**NINTEX**®

## ISV Helps Customers Create Project Workflows and Gains Double-Digit Sales

### Overview

**Country or Region:** Global company with offices in the United States
**Industry:** Professional services—IT services

**Partner Profile**
Nintex is a leader in workflow solutions based on Microsoft SharePoint products and technologies. The global company has multiple locations including the United States.

**Business Situation**
Nintex wanted to extend its successful workflow software for Microsoft SharePoint Server to the project and portfolio management market, especially to Microsoft Project Server.

**Solution**
Nintex created Nintex Workflow for Project Server, based on Microsoft Project Server and SharePoint Server, so project managers can create workflows quickly and easily, with no code.

**Benefits**
- Helps customers manage complex project portfolios
- Achieves quick time-to-market
- Boosts revenue by double digits
- Creates new opportunities for partners

> "Nintex Workflow for Project Server has been growing at a healthy double-digit pace and pulling through sales for our other products."
>
> Alberto Sutton, Vice President, Product Management, Nintex

Microsoft partner Nintex is a global leader in workflows for Microsoft SharePoint products and technologies. To extend its workflow expertise to project management, Nintex built a product called Nintex Workflow for Project Server, based on Microsoft SharePoint Server and Microsoft Project Server. Project managers use it to create workflows with drag-and-drop convenience. Because Project Server is built on SharePoint Server, Nintex was able to quickly develop and get the new product to market. Since launching Nintex Workflow for Project Server in December 2010, Nintex and its partners have gained access to the fast-growing project management market, and the company has seen a double-digit sales increase and gained competitive advantage.

**Microsoft**

## Situation

Nintex is one of the world's leading Microsoft SharePoint workflow companies, with more than 4,000 customers in 90 countries serviced by a global network of partners and service providers.

A Microsoft partner with a Gold Independent Software Vendor (ISV) competency, Nintex delivers innovative software and cloud services that empower organizations to easily automate business processes. The company's leading products are Nintex Workflow, a drag-and-drop workflow designer for SharePoint Server, and Nintex Forms, which is used to design SharePoint forms and deploy them quickly to any PC or mobile device.

Early on, Nintex founders decided that SharePoint Server would be a profitable foundation for business growth. "Our founders saw the potential of SharePoint and where it was going," says Alberto Sutton, Vice President of Product Management for Nintex. "It proved to be a great strategic direction, because SharePoint Server is ubiquitous in large organizations today. And that provides a great market opportunity for us as a Microsoft partner."

From a technical standpoint, Nintex knew that SharePoint was a great development platform that it could extend in many ways to add value. It also knew that Microsoft was going to continue investing in ongoing innovation. From a commercial standpoint, Nintex felt confident that it could work with Microsoft to tell a more complete SharePoint story.

By using Nintex Workflow, businesses can create workflows inside SharePoint Server using a graphical, drag-and-drop interface that is easy for new users to learn and powerful enough to addresses the needs of

business users, developers, and IT professionals alike. It also provides tools to create reports on all project workflows, the performance of individual workflows, and even how long various approvers take.

Nintex has been extremely successful with Nintex Workflow—according to a 2011 survey by Forrester Research, it's the most utilized application among third-party tools to augment SharePoint. Always on the lookout for additional growth opportunities, Nintex saw that many customers used SharePoint Server with Microsoft Project Server and needed workflows at the project and portfolio management level. Specifically, it saw a need around demand management workflows (managing project management methodology, project lifecycles, and portfolio governance) and event-driven workflows (managing project actions around events).

"Extending our product to Project Server was a very natural direction because it's also built on top of SharePoint Server," Sutton says. "Project Server would provide even more synergy for us, because project management is another workload that needs workflow. Meeting this market need would also offer new revenue opportunities for us and our partners."

## Solution

Nintex developed a new product called Nintex Workflow for Project Server. The company worked closely with the SharePoint Server and Project Server teams at Microsoft to ensure that its technology was aligned with Microsoft directions. Nintex also involved customers and partners during early development to ensure that its new product was solving the right problems in the best way. In record time, Nintex had a prototype.

"Our customers can make better use of their investments in SharePoint Server and Project Server to manage projects and project portfolios more effectively than ever."

Alberto Sutton, Vice President, Product Management, Nintex

The company launched Nintex Workflow for Project Server in December 2010. Now, project and portfolio managers can use the solution to design and implement workflows without the need for complex and costly development cycles. Business users can build workflows for demand management, for project activities around events, and mainstream SharePoint content

Another powerful aspect of Nintex Workflow for Project Server is its broad connectivity to other systems. Workflows created with Nintex Workflow for Project Server can connect to customer relationship management (CRM), enterprise resource planning (ERP), and other business systems, as well as to SharePoint Business Connectivity Services, Active Directory service, and Microsoft Lync Server. Business users can easily incorporate information from financial, human resources, billing, and other systems to create more-sophisticated workflows and to provide better visibility into process status, compliance, bottlenecks, and participation.

