

Headquarters: **Denmark**

Moved to Cloud: **2008**

Offerings:

Integration

Application management

Application Lifecycle Management/DevOps

Mobile

Love what you do, do what you love

We're often told that if we do what we love we'll be successful. Nowhere is that more apparent than with the team at Commentor. They describe their work as having fun in the cloud. For Commentor, the cloud has become an enabler of company success by providing customers with a playground of opportunity anywhere they want to be.

Commentor is a Microsoft Gold-certified DevOps partner that supplies customized software solutions for their client's business-critical systems. This company finds fun by being at the heart of the situation and driving change through software development which could explain why they have won numerous partner awards for excellence as an innovation.

A mobile-first world

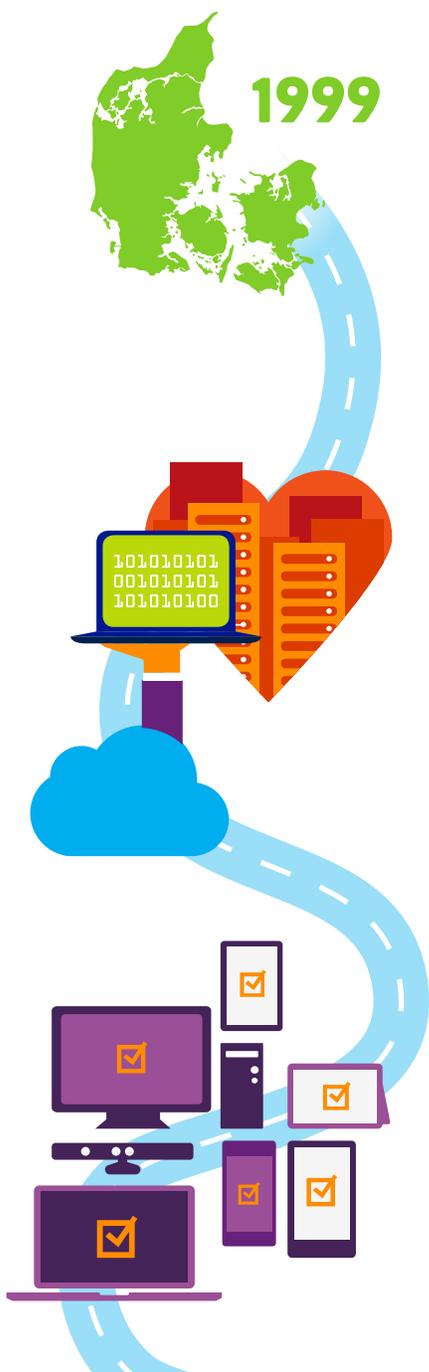
When Commentor first opened for business back in 1999, it focused mostly on on-premises solutions, as did 99 percent of the technology world. But then in 2001, the company became a Microsoft partner and, Commentor gained access to early versions of Microsoft technology and the inside scoop on trends such as mobility and the cloud. These industry trends were already on the minds of its customers.

"We recognized early on that customers wanted to be able to access their data when offsite. The problem was legacy solutions weren't built with mobility in mind. The cloud proved an exceptional enabler of that."

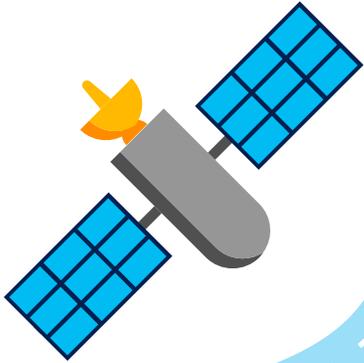


Michael Hove, CEO at Commentor

Seeing the wave of the future here today, Commentor became early cloud adopters in 2008. And so began the



2008



company's cloud journey. The transformative moment though came, when Microsoft entered the fray. "We were already interested in seeing where the cloud was going to go," said Kim Lauritzen, business developer at Commentor. "Then Azure came."

Infinity and beyond

The year was 2011. Azure was only the beginning of what it would become, but that was already worlds ahead of where others were.

"When you look at what Azure has to offer, you end up with a very powerful scenario from which to build on,"



Jørn Floor Andersen, CTO at Commentor

The challenge is getting companies to overcome their misperceptions about the technology. As intriguing as the potential of the cloud seemed to companies, many were hesitant to act due to security concerns. "People used to think on-premises was safer than the cloud," said Anderson.

