



Government-Contractor Technology Provider Creates More Value with Software Services

Overview

Country or Region: United States

Industry: Professional services—IT services

Customer Profile

Pleasant Valley Business Solutions (PVBS) specializes in optimizing Microsoft Dynamics NAV to address the complex business needs of contractors catering to the federal government.

Business Situation

The company wanted to grow more business with smaller and fast-growing customers and make more affordable, flexible options available to them.

Solution

Having found a partner with a shared vision and deep public-sector expertise, PVBS added software as a service to its offerings and found new ways to deliver the value customers demand.

Benefits

- Capitalize on more business opportunities
- Deliver high value at optimal economy
- Reduce overhead and operate more profitably

“By providing Microsoft Dynamics NAV as a SaaS offering and growing our strategic partner relationships, we can better serve customers, compete in the best way we can, and operate as profitably and efficiently as possible.”

Bernard Mustafa, CEO, Pleasant Valley Business Solutions

To support the stringent requirements government contractors must meet for compliance, security, and efficient operation, Pleasant Valley Business Solutions (PVBS) deploys Microsoft Dynamics NAV in diligently fine-tuned implementations. In a challenging economic climate, the company wanted to expand its business with smaller, rapidly growing contractors and strengthen its competitive advantage. PVBS Solutions partnered with NEW WORLD APPS to enhance its business with hosting capabilities and comprehensive business enablement. With Microsoft Dynamics NAV as a software-as-a-service offering, PVBS creates more valuable relationships with the customers it pursues, thrives through an economic downturn, and adjusts its business processes to run at new levels of profitability and efficiency.



“SaaS makes it possible to create and fulfill demand at the line of business, engaging directly with the people who benefit the most from the solution.”

John Streeten, CEO, NEW WORLD APPS

Situation

[Pleasant Valley Business Solutions](#)

(PVBS), a Microsoft Gold Certified Partner located in Reston, Virginia, maintains an exclusive, strategic focus on its chosen vertical market: government contractors that sell products and provide services to the U.S. federal government. This specialization fits with the interests and expertise of the company's leadership team and positions PVBS strongly in a highly competitive, but not overcrowded, field of technology providers. The company has been able to develop growing market share with customers who are new to the industry and others who are changing away from the main competitor, Deltek. Within the key vertical, PVBS pursues business relationships with three types of government contractors:

- Service providers that bill labor hours.
- Manufacturers of high-tech products for government agencies.
- Companies that sell products to the government.

Explains Bernard Mustafa, CEO at PVBS, “We are most interested in those government contractors that have a strong vision and are looking to achieve high growth. That’s where we have the most value to contribute.”

To serve its customers, PVBS brings to bear deep insight into the business challenges of government contractors, including the complex regulations and stringent security standards they must follow when they engage with the federal government. For close to a decade, the company has brought [Microsoft Dynamics NAV](#) to government contractors to give them an infrastructure that meets and exceeds their business requirements. “Microsoft Dynamics NAV offers a reliable, flexible,

and scalable software environment for government contractors,” says Mustafa. “It readily lends itself to optimal customization for government contractors’ needs and helps them respond effectively to changes in the market and their customers’ demands.” Because of the flexibility of Microsoft Dynamics NAV, PVBS has optimized the solution to meet clients’ reporting and compliance needs and facilitates compliance with critical regulatory mandates, such as Defense Contract Audit Agency (DCAA) rules.

Looking to grow the business, especially with smaller and fast-growing government contractors, PVBS sought ways to help those customers obtain the proper technological capabilities and keep their spending at a minimum. Offering Microsoft Dynamics NAV as a software-as-a-service (SaaS) solution held much promise to deliver on both counts, but it gave rise to important considerations. For example, PVBS developers and consultants would need to determine the best architecture of hosted solutions, including planning for the right balance between virtualization and dedicated resources. At the time, public perception of hosting technology included urgent concerns related to the reliability, confidentiality, and information protection of SaaS, and PVBS needed to find a way to overcome such objections.

Solution

After determining that adding a software service offering to its portfolio offered a lot of value to PVBS and its customers, the company decided to pursue partnerships within the Microsoft Partner Network to access the expertise and infrastructures needed for high-quality hosting services. When Mustafa and his

fellow executives got to know NEW WORLD APPS, another Microsoft Gold Certified Partner, it soon became clear that a collaboration between the two organizations made great sense.

[NEW WORLD APPS](#), with headquarters in nearby Ashburn, Virginia, specializes in hosting software solutions for the public sector and companies that serve this market. Since its inception in 1999, the company has been completely focused on hosting enterprise applications and was one of Microsoft's earliest hosting partners in the U.S. In addition to offering extensive experience and insight in working with and for public-sector clients, NEW WORLD APPS is one of the few hosting providers to maintain its skills, processes, and infrastructures to comply with the most stringent security requirements of the federal, state, and local governments in the United States. Every employee either holds or qualifies for federal U.S. security clearance. The company operates highly secure data centers in Northern Virginia and Denver, Colorado.

For years, NEW WORLD APPS has worked closely with Microsoft partners that cater to the public sector—most of them independent software vendors (ISVs). Microsoft selected NEW WORLD APPS as the only public-sector-focused provider of Software-plus-Services Incubation Center Services to help ISVs deliver their applications to customers with stringent requirements for security and availability. Says John Streeten, CEO of NEW WORLD APPS, "We want to earn the right to be the trusted advisor to the executives of our partners, and we are fully committed to their success. We will learn their business and collaborate with them to make sure they reach their goals."