Nintex partnered with Microsoft not only in developing but also in marketing Nintex Workflow for Project Server. "From a go-to-market perspective, we had access to great Microsoft resources," Sutton says. "Our local Microsoft representative and Microsoft Project Partner Team organized and invited us to a series of events where we could show off our products to Microsoft Project customers, partners, and Microsoft representatives. We demonstrated the product, and people were very excited. Microsoft was naturally enthusiastic because it reinforced the idea that Project Server is built on top of SharePoint and that our products allow nontechnical users to easily design project workflows. This helps Microsoft better compete against Project Server rivals."

Nintex has already unveiled its products and roadmap for Microsoft SharePoint 2013 and Microsoft Project Server 2013. "We have built on three generations of SharePoint and are going to be very early with solutions for SharePoint 2013, following with solutions for Project Server 2013 and Project Online," Sutton says. Nintex began to support cloud computing two years ago with Nintex Live, when SharePoint 2010 workflows could already connect with Microsoft Office 365.

"In the 2013 wave, Nintex Workflow Online, currently in preview mode at the SharePoint 2013 App Marketplace, will effectively run workflows in the cloud," adds Sutton, "We are excited to continue this new journey into the cloud with Microsoft. It's all about providing more choice for customers. We are fully committed to the platform, very interested in the future, and excited about the opportunity provided by the SharePoint 2013 App Marketplace to the entire partner ecosystem."

## Benefits

Nintex extended its popular Nintex Workflow product into the project management space by building a new solution based on Microsoft Project Server. With Nintex Workflow for Project Server, the company has helped customers meet critical project management needs and expanded its markets and revenues and those of its channel partners. Because Project Server is built on SharePoint Server, Nintex, relying on its agile development, brought the product to market in record time.

**Helps Customers Manage Complex Project Portfolios**
By using Nintex Workflow for Project Server, organizations can quickly and easily automate project, portfolio, and

## For More Information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers in the United States and Canada who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to:
www.microsoft.com

For more information about Nintex products and services, call (425) 201-5840 or visit the website at:
www.nintex.com

## Microsoft Project Server

Microsoft Project Server brings together the business collaboration platform services of Microsoft SharePoint Server with structured execution capabilities to provide flexible work management solutions. Project Server unifies project and portfolio management to help organizations align resources and investments with business priorities, gain control across all types of work, and visualize performance through powerful dashboards.

For more information about Microsoft Project Server, go to:
www.microsoft.com/project

collaboration workflows. Project managers can use an intuitive web-based editor to build and maintain workflows and relieve burdened IT organizations.

"Our customers can make better use of their investments in SharePoint Server and Project Server to manage projects and project portfolios more effectively than ever," Sutton says.

**Achieves Quick Time-to-Market**
Because Project Server is built on SharePoint, Nintex was able to develop Nintex Workflow for Project Server very quickly. "We knew SharePoint extensibility end to end, and because Project Server builds on top of SharePoint Server, we could develop with great agility and complete a, in record time,  a working prototype of Nintex Workflow for Project Server" Sutton says. "The fact that Project Server sits on a foundation that is so pervasive adds value to ISVs that want to extend it."

**Boosts Sales by Double Digits**
With Nintex Workflow for Project Server, Nintex has opened up a new area of business growth. "Project management is something that our customers and partners need," Sutton says.

In fact, Nintex Workflow for Project Server has generated significant sales for Nintex. "Nintex Workflow for Project Server has been growing at a healthy double-digit pace and pulling through sales for our other products," Sutton says.

**Creates New Revenue Opportunities for Partners**
The product has also generated new market and revenue opportunities for Nintex and Microsoft partners. Nintex partners, fluent in SharePoint and Nintex Workflow, gain the opportunity to expand into project management. Nintex also has partners that earned the Microsoft Project and Portfolio Management competency and thus are fluent in project management. Nintex Workflow for Project Server gives these partners more opportunities to work with customers in collaboration.

The innovations in SharePoint 2013 and the opportunities presented by the SharePoint 2013 App Marketplace will help the company expand Nintex Workflow for Project Server even further. "Our roadmap involves meeting customers wherever they are—in the cloud, on-premises, or a combination of both," Sutton says. "Because Microsoft offers online versions of its products, there are more opportunities for us and for other partners."

## Software and Services

- Microsoft Server Product Portfolio
  - Microsoft Project Server
  - Microsoft SharePoint Server