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**Bam Boom Cloud and Ingram Micro Cloud**  
Enabling Microsoft 365 resellers to grow  
their practices with Microsoft Dynamics 365.



## Reimagining the cloud ERP opportunity with Microsoft Dynamics 365 Business Central.

Bam Boom Cloud defines themselves as “disruptors and innovators.” While they have disrupted the accounting industry across the globe as both strategic business advisors and IT experts, they started out like most businesses, small. Bam Boom Cloud grew by navigating clients one at a time and thinking of ways to scale. These accountants and financial experts from the UK have grown over the last 15 years, solidifying their path as an award-winning team of passionate Microsoft Dynamics 365 Business Central experts. How did they do it? They took what they did best and transformed their industry knowledge into a repeatable business model that earned them the title of Microsoft Global Partner of the Year in 2019 and in 2022. However, their path wasn’t always so clear.

Selling software and conducting large-scale implementation projects with big seat counts takes a lot of resources. With this model, Bam Boom Cloud was only acquiring about one customer a month. They were struggling to scale a business that relied heavily on expensive consultants that were hard to find and complex projects that were difficult to support.



## Building a scalable and repeatable model.



Bam Boom Cloud needed to create a scalable business model that would help them deliver modern technology to the masses and stay ahead of their competition. When Microsoft Dynamics 365 Business Central hit the market in April 2018, they knew this was the opportunity they were waiting for. As leading industry experts, Bam Boom Cloud understood that many small businesses would want to move to a secure and flexible cloud platform to support their digital transformation and growth. They also knew that these organizations needed to operationalize the accounting side of their business to scale. That’s why their company turned to Microsoft Dynamics 365 Business Central to create a packaged offering that’s tailored to small businesses. They restructured their business, changed their cost base to a fixed scope, packaged their price model and radically transformed their marketing and sales methodology.

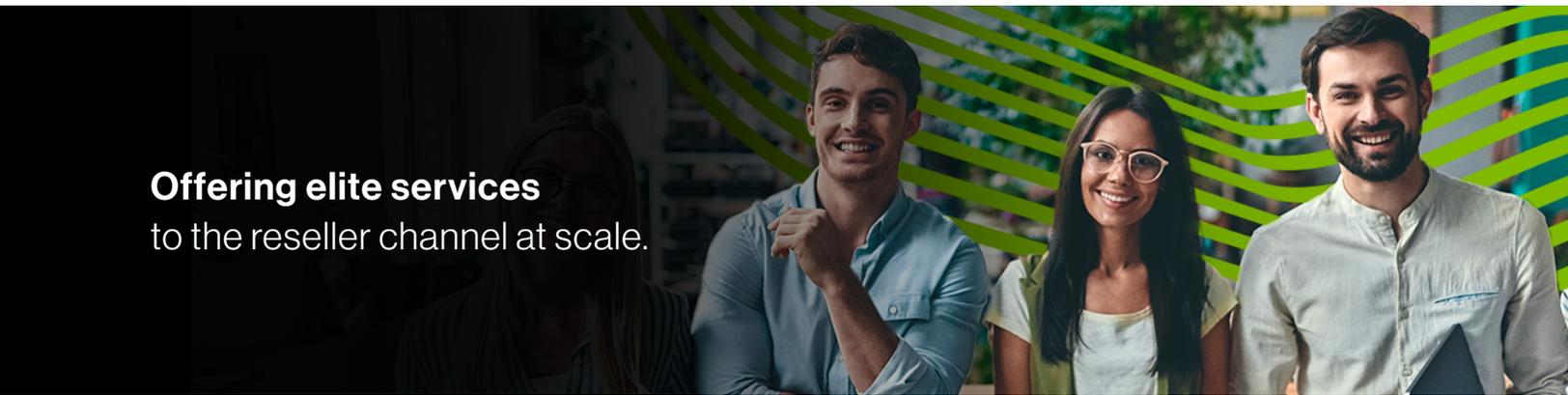


## Joining forces with Ingram Micro Cloud.

By working with the broader ecosystem of Microsoft resellers and facilitating partner-to-partner engagements, Bam Boom Cloud wanted to dramatically increase their reach to small businesses.

