



# SK Global Software and SignUp Software partner to expand global GTM



## About SK Global Software

SK Global Software is an award-winning Microsoft ISV offering specialized solutions for global banking, treasury and payments automation.

## About SignUp Software

SignUp Software is a Microsoft ISV and the developer of ExFlow, an accounts payable invoice automation solution built on Dynamics 365.

## Microsoft products

- Dynamics 365 Finance
- Dynamics 365 Supply Chain Management
- Dynamics 365 Business Central

## Industries

Manufacturing, Professional services, Agriculture, Retail

## Regions

North America, Europe

## Microsoft partner since

SK Global Software: 1995  
SignUp Software: 2003

## Outcomes

30+% growth in SK Global-SignUp solution bundle

## Building partner-to-partner connections

The growing ecosystem of the Microsoft Business Applications ISV Connect program helps partners connect and work together to meet common goals. Long-time Microsoft Independent Software Vendors (ISV) SK Global Software and SignUp Software are a great example of this partner collaboration. Both companies build their solutions on Microsoft Dynamics 365, with SK Global Software specializing in global banking and treasury automation and SignUp Software ExFlow focusing on AP invoice automation.

When the ISV Connect program launched, both companies were eager to jump onboard. For SignUp Software, which is based in Sweden, ISV Connect provided the opportunity to expand its geographic reach. "One of our big drivers was to gain access to those markets where Microsoft is very well-known and we are not," said Torbjörn Thorsén, Head of Marketing at SignUp Software. "We've gotten great results through contacts with new partners and new prospects through AppSource, and we've worked with Microsoft to develop those channels even further."

Similarly, SK Global saw an opportunity with the ISV Connect program to move into markets beyond North America, as well as the benefits of having its solution certified in AppSource. "We wanted to be able to expand in other markets and give our reselling partners the validation that the solutions they were recommending to their customers were preferred by Microsoft," said Aynsley Keller, Director of Sales and Operations at SK Global Software. With both companies able to leverage the benefits of the ISV Connect program, they saw an even greater opportunity if they joined forces in their go-to-market efforts by packaging their solutions for an end-to-end customer experience built within the Dynamics 365 interface.

## Creating end-to-end payment processing

The joint SK Global-SignUp solution starts with ExFlow, which handles a company's incoming invoice processing. ExFlow scans an invoice, automates coding, automatically matches the invoice to a purchase order or creates an approval workflow, and, once the invoice is approved and ready for processing, automatically transfers it to SK Global's Treasury Automation Suite, which automatically handles cash management and vendor and customer payment processes.

One customer that is benefiting from the joint solution is Agtegra, a two-billion-dollar farmer-owned agricultural cooperative, and one of the top 10 agronomy and grain cooperatives in the United States.



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**—John Kane**  
Director of Application  
Development  
Agtegra

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**—Paul Forst**  
CFO  
Agtegra

When Agtegra began to implement Dynamics 365, the company also wanted to modernize and consolidate their AP and banking solutions. The SK Global-SignUp joint solution was a streamlined way to meet Agtegra’s goals. Because ExFlow and SK Global’s software are bundled together, Agtegra reduced the number of ISV relationships it had to maintain while getting the value of both. As a result, Agtegra worked with SK Global’s North American delivery and support team for implementation and billing, simplifying and speeding the process. Further, because the bundled solution is built on Dynamics 365, Agtegra can be confident that the product is certified and always up to date with the latest Dynamics upgrades.

After implementing the joint solution, Agtegra has seen the approval time for the 70,000 invoices it processes annually reduced substantially, saving time and effort. “The SK Global-SignUp joint solution has brought efficiencies and useability to our employees,” said John Kane, Director of Application Development at Agtegra. Paul Forst, CFO added “Through the efficiencies provided by SignUp and SK Global, we’re able to spend more time focusing on value added activities to better serve our stakeholders.”

## Growing with AppSource and co-sell

Beyond the ability to work together to market and sell a bundled solution, SK Global Software and SignUp Software have benefited in other ways from their participation in ISV Connect. Having the joint solution on AppSource has led to a number of highly qualified leads that more easily translate into sales opportunities. “We have connected AppSource into our Dynamics 365 CRM, so we can work with leads really easily” said Thorsén. “We can quickly shift any North American leads to SK Global, where they can sell in that market. And we know that if the lead has taken the time to actually click on a link in AppSource, it’s more likely to be qualified.”

“We really appreciate how Microsoft reps helped us combine the AppSource template with intel from Microsoft sellers to create content geared to what sellers in ISV Connect need,” added Keller. “It’s been a real benefit to have AppSource generate so many qualified leads.”



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**—Torbjörn Thorsén**  
Head of Marketing  
SignUp Software



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Director of Sales  
and Operations  
SK Global Software

Engaging with Microsoft sellers through the ISV Connect program has also been critical to the success of the bundled solution in the market. Being part of ISV Connect has allowed SignUp Software to expand its seller relationships beyond the Nordic market into the rest of Europe and North America. "Now we get a conversation going with our Swedish Partner Development Manager (PDM), who talks with the North American PDM," said Thorsén. "With that exposure, now when we put deals into the co-sell opportunities in Partner Center, they're being accepted by the Enterprise Sales Team, which opens another communication channel. That has been really valuable, and it's growing in value day by day."

Microsoft's continued investment in increasing the number of sellers who advocate for ISVs in the Connect program has contributed to a greater than 30% increase in the sales of the SK Global-SignUp bundled solution. "Just recently, the Microsoft selling team creatively presented our solution to an existing managed customer," said Keller. "We didn't have that visibility before ISV Connect."

## Reaching new markets

Going forward, both Thorsén and Keller see the ISV Connect program as critical in helping their companies expand their global reach. "ISV Connect enables companies like ours to get leads from all over the world," said Thorsén. "Plus, since Dynamics 365 is a global product, ISV Connect allows us to establish ourselves wherever Microsoft sells finance and operations-focused solutions."

"We're grateful that Microsoft continues to invest in the ISV ecosystem," said Keller. "Connect is a platform where ISVs can grow and customers can combine their ERP with proven solutions. We're excited to see where it goes."