



Cipher and InterDyn Socius: Innovation Through Partnership

Challenge: Maintain an ongoing successful partnership that provides for continued innovation and improved competitiveness.

Solution: Provide a long-term strategic business alliance that allows InterDyn Socius to focus on their core business.

Results: Working with Cipher Dynamics, InterDyn Socius achieved a number of strategic business goals including significant operational savings and reduced costs.

Benefits:
Reduce IT complexity while lowering costs.

Accelerate business growth and overall competitive success.

Focus on core competencies while mitigating risk.

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Serving as a strategic business consulting partner, InterDyn Socius is a nationally recognized Microsoft Gold Certified consulting firm with a customer base of more than 1,000 clients and over 20 years of experience. InterDyn Socius specializes in providing technology based business solutions for companies throughout the Midwest with three offices across Ohio, Columbus, Cleveland/Akron and Cincinnati.

The Challenge: Finding Operational Leverage and Flexibility

InterDyn Socius decided to transform their business practice into a management consulting firm from a traditional VAR model. In order to lower their risk and create operational leverage, InterDyn Socius moved away from maintaining a full development staff and partners with Cipher as a virtual extension of their team. This partnership approach with Cipher versus having resources in-house allows InterDyn Socius to focus on their core business, lower their risk and create an infrastructure that ensures its competitiveness in today's global market.

Why Cipher- Growing in Partnership - A Strategic Alliance

InterDyn Socius had looked to other vendors for outsourcing but fell upon some pitfalls commonly experienced in the outsourcing market. A lack of urgency and knowledge surrounding the Microsoft Dynamics products, in addition to high turnover made other outsourcing organizations they had considered unreliable.

Utilizing Cipher, Socius experienced the level of urgency and dedication that they extend to their own clients. "Working with Cipher was really like having an extension of our own team.

There was a lot of time spent on requirements gathering and a thorough review of key design points that ultimately made the projects a success," says Hersch Patel, Director of Consulting Services for InterDyn Socius. "We have a very process oriented risk management approach, which worked seamlessly with Cipher's methodology."

Cipher's commitment to adding value by controlling costs, improving service delivery and generating higher returns has remained core to the success of the partnership.

Increased Efficiency. More Time to Focus on Strategic Goals

With Cipher as a partner, InterDyn Socius has more time to focus on their core operational areas including sales, implementation and client servicing. Socius utilized Cipher's deep resource pool and technical expertise to leverage a full scale service team to complement their internal teams.

InterDyn Socius introduces Cipher for a multitude of initiatives for their clients including high end applications for B to B clients, data integrations with a Microsoft Dynamics GP look and feel and additional functionality in contract administration.

Win-Win relationship for Profitability

From a business perspective, InterDyn Socius could not go wrong. The return on investment they realized by using Cipher resources allowed them tremendous profitability for their projects and cost savings for their customers without having to manage the risk, workload or an internal development staff. Cipher offered lower development costs, without sacrificing quality or local relationships.

"One of the primary reasons we use Cipher, other than the obvious profitability, is that they have such a deep knowledge of Microsoft Dynamics products. The QA process was brought here, on shore, so we had a local project manager to assure success on each project," said Patel. "We also had a lot of confidence in the leadership of Cipher even at the second level of the organization. Their development and product knowledge immediately gave us complete confidence in them."

Building the Future

The partnership between InterDyn Socius and Cipher has evolved from IT support into a true strategic alliance.

As InterDyn Socius progresses towards market leadership, Cipher is delivering a virtual team that supports its day-to-day operations. InterDyn Socius is able to achieve its business goals in line with its long-term strategy to respond cost effectively to changes in business needs and market conditions.

"The fact that InterDyn Socius looks to us as an extension of their team for their development projects is a testament to their satisfaction not only with our services, but also with our approach." Says Rinku Wadhvani, Chief Operational Officer for Cipher Dynamics. "We practice a proven and mature onsite-offshore methodology to meet ever shortening time-to-market expectations."

One thing is certain: By leveraging Cipher resources, infrastructure and expertise, this top Microsoft partner has been able to control and avoid costs while redeploying in-house resources to more strategic IT initiatives.