Ingram Micro Cloud, an organization managing one of the largest cloud ecosystems and ecommerce platforms in the world, has built Microsoft's largest network of cloud service reseller partners. With industry-leading programs to help partners build their businesses in the Microsoft Cloud, Ingram Micro Cloud's Dynamics Accelerate program is built on the foundation of the partner-to-partner services model pioneered by their exclusive Trust X Alliance of partners.

Seeing the value of Bam Boom Cloud's repeatable business model and trusting their industry expertise, Ingram Micro Cloud and Bam Boom Cloud recognized the partnership potential to deliver the best-in-industry Microsoft Dynamics 365 solutions to Ingram Micro Cloud partners via their Cloud Marketplace.



## Offering elite services to the reseller channel at scale.

With Ingram Micro Cloud as their marketing vehicle, support system and advocate, Bam Boom Cloud designed a new program for Microsoft CSP resellers to capitalize on the cloud-based business applications market opportunity. Through partner-to-partner engagements, their team of leading IT and accounting experts are working alongside resellers to quickly deliver the value of Microsoft Dynamics 365 Business Central to customers in need of a modern, cloud-based business management solution to better manage their finances, customers and inventory.

Bam Boom Cloud knows the challenges that plague the modern workplace market. Microsoft 365 resellers risk losing their customers in a competitive market where LSPs tend to cut prices or offer discounted billing. However, they also know from personal experience that by adding the value of Microsoft Dynamics 365 to their customers, Microsoft Modern Workplace partners can reduce churn while enhancing customer loyalty. Without the right level of expertise, it's difficult for any Microsoft partner to support a Microsoft Dynamics 365 system. From this perspective, Microsoft Dynamics 365 is both a competitive and sticky cloud solution. Victoria Critchley, CEO of Bam Boom Cloud, adds that "Partners will start to lose their Modern Workplace businesses if they're not talking about and delivering across all three of Microsoft's Clouds." Microsoft Dynamics 365 has proven to be an essential business application that offers increased value to companies with existing Microsoft technology investments.



## Making a winning combination between Microsoft 365 and Microsoft Dynamics

To support these Microsoft Modern Workplace partners that lack Microsoft Dynamics 365 expertise, Bam Boom Cloud has perfected a partnership opportunity through a comprehensive partner program that is supported globally by Ingram Micro Cloud.

This program steers clear of white labeling. Resellers that bring Microsoft Dynamics 365 deals to Ingram Micro Cloud work directly with Bam Boom Cloud to provide the implementation expertise and support that's needed to satisfy the end customer. Without having to learn and support a new business practice, the Bam Boom Cloud team is the Microsoft Dynamics 365 Business Central service arm that helps resellers round out their cloud service offerings and capture more of the market.

How does this play out realistically? The answer is that the Microsoft Modern Workplace reseller benefits greatly from the assist. They also get to own the licensing of Microsoft Dynamics Business Central, while also managing the customer relationship. Bam Boom Cloud, on the other hand, gets to rapidly scale their services from hundreds to thousands of partners annually. They were able to because they can focus on delivering and supporting repeatable, quality Microsoft Dynamics 365 Business Central implementations. It's a win-win for both parties.



## Taking the risk out of implementing Microsoft Dynamics 365 Business Central.

The Partner-to-Partner program has evolved to enable Microsoft Modern Workplace partners to not have to learn a new business practice to offer Microsoft Dynamics 365 to their customers. Through the Ingram Micro Cloud network, companies are eagerly taking advantage of Bam Boom Cloud's fixed-price, fixed-outcome, rapid deployment methodology to capture their share of the business applications market. By offering fixed-scope implementation packages, it makes it easier for the partner to know what they are selling and the customer to know what they are getting. This reduces the risk of what could be considered a major investment for small businesses.

**"Our love affair with Dynamics Business Central—an all-in-one, cloud-based business management solution—started in April 2018. It presented the perfect opportunity for us to combine our IT and accountancy expertise to revolutionize our small business clients and uncage their potential."**

Bam Boom Cloud, 2022