In addition to providing the infrastructure for delivering software services, NEW WORLD APPS supports PVBS with wide-ranging business enablement. For example, PVBS developers working with NEW WORLD APPS can make use of the company's architecture design services to ensure that their SaaS delivery architecture fits customers' security, performance, and availability needs. PVBS senior managers had the opportunity to engage with NEW WORLD APPS in business design sessions, during which NEW WORLD APPS experts helped develop and enhance PVBS's SaaS go-to-market strategy, including bid response, sales approaches, and marketing communications. NEW WORLD APPS also helped PVBS deploy and test several proof-of-concept solutions. In addition, the company provides briefings and data-center tours for PVBS customers to demonstrate the reliability and effectiveness of its SaaS approach.

Although NEW WORLD APPS hosts Microsoft Dynamics solutions and many other Microsoft products, PVBS and NEW WORLD APPS share an understanding of Microsoft Dynamics NAV as a particularly effective solution for government-contractor customers in a SaaS environment. Says Streeten, "Microsoft Dynamics NAV is extremely stable, flexible, and configurable, and it supports very efficient use of database resources. We and our ISV partners find it easy to optimize the solution for highly manageable, dependable, cost-efficient infrastructures with demanding security needs."

As NEW WORLD APPS began closely collaborating with PVBS on meeting specific customer needs, the experience rapidly confirmed that the two

companies are a perfect match. "NEW WORLD APPS is a supremely professional organization and does an excellent job for us and our customers," says Mustafa. "It's very exciting for us to work with them in the context of a shared vision of how to deliver customer value."

Benefits

Partnering with NEW WORLD APPS and offering Microsoft Dynamics NAV as a hosted solution enables PVBS to pursue high-potential customer relationships more effectively, keep its overhead low, and thrive even in economically challenging times. "Hosting Microsoft Dynamics NAV in partnership with NEW WORLD APPS is a long-term proposition," says Mustafa. "Our business has become more valuable to customers, and we have acquired greater abilities to meet their needs."

Capitalize on More Business Opportunities

With SaaS offerings for public-sector contractors, PVBS can act on more business opportunities and sharpen its focus on what customers need in each stage of the life of their business. For example, PVBS now engages effectively with smaller contractors who are not ready to make a large infrastructural investment but who want to enrich their business with the technological capabilities they need at a much lower, predictable expense. With the scalability and versatility of Microsoft Dynamics NAV, PVBS can build valuable long-term relationships with these customers and even implement the solution on their premises if that becomes necessary. In addition, PVBS finds that many larger organizations take advantage of SaaS for different reasons: They prefer to allocate their technical staff to billable projects, and hosting removes most infrastructural

concerns and helps IT contribute to a company's profitability.

Says Mustafa, "SaaS helps us win more business with more prospects, establish lasting relationships with them early on, and serve customers with a great variety of business models."

Deliver High Value at Optimal Economy

As Streeten points out, "SaaS makes it possible to create and fulfill demand at the line of business, engaging directly with the people who benefit the most from the solution." As PVBS has experienced, doing so also results in a shorter sales cycle than when the customers' IT department plays a critical role in planning infrastructure and hardware changes. The company's consultants work closely with customers to plan solution deployments and find the best balance of performance, functionality, and cost. "With Microsoft Dynamics NAV, we provide an effective solution for DCAA-compliant business and financial management, helping our customers do business in the way they like," says Mustafa. "Once they understand the value, the nature of the implementation becomes a minor concern."

Economic factors and technological advances both support PVBS's approach to addressing customer concerns. PVBS consultants find that customers, especially in a challenging economic climate, welcome the cost-control effectiveness of hosted solutions. They also note that most customers today perceive SaaS to be as secure and dependable as on-premises deployments, or even more so in some cases.

“SaaS helps us win more business with more prospects, establish lasting relationships with them early on, and serve customers with a great variety of business models.”

Bernard Mustafa, CEO, Pleasant Valley
Business Solutions

Reduce Overhead and Operate More Profitably

With Microsoft Dynamics NAV optimized for government contractors as a SaaS offering and NEW WORLD APPS as the hosting partner, PVBS enjoys greater efficiencies and increased agility. Solution deployments are generally fast and present little in the way of complications, so consultants and technologists can quickly move on to serve other customers. The cost and effort involved in planning, testing, and deploying customized solutions have contracted significantly.

SaaS billing uses a set monthly price, which means PVBS generates a consistent current of recurring revenue and can perform more confident business planning. The ability of PVBS to draw on NEW WORLD APPS's expertise and make use of Microsoft Partner Network resources to reach out to new prospects and grow its brand also contributes to keeping business costs low. In addition, the relationship with NEW WORLD APPS lets PVBS offer further capabilities that customers might require, such as disaster recovery services or hosting of other Microsoft technologies. “By providing Microsoft Dynamics NAV as a SaaS offering and growing our strategic partner relationships, we can better serve customers, compete in the best way we can, and operate as profitably and efficiently as possible,” says Mustafa.

Additional Resources

- [Learn more about PVBS's solutions.](#)
- [Download PVBS white papers.](#)
- [Review the licensing options for Microsoft Dynamics solutions for hosters.](#)

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 NEW WORLD APPS products and services, call (703) 723-2329 or visit the Web site at:

www.newworldapps.com

For more information about Pleasant Valley Business Solutions products and services, call (703) 391-0977 or visit the Web site at:

www.pvbs.net

Microsoft Dynamics

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what's most important. And because it is from Microsoft, it easily works with the systems that your company already has implemented. By automating and streamlining financial, customer relationship, and supply chain processes, Microsoft Dynamics brings together people, processes, and technologies, increasing the productivity and effectiveness of your business, and helping you drive business success.

For more information about Microsoft Dynamics, go to:

www.microsoft.com/dynamics

Software and Services

- Microsoft Dynamics
- Microsoft Dynamics NAV

Partners

- NEW WORLD APPS