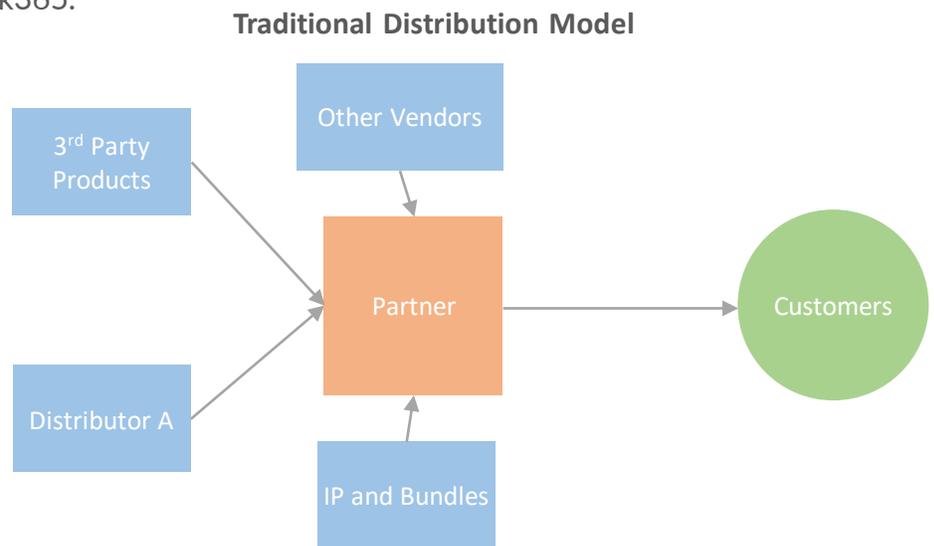
Amaxra is a U.S.-based business management and technology solutions firm with an extensive history and background knowledge of Microsoft's business model due to its senior executive's experience as former Microsoft employees and consultants.

As Amaxra evolved its consulting business to also handle licensing it chose to enroll in the Microsoft Cloud Solutions Program (CSP) to offer the best SaaS and cloud products to its customers. Amaxra had the choice to enroll as a Direct or Indirect biller. The business model for the Indirect channel made sense as it gave Amaxra the flexibility to align itself with right distribution partner for specific needs including 24 x 7 support and specific skills. Added to this Amaxra started to offer CSP when it was new in the marketplace and wanted to have the ability to move or augment as their needs evolved.

Benefits of working with Distribution:

- Distributors Carry a multitude of line cards of various products
- Offer specialized pricing and bundles
- Provide Services around migration and Pre-sales consultation
- A Marketplace to shop around
- And a Portal for billing and provisioning

"The challenge, however, is that each distributor is different and each one has its specific strengths. Distributors go to great lengths to differentiate themselves, create these value offerings to attract the best partners but the flip side of that is they want to create stickiness with partners, partners, on the other hand, want choices" - says Ismail Nawala CEO from Work365.



As Amaxra directed their business towards their preferred Cloud Distributor. They realized however that they purchased products from more than one source, they needed to include 3rd Party addons along with their services for their customers. They needed a solution that would work with their existing processes to manage the sales and billing of all these recurring items regardless of where they were purchased. The distributor portal was not sufficient to allow Amaxra to scale and grow. Amaxra needed to manage a multitude of things:

- Customers adding and changing their services which could be set up across different providers and 3rd Party products
- Accurately invoicing customers including 3rd Party on their preferred billing date without having to wait for Provider Invoices
- Handling customer-specific pricing and Discounts
- Correctly reconciling invoices
- Tracking outstanding, overdue or missed invoices
- Payment processing, including refunds for incorrect billing
- Integration into the accounting system and applying taxes

*Amaxra used a combination of Dynamics CRM and Excel to manually track and reconcile customer subscriptions, provision services and send out invoices. As it grew, the company realized that manual errors were leaving thousands of dollars of revenue on the table.*



Rosalyn Arntzen

With these pain points, Amaxra had two options: Use a third-party billing product that would be more rigid, less customizable and would lock Amaxra into a third-party ecosystem or; build its own product that is flexible and worked for the indirect CSP environment or keep doing things manually which prevented scale and risked significant discrepancies between what Amaxra purchased from various distributors and what they were billing their customers. Around this time Amaxra became aware of Work 365 would address these pain points

*“Work 365 made our lives easier from day 1, and it’s just gotten so much better over the last 18 months of usage as more and more functionality is added that directly addresses challenges in the business”. Rosalyn Arntzen, Amaxra’s President and CEO.*

## Using Work 365 Solution As An Indirect Partner

Amaxra began by removing its most manual and error-prone processes and replacing them with the billing automation, invoice integration and bundling capabilities provided by Work 365. Since Amaxra was already using Dynamics 365 to manage their customers and pipeline, it was a simple process to start using Work 365.

## Amaxra's Results

*"The cost of Work 365 has more than paid for itself. It's peace of mind that the invoicing is correct" says Rosalyn.*

Using Work 365, Amaxra was able to not only ensure that its invoicing and billing would be correct, but it was also able to track down thousands of dollars in lost revenue due to invoicing errors. As soon as customers saw the clear records of usage, any questions over billing vanished.

Work 365 has also allowed Amaxra to focus on providing better products and support to their customers, taking on the first tier of customer interaction that Microsoft expects from their partners. While most of Amaxra's customers initially purchase their licenses direct from Microsoft, they then transition to Amaxra for future sales due to the multi-level support that the company is now able to offer.

Work 365 has helped Amaxra move away from the limitations of manual processes while allowing them to scale their Cloud and recurring business as an Indirect Partner. Work 365 removes errors and allows Partners like Amaxra to focus on providing better service and products. Amaxra uses Work 365's self-service portal built on the PowerApps for its end customers. It's an easy way to create its self-service capabilities for its customers regardless of which Distributor Amaxra uses to provision their services.

### Work 365 Solution



Ready to scale your CSP business and grow your cloud profitability?  
Get started with Work 365 for your Subscription Management and Billing Automation.

## WORK 365

Work 365 is a Subscription Management and Billing Automation solution built on Dynamics 365. Our principle is that it's the small tasks and the ones that take place again and again that need automation. We use the tools and software that we have access to learn and adapt and sell the technology we have access to.

Work 365 is about Peace of Mind for Cloud Solution Providers that want to scale their Business.

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