

Sandhill Consultants boosts its business and bottom line with 10-year CA partnership.



Partner Profile

Name and Title: Paul Mason, Director
Company: Sandhill Consultants Ltd
Location: United Kingdom
Employees: 25
Business: IT consultants and solutions provider
Key Capabilities: Project and portfolio management, business modeling and analysis
Length of CA Partnership: Nearly 10 years

Founded in 1989, Sandhill Consultants and its services have evolved considerably since then. The company is now an award-winning CA partner, working with customers across Europe and North America. Paul Mason, Director of Sandhill Consultants, explains how the relationship with CA has helped to contribute to the company's growth.

Q: What led to your partnership with CA?

A: We were an existing partner of Platinum when CA acquired the company in 1999. Working with CA was a very different prospect to Platinum, and we did have some initial reservations. But CA had a number of market-leading solutions in our key focus areas — project & portfolio management and business modeling — so there were obvious benefits from establishing a close relationship.

Q: What's the extent of your partnership today?

A: We enjoy a rewarding partnership with CA and have great relationships across all levels of the organisation. Although our partnership was initially focused in the UK, this has since expanded to encompass other European countries and North America. We help our customers procure, configure and deploy CA solutions, including CA Clarity™ and CA ERwin® Data Modeller. We have received CA's EMEA Partner of the Year Award for CA ERwin three years in a row.

Q: How would you describe the benefits of working with CA?

A: Our partnership with CA is core to the long-term development of our business and our bottom line. As a CA partner we are involved in joint marketing initiatives, corporate events such as CA World, product user groups and customer success stories. These activities help to not only increase awareness of our company and services but also keep us up to date with CA product roadmaps, industry trends and best practice.

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Q: How does your partnership benefit your customers?

A: We have direct access to CA's technical teams, which means we can offer superior levels of support to our customers. This allows them to maximize their investment in CA solutions quicker and minimize the risk of implementing new technology. CA's ongoing investment in its products is also beneficial to our customers, as they can continue to take advantage of new industry standards and IT advancements through regular upgrades. We are directly involved in product development through regular meetings with the CA Product Business Unit and our participation in Beta Test Programs.

Q: How do you expect the relationship with CA to evolve?

A: Over the past 10 years, the two companies have established the trust and solid foundations needed for a long-term partnership. We are now working with CA to hone our implementation and training services even further to ensure we continue to help our customers get the best value from CA's solutions and their evolving functionality.

About The CA Partner Program

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