

Learning and benefiting together: How TTTech Industrial evolved from a customer to a Microsoft partner



Great things can be achieved from a series of small things coming together. Sometimes all it takes is a good idea and a shared goal to bring about the transformation of a Microsoft customer into a partner. This is evidenced by the story of [TTTech Industrial](#), a company of the [TTTech Group](#), which has more than 2,500 employees worldwide and is headquartered in Vienna, Austria.

Nerve Blue meets Azure Marketplace: From the idea to implementation

With Nerve Blue, TTTech Industrial has developed an open edge computing platform that promotes vendor independence and flexibility. The open architecture allows users to deploy their own software or applications developed by third parties. The platform enables users to reduce system complexity and costs, improve performance, and offer innovative new services to customers. Nerve Blue requires a secure, flexible, and straightforward cloud structure. In its search for a trustworthy provider, TTTech Industrial quickly found Microsoft.

What began in autumn 2019 with an initial meeting at Microsoft's headquarters in Redmond, USA, and an exchange of ideas between TTTech Industrial as a customer and Microsoft as a leading cloud provider, quickly developed into a partnership success story. As a Microsoft partner, TTTech Industrial was able to make Nerve Blue available in the Azure Marketplace as a Transact Listing, and the partnership has already produced joint selling successes in Microsoft's "Co-Sell Program". The shared journey from customer to partner has brought countless benefits for both sides – but let us start at the beginning.

The vision of joint engagement began in October 2019, when the possibilities of working together in partnership were first discussed. Points of contact were quickly identified, further

steps were discussed in several meetings and promptly implemented. The human factor obviously plays a huge role in such a process, and TTTech Industrial and Microsoft proved to be a great match in this regard.

*"No matter how good plans may look on paper, in the end it's about people who want to make things happen coming together because they see value in the solution," says **Thomas Berndorfer, member of TTTech Industrial's Executive Board**. "Personalities often make the difference. There are lots of diverse approaches in industry, but Microsoft showed us from the beginning what was possible, and they were also very receptive to new things."*

This matches perfectly with the Microsoft Partner Program where large partners like TTTech are assigned an account team that accompanies the partner very closely in all processes and helps to create more visibility both within Microsoft, and also with end customers.

Microsoft has been supporting TTTech Industrial since December 2019 from a technological and strategic perspective on its journey towards becoming a successful "Independent Software Vendor" (ISV) in the Azure ecosystem. To aid this integration, various technical workshops were held on Microsoft Azure and IoT Services. In addition, there was a constant exchange about refining the business model and optimising the SaaS offering. This included support from external experts. In January 2021, Nerve Blue was finally ready to be launched on the [Azure Marketplace](#) and made available to a broad public. This means that Microsoft customers can now easily purchase the TTTech Industrial solution with a few clicks through their existing Microsoft payment agreement.

To the benefit of all involved

*"In the course of the process, we quickly realised that TTTech Industrial and Microsoft complement each other perfectly. In our industry, you need a certain market penetration on the one hand, which Microsoft undoubtedly brings, and innovation on the other, which we have provided in this case with Nerve Blue," explains **Georg Kroiss, Ecosystem/Partnership Development at TTTech Industrial**. "For a company of this size, we were surprised by Microsoft's down-to-earth approach. Just as we have learned and are learning on this journey together, Microsoft also wants to continue evolving. And this shared spirit ultimately helps everyone – both the individual players and the industry as a whole."*

Within the Co-Sell Program, partners and Microsoft jointly work on opportunities for sales to Microsoft's customers. Through the interaction of two sales organisations, partners achieve greater outreach, more volume in the respective deals, and ultimately higher speed in the distribution process. Solutions from partners and sales from Microsoft thus complement each other optimally, ensuring a win-win situation.

Partnership at all levels: Microsoft's multifaceted offering

*"You can think of it something like this: Microsoft offers partners a varied bouquet of flowers right from the start, you just have to make a focused choice for the right flower," says **Kroiss**. "The entire Microsoft community has been extremely helpful in onboarding us into the Azure universe. We are now not only conducting joint Co-Sell activities, but also closely aligning our roadmaps to deliver even more value to customers in the future."*

Microsoft's partner offer is as a matter of principle based on three pillars: technical support, go-to-market and the Co-Sell Program. TTTech Industrial has already achieved clear results and success in three areas. Their team is connected with various technical teams at Microsoft Corporation, also at the headquarters, as they help the Independent Software Vendor partner (ISV) to explore new Azure services.

At the go-to-market level, TTTech Industrial has participated in many events, such as the Microsoft Industry Circle Manufacturing in November 2020 and June 2021. At the event, interested customers learn more about innovative solutions for the industrial sector. Microsoft also helps partners share their success stories widely on their platform. In addition, joint webinars are held where Microsoft often offers not only a speaker but also a joint lead generation campaign.

Cooperation takes place in the technical area as well. Microsoft helps its ISV partners stay on the cutting edge of technology and offers the most innovative cloud services so they can enhance their IP solutions for current market needs. The partner has many opportunities to talk to different experts to learn about Microsoft's technology roadmaps.

The objective: Industrial automation on a new level

TTTech Industrial has defined its objective as unlocking the enormous potential of industrial automation. The company combines transformative technologies with practical experience in critical real-time systems in order to offer customers flexibility, reliability and freedom of choice. It helps its customers achieve their goals in smart automation, better data access and more flexible production with industrial IoT solutions.

Beyond the manufacturing sector, the company offers reliable communication for the energy sector. With product platforms that combine traditional automation functions with secure access to IT services and deterministic connectivity, TTTech Industrial offers simple and effective ways to integrate IoT into industrial systems.