



Overview

Country or Region: The Philippines

Industry: IT services

Customer Profile

Headquartered in the Philippines and operating offices in six countries, Gurango Software is an ISV and a Microsoft® Gold Certified Partner.

Business Situation

Gurango Software strives to distinguish itself from its peers, keep up to date with Microsoft best practices and technology, and employ a highly motivated work force to ensure business success.

Solution

Because so many of its employees achieve, Gurango Software can market an educated and motivated team, stay current with Microsoft technology, and win more business.

Benefits

- Impressive close rate
- Rapid ROI
- Motivated work force
- Faster development, higher profitability



Software Company Gives Priority to Microsoft Certifications, Boosts Profits

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Joey Gurango, Chief Technology Officer, Gurango Software

The Gurango Software Corporation strives to differentiate itself from its peers and maintain a highly motivated and educated software development team. The company gives the highest priority to Microsoft® Certification as a means for determining internal promotion, motivating 90 percent of its employees to hold at least one certification. With this selling point, Gurango Software has successfully closed an impressive rate of deals. In addition, the company credits Microsoft Certification in helping to deliver shorter development cycles and faster implementation. Microsoft Certification has also resulted in fewer errors in the development and delivery phases of projects, which has boosted client satisfaction and referrals. Gurango Software is happy to reap the benefits of increased profitability.

“The certification process forces our employees to consider many solutions and pick the one that is the best practice. This means that whatever we execute will be implemented faster and last longer.”

Joey Gurango, Chief Technology Officer,
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Situation

The Gurango Software Corporation has experienced a smooth evolution from its start as a software development outsourcing company to its status as a full-fledged software products company developing its own IP assets. In 2003, the company began offering outsourced software development services to Microsoft partners that were independent software vendors (ISVs). Of the decision for the company to branch out on its own, Chief Technology Officer Joey Gurango notes, “I felt strongly that we would need to find tangible ways to differentiate our company from our peers.”

The company’s desire to distinguish Gurango Software from its competitors is rooted in Chief Technology Officer, Joey Gurango’s, early career. While working as a consultant in Microsoft Dynamics™, particularly with the Microsoft® Business Solutions–Great Plains® software, he discovered that it was imperative to take steps to stand apart from the many other consultants in the field. Gurango says, “There was no real way to promote yourself as legitimate in Microsoft Dynamics technology until the certification program was introduced. The ‘badge of honor’ I received upon earning certification was an incredibly effective way to market myself. I could now clearly demonstrate that I was proficient in that particular technology.”

Gurango Software places a high priority on hiring people who are highly competent in Microsoft technology. However, evaluating and testing potential employees is costly. Gurango Software needed a solution that would help it hire the most qualified and motivated people available without having to spend a lot of time and money.

In addition, the people that Gurango Software does hire need to keep up with the best practices associated with using Microsoft technology in order for the company to

continue to deliver high-quality, long-lasting software. Before offering potential clients a software solution based on a new technology product, Gurango Software needed to feel secure that its developers had achieved demonstrable mastery of the technology.

With these significant goals in mind, Gurango Software chose to place Microsoft certification at the forefront of its business plan.

Solution

By making the certification of its employees a high priority, the Gurango Software Corporation found a solution for each of its needs: to distinguish itself from competitors, to recruit motivated and intelligent candidates, and to maintain a highly educated and capable workforce.

Although not a criterion for employment, Gurango believes that certification not only gives proof that a person is knowledgeable in a given technology, but it also demonstrates that the person is motivated and takes his or her career seriously. Gurango Software finds these two qualities especially valuable. Assigning hiring priority to candidates with certification or those who want to pursue certification helps Gurango Software quickly find the best candidate for the job without undergoing an intense and expensive testing process.

To motivate its employees, Gurango Software makes certification a prerequisite for promotion or advancement. “Anyone that we hire who would work as a technology specialist in any capacity is required to have some form of certification within the first year of employment,” says Gurango. “We also require at least one certification per year from each employee.” This dedication has led the company to employ a work force stocked with technology-educated individuals. “Ninety percent of our full-time employees—that’s 60

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technology specialists and developers—have earned one form of Microsoft Certification or another.”

In marketing, the company emphasizes this point. The expertise demonstrated by the number and quality of the certifications represented within Gurango Software plays a major role in setting it apart from the competition.

The company sought a means to ensure the delivery of the best possible product to their client. Gurango says, “There’s always more than one way to implement a technology or develop a solution. The certification process forces our employees to consider many solutions and pick the one that is the best practice. This means that whatever we execute will be implemented faster and last longer.”

Benefits

By placing a high level of import on employee certification, Gurango Software has achieved an impressive close rate with potential clients and a rapid return on investment (ROI). Its highly motivated work force provides quick and accurate production and delivery processes. Gurango Software even boasts the distinction of being ranked first among Microsoft partners in its marketplace.

Impressive Close Rate

The company’s preeminent position in its marketplace is attributable to its success at closing bids. Gurango states, “Twenty percent of our bids are accepted by prospective customers as a result of the high level of certification our employees have. In every bid situation, we promote the fact that more than 90 percent of our employees are certified in the Microsoft technologies that we are trying to sell.” He continues, “In at least one out of five deals, I think that certification is the clincher. If we didn’t close the additional 20

percent of the deals, then we wouldn’t be in the top spot in our market today!”

Rapid ROI

The investment that Gurango Software makes in certification pays off rapidly. Employees are encouraged to seek certification and are expected to earn at least one certification per year. Gurango Software recognizes the cost of pursuing and achieving certification; employees receive time off to prepare and train, and the certification cost is subsidized. Gurango notes, “We have an ROI on certification of about six months. That return comes in the undeniable shapes of increased productivity, increased business, and increased profitability.”

Motivated Work Force

Certification isn’t a prerequisite for employment with Gurango Software, but there is no question that certification can help get the job candidate in the door. In addition, whether an employee has attained certification is a major factor in the decision-making process for advancement within the company. The expectation for employees to earn a certification every year breeds a highly motivated (and educated) work force. Gurango says, “Our own anecdotal evidence shows that within our team, the people who contribute the most and provide the most productivity within the team are those who have the most number of Microsoft certifications.”

Faster Development, Higher Profitability

“As a result of certifications in Windows Server® technologies with the Windows Server system, our IT professionals have been able to support up to 25 percent more end users, both internally and with our external customers,” says Gurango. The high certification level of the IT team has also proved its worth in the reduction of internal problems. The company equates this reduction with the team’s implementation of

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best practices—knowledge gained expressly through certification.

IT isn't the only team to benefit from achieving certification—the software development team has earned its stripes as well. Gurango notes, “Because of certified professionals in our company, we're able to develop faster than the average development team. We also believe that our implementation of products goes more smoothly and with fewer hiccups than our peers, because our team members really know what they are doing.”

Gurango Software believes that certification increases its competitive edge. As Gurango states, “We come to the bidding table offering shorter development cycles and faster implementation. Because we also deliver fewer errors, we are happy to reap the benefits of more profitability.”

Microsoft Learning

Microsoft Learning builds innovative learning products that enable both individuals and organizations to make the most of their investment in Microsoft technology. Offerings from Microsoft Learning—encompassing Microsoft training and certification, Microsoft Press® books, and Microsoft TechNet publications—include skills assessments, books, certification programs, classroom and lab-format curriculum, e-learning, and other online reference materials. Our goal? To make you a more efficient user of Microsoft technology. Learn more about Microsoft Learning:

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