

Case Story

Co-Orga GmbH's Journey of Innovation and Excellence

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Vit Coufal
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Origin and Growth: A Journey from One to Many

In the vibrant city of Hamburg, Co-Orga GmbH, an IT company founded by Vit Coufal, carved out a niche in the ever-evolving tech landscape. Vit, originally from Czechoslovakia, ventured into IT in 1999. Beginning as a one-man show, Co-Orga GmbH flourished and transformed into a thriving enterprise with three core pillars: IT infrastructure, software development, and enterprise resource planning (ERP).

One key player in Co-Orga's journey is Jens Graven, who joined the company in 2012 with a vision for business development. Under his leadership, the team grew to a robust workforce of twenty. Now the Vice President, Jens spearheads the IT infrastructure branch, engaging with clients, conceptualizing solutions, and ensuring seamless operations.

Revolutionizing Customer Satisfaction with Managed Services

At Co-Orga GmbH, the Managed Services model has revolutionized customer satisfaction. Through long-term contracts, Co-Orga proactively ensures seamless operations, minimizing downtime and elevating overall satisfaction. Founder Vit Coufal emphasizes, *"Our low churn rates reflect our client's contentment. To sustain this success, we're focused on acquiring more customers and keeping them highly satisfied."*

Co-Orga's unique approach involves bundling Microsoft services with their proprietary offerings, delivering a comprehensive **"Managed Microsoft 365"** package. By fusing Microsoft 365 with third-party services and in-house expertise, Co-Orga provides clients a one-stop solution/service.

"We introduced 'Managed Microsoft 365' in 2020, combining Microsoft services, third-party tools, and our expertise. This comprehensive package ensures our clients receive seamless, integrated solutions tailored to their needs," says Jens Graven, Vice President of Co-Orga GmbH.

About Co-Orga GmbH

Co-Orga GmbH is the trusted advisor for smart IT and digitalization solutions, driving customer businesses forward through the correct use and continuous optimization of IT as the backbone of business success. With two decades of rich experience, they have earned the trust of over 800 satisfied customers, helping them navigate the ever-changing technological landscape with confidence and expertise.

www.co-orga.de



End-to-End Integration

Co-Orga's typical clientele comprises small to mid-sized organizations with 100 to 150 employees. They have successfully offered end-to-end services, seamlessly integrating IT infrastructure, Microsoft 365, and Microsoft Dynamics 365 Business Central. This strategy has proven fruitful, enhancing customer satisfaction and loyalty.

Strategic Bets and Future-Proofing

Co-Orga's success is underpinned by strategic choices:

- Early adoption of a recurring revenue model for stable income and sustained profitability.
- Strategic synergy between recurring subscriptions and in-house services (Managed Services), enhancing customer value and satisfaction.
- Agile adaptation to market trends, ensuring alignment with evolving customer needs and technological advancements (serving on-premises, cloud, and hybrid scenarios).
- Partnership with the distributor for End-to-End Microsoft Cloud Solutions (Companial).

Successful Collaboration with Companial

Since 2017, Co-Orga has partnered with Companial (formerly QBS Group). The Co-Orga team sees a relationship with Companial as pivotal to their growth, and they appreciate the ongoing support, their dedicated Partner manager, and the positive evolution they witnessed in Companial's platforms.

"We streamline our billing process by receiving machine-readable files from Companial, allowing us to automate customer invoices quickly and efficiently. This time-saving approach is crucial for our operations," says Vit.

"I greatly appreciate working with our Partner manager, Martina Plathe. Her enthusiasm to assist and her extensive knowledge are truly commendable. She is always a valuable resource, facilitating connections with technical experts effortlessly. Martina consistently proves to be an invaluable asset, making collaboration enjoyable and highly productive," says Jens.

"It's uncommon to find a customer solely utilizing Business Central without Microsoft 365. In scenarios where different companies cater to the same client, providing end-to-end services proves highly effective. In such cases, if I were managing Business Central without Microsoft 365 licenses for a specific client, I would make every effort to secure those licenses. It's essential to offer comprehensive solutions to enhance client experience and streamline their operations."



Jens Graven

Vice President,
Co-Orga GmbH

Conclusion

In conclusion, Co-Orga GmbH's success story is a testament to its adaptability, innovative spirit, and strategic partnerships. By seamlessly integrating Microsoft solutions with their unique services, they have created a winning formula that keeps their customers satisfied and loyal.

"At first, the cloud adoption in Germany faced resistance. Over the years, attitudes have changed. Today, every customer utilizes some cloud IT elements, though roughly only 10% of our customers fully utilize the cloud IT capabilities. Even though we're optimistic that cloud technology will replace on-premises infrastructure for even our smallest clients," says Vit.

"Innovative solutions and strategic partnerships define our journey. By integrating Microsoft services with our expertise, we've created a winning formula," says Jens.

"We've chosen Companial as our exclusive Partner for all Microsoft licensing, a strategic decision that simplifies the management of relationships, support, and systems."



Vit Coufal

Managing Director,
Co-Orga GmbH

About Companial

Companial is the largest and fastest-growing international network and the leading value-added distributor for Microsoft Dynamics Partners. Companial supports Partners – Resellers, System Integrators, Service Providers, and ISVs – with business and technical services aimed at growing revenue, lowering costs, and improving customer satisfaction. Companial's high-quality Microsoft Dynamics 365 upgrade, development, and migration services, together with its leading Microsoft Azure managed hosting service, helps Microsoft Partners offer better business value to their customers when delivering solutions on-premises and/or in the cloud. Companial is currently delivering and supporting over 1000 Dynamics Partners in more than 40 countries worldwide.

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