

# InRule Case Study



## TKG Delivers the Medicine for InRule to Build a Thriving Microsoft Partner Channel in Health and Human Services

**Company:** InRule Technology

**Website:**

<http://www.inrule.com/>

**Country or Region:** United States, IL

**Industry:** Public Sector

### Company Profile

InRule Technology provides software and services that enable you to change rules and calculations in applications without programming. We help you keep pace with changing requirements by making applications easy to update by technical or business people.

InRule Technology delivers InRule®, the Premier Business Rule Management System for the Microsoft Platform. And business rule technology is the only thing we do.

### Software and Services

Dynamics CRM 2013

SQL Server 2012

Windows Server

irX for Microsoft Dynamics CRM

irServer

irAuthor

**Company:** The Kreklow Group

**Website:**

<http://www.thekreklowgroup.com>

**Country or Region:** United States, WA

“The Kreklow Group was instrumental in providing strategic direction, profiling and selection of channel partners, recruitment, brokering relationships, identifying Microsoft business incentive programs and funding, and delivering channel development oversight.”

Rik Chomko. Co-Founder and COO,  
**InRule Technology**

InRule Technology (InRule) knows a lot about rules. They know that organizations need rules to be able to run efficiently and that when rules need to be changed, the business is best equipped to respond. InRule provides software and services that enable users to change rules and calculations without programming, keeping pace with fluctuating requirements by making applications easy to update.

InRule® is the Premier Business Rule Management System for the Microsoft Platform. And business rule technology is the only thing they do.



Proven Experts in Partner, Program and Channel Management

## The Challenge

As a certified for Microsoft ISV vendor, InRule is passionate about the Microsoft channel and eco-system, Leveraging the Microsoft machine and partner channel to go to market was a large part of why they selected Microsoft to develop their applications on in the first place.

With a product ideally suited for healthcare, InRule tried to develop a vertically focussed partner channel on their own; however they soon learned that having close to 500,000 global channel partners to approach made finding the right partners difficult.

Finding, courting and signing a partner took them a long time – often longer than a typical sales cycle for a customer acquisition. And once on-boarded, new partners demanded programs, training, support, marketing collateral and lead generation. In many cases, even after all this effort, partners did not produce new revenue. The investment and risk for InRule was enormous.

While the right channel strategy would reap tremendous rewards, the wrong one would simply drain profits. InRule knew they needed guidance from someone with deep roots and connections into Microsoft. They turned to the experts at TKG for help.

## Solution

TKG met with the executive and marketing team at InRule and implemented their “Ready Set Grow” channel development plan.

Beginning with strategy, the TKG team worked alongside key players at InRule to build a Partner Channel Strategy Roadmap that was aligned to Microsoft’s current healthcare initiatives and go-to-market campaigns for Dynamics CRM.

Understanding InRule strengths, TKG aligned their partner acquisition strategy to three specific market driver areas in healthcare:

1. Medicaid Eligibility
2. Women, Infant and Children (WIC)
3. Healthcare Information Systems

Based on a strict partner profile, TKG and InRule were now armed with a specific set of criteria that enabled them to match targeted SI’s and ISV’s who would fit.

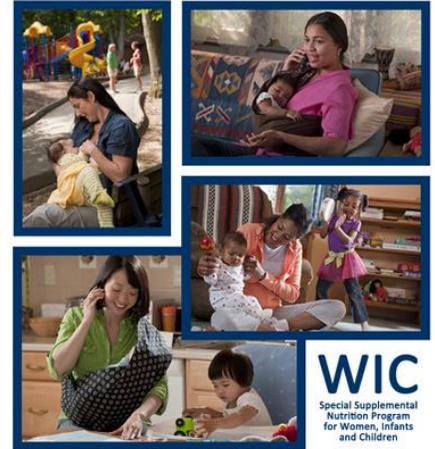
TKG’s deep relationships across Microsoft and the Microsoft partner channel accelerated potential partner meetings so that the on-boarding cycle was fast and the partner pipeline and opportunity funnel began to fill quickly.

In parallel, TKG worked alongside InRule to develop all of the partner program assets required to deliver support, training, marketing assets, software demos and other enablement properties to support a rich, programmatic partner experience.

## Benefits

With TKG leading the way, InRule’s investment in a partner channel paid big dividends. Careful partner selection against a strict set of criteria and well-defined joint value proposition meant commitment to succeed was embraced from the top down through to field sales at both organizations. Alignment with the right sales and marketing teams at Microsoft further enhanced the value proposition.

TKG mapped out a channel strategy that could be measured against a 36 month ROI model. Initial value expected was clearly met when 3 new leads from the channel were delivered and closed within the first 12 months. At the same time, InRule established themselves as a leading partner within Microsoft CRM Healthcare teams, fostering strong relationships that further enhance the credibility of InRule to partners and Microsoft field sales.



“We are thrilled with the results TKG has delivered. Today we leverage Diana and her team for continued support of the InRule and Microsoft partnership. We are planning to replicate this same recruitment and channel building model for our Financial Services practice.”

Michael Bonner -Business Development,  
InRule Technology