"They now realize that they can't provide security nearly as well as a company like Microsoft where it's built in and designed from the ground up."

Jørn Floor Andersen, CTO at Commentor

Commentor found a lot of resistance also came out of fear. "In the beginning, I think a lot of IT people feared for their jobs," said Lauritzen. "We had to convince them that the cloud wasn't making them obsolete. It was actually freeing them to do other things to help their business."

A business model in transition

Cloud solution providers don't get as much revenue upfront from customers, but they do better in the end by replacing "one-and-done" purchases with constant steady income flows. These managed services allow organizations like Commentor to build long lasting, mutually beneficial relationships with their clients. These are value-added services. This type of value requires skill, which is why

Key Learnings:

As a Microsoft Partner, Commentor has gotten in early on Microsoft technologies such as then cloud, opening it to huge opportunities to answer the demand for customers to transition to the cloud

- The cloud makes it possible to gain a lot more quality in solutions
- People today can test multiple configurations of their software, at unlimited amounts
- Fixed price, service, or time impact cloud revenue
- Managed services offer the steadiest revenue stream
- The best partners listen to and trade information with you

Commentor trains its people in IT and certifies them in Microsoft technologies.

The company also understands there's significant potential for growth in listening to customers. "People want to have their solutions updated all the time and they want to be the fastest to market to keep people using their solutions," said Lauritzen. "They want change as fast as they've decided they want something new."

Hove sees the need for speed being answered by clients' ability to leverage data to drive updates and make business decisions in many ways.

"I've been in the industry for thirty years, and people have always been gathering data but not really using it. Now we're using it."

Michael Hove, CEO at Commentor

A partnership in motion

These days Commentor is doing a lot of work with Microsoft technology in Application Lifecycle Management (ALM) and DevOps. The goal is to help companies accelerate their lifecycles by automating the building, testing, and delivery of apps. "The first thing we do when we're brought in is to sit down with their business people and developers," said Lauritzen. Open communication leads to open ideas and big results. That gives the customer great value and makes the project a success. Who wouldn't want that?

Commentor works with Microsoft in a similar vein. "We have monthly meetings with them, and in-person ones several times a year," said Hove. "We have a lot of open discussions about the European market and what they intend to do going forward." The companies also have many ongoing initiatives as joint efforts. "We discuss how we can best support solutions and the customer," said Lauritzen. "Microsoft is very helpful there."

Each year brings new opportunities, including some which might come as a surprise. A big one for example, comes from working with other Microsoft partners in the company's ecosystem. Such alliances help Commentor, partner, and Microsoft extend Azure and get more stickiness with customers. According to Hove, "We're



involved with implementing a solution, extending a solution, doing whatever it takes for a solution. Extending the Microsoft interlay on Azure and doing the support and management of the infrastructure itself, we do that together with other Microsoft partners.”

Full speed ahead

By immersing itself in the cloud and new innovation, Commentor strives to stay ahead of the pack. “Today cloud is 30 percent of the business. It will never be 100 percent but it’s growing and could be up to 70% in a short time,” said Hove.

The demand for cloud applications has resulted in the company increasing its staff by almost 50 percent over the past few years, and the increased staff allows them to provide production enhancements where the customer and Commentor see a measurable impact from its services. For example, projects that enable development and testing have proven some of the easier services to sell and deliver.

Commentor also arranges seminars for developers in Denmark and abroad to teach them more about the cloud. Conversations at these gatherings have changed a lot. “Previously we talked about if someone should have an app or have some service put into the cloud, but that’s not the question anymore,” said Hove. “The question is now about the business solution. The cloud isn’t the selling point anymore, it’s just expected.”

Looking back, how would Commentor’s leaders summarize their success?

“We closely cooperate with Microsoft. We’ve been doing this for 15 years and we will continue to because its brought a lot of benefit to each of us. Even if I could, I wouldn’t change a thing.”

Jørn Floor Andersen, CTO at Commentor

**30%
CLOUD**

TODAY

**70%
CLOUD**

ANTICIPATED

**50%
STAFF
INCREASE**



**2016
DEVELOPER
PLATFORM
FINALIST**



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