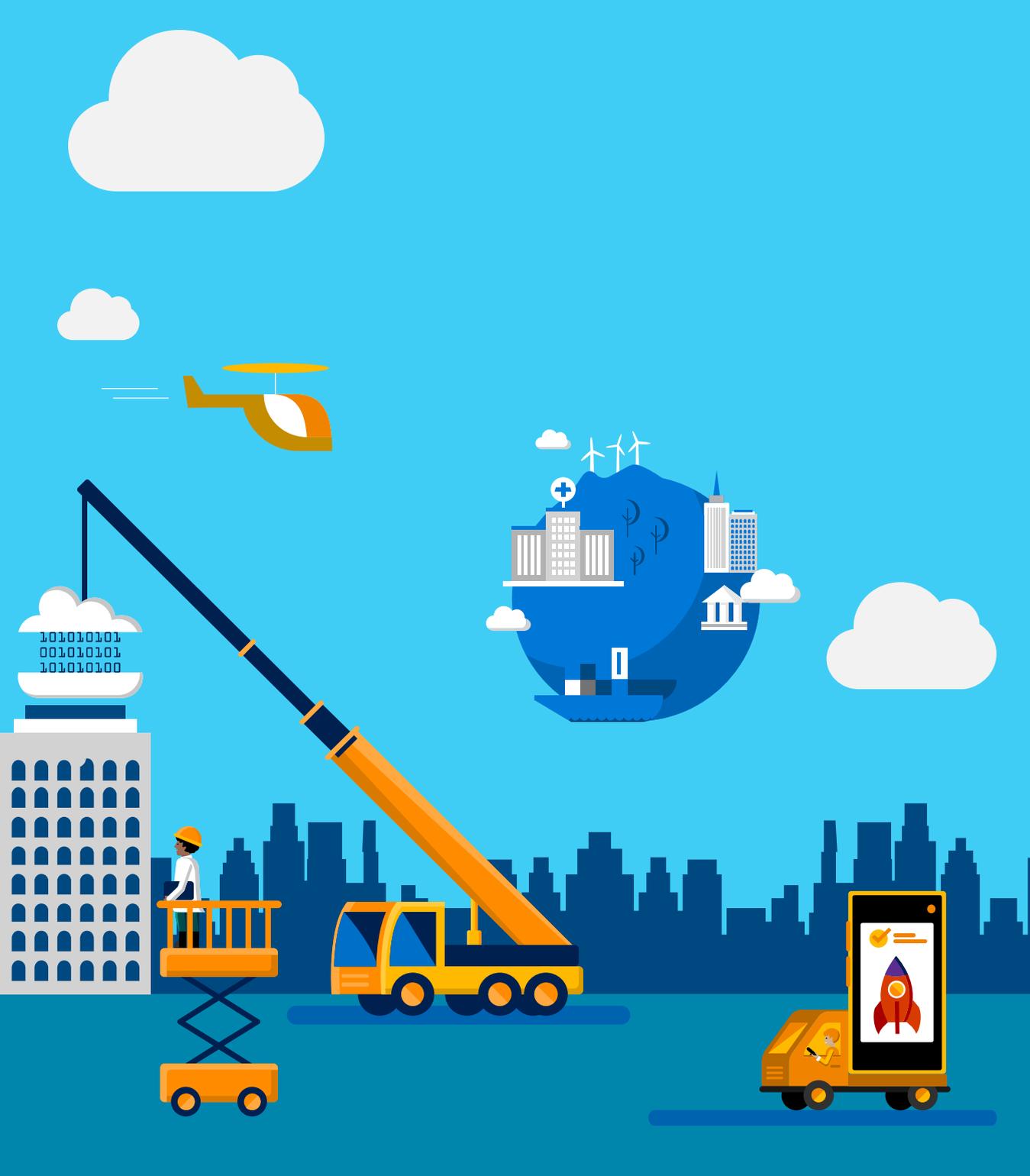# Evolution at InCycle

2017 Partner of the Year
DevOps

Expanding the global footprint

A longstanding company, which serves companies in the infrastructure, building, mining, oil and gas, and utilities industries, came to InCycle Software recently with a business need – they needed a scalable and efficient development platform for their industry-specialized project management software. InCycle, Microsoft's 2017 Worldwide DevOps Partner of the Year, had a solution.

"We were able to come in and help them enhance their processes and target Azure as that platform," said Alex Turner, Director, Solution Architecture, InCycle Software. "We implemented Visual Studio Team Services, which gave them a more efficient DevOps process and pipeline. The target of that pipeline was Azure, in that we implemented Xamarin mobile applications, app services, and Azure SQL data. With all of those pieces together, we were able to support their global footprint, which extended their market share."

Using Azure, InCycle built a scalable and modernized application process that gave InEight the ability to deploy their software 32 times faster through an automated DevOps pipeline.

Implementing solutions that drive value for customers has been the focus of InCycle Software since it was founded in 2002. And in order to drive value, InCycle has evolved over time. "Today, if you want to be successful doing modern apps, then you need to use a cloud," said Martin Rajotte, President, InCycle Software. Microsoft Azure is integral to the work they do.

> "It's about application modernization and innovation. When we look at a customer's legacy applications the Azure service platform makes it very easy for customers to not only realize the value but integrate those Azure services into their applications at a pace that matches their ability to change, their ability to adapt." – Barry Paquet, Director, Azure and DevOps Practice, InCycle Software

Driving value through innovation

InCycle has always focused on driving value for its customers. The company recognizes that in order to continue to grow, it must capitalize on the latest technologies.

"In the past, we've primarily been connected with Microsoft to help sell specific tools into accounts or drive adoption of the actual tools to help customers build their software. This was a very limited relationship with Microsoft." said Nina Stringer, Director of Business Development, InCycle Software.

That changed with the advent of the cloud. "Not only are we able to offer DevOps practice improvement, we've now also brought in to help modernize applications," said Stringer.

InCycle's partnership with Microsoft has been invaluable. As InCycle's business matured, Microsoft concurrently developed a large number of platforms that enabled it to expand its offerings and solutions. "Initially, cloud adoption was an entry. It was devtest," said Turner. "So you would put your lower stage environment into Azure. That quickly became production environments when customers saw the cloud and the ability of Azure for what it could bring to the table. So from devtest to production was a pretty quick leap." Modernizing their approach has helped grow relationships with customers.

Partner to partner insights

- To be successful requires a focus on three components: platform, design, data and DevOps

- The power and versatility of Azure, Xamarin and VSTS have eliminated barriers for building modern applications for customers

- Xamarin allows cross-platform application development from a single code base and through a single DevOps pipeline

- Partnering with Microsoft on proof-of-concept projects helps customers get hands-on, practical knowledge of Azure and what it can do at a relatively low cost

"We've been very successful at helping organizations put in place modern DevOps practices. Often they start asking us not only to automate the pipeline of building those apps but they want us to design and build the right architecture to take advantage of the cloud opportunities that are out there." – Martin Rajotte, President, InCycle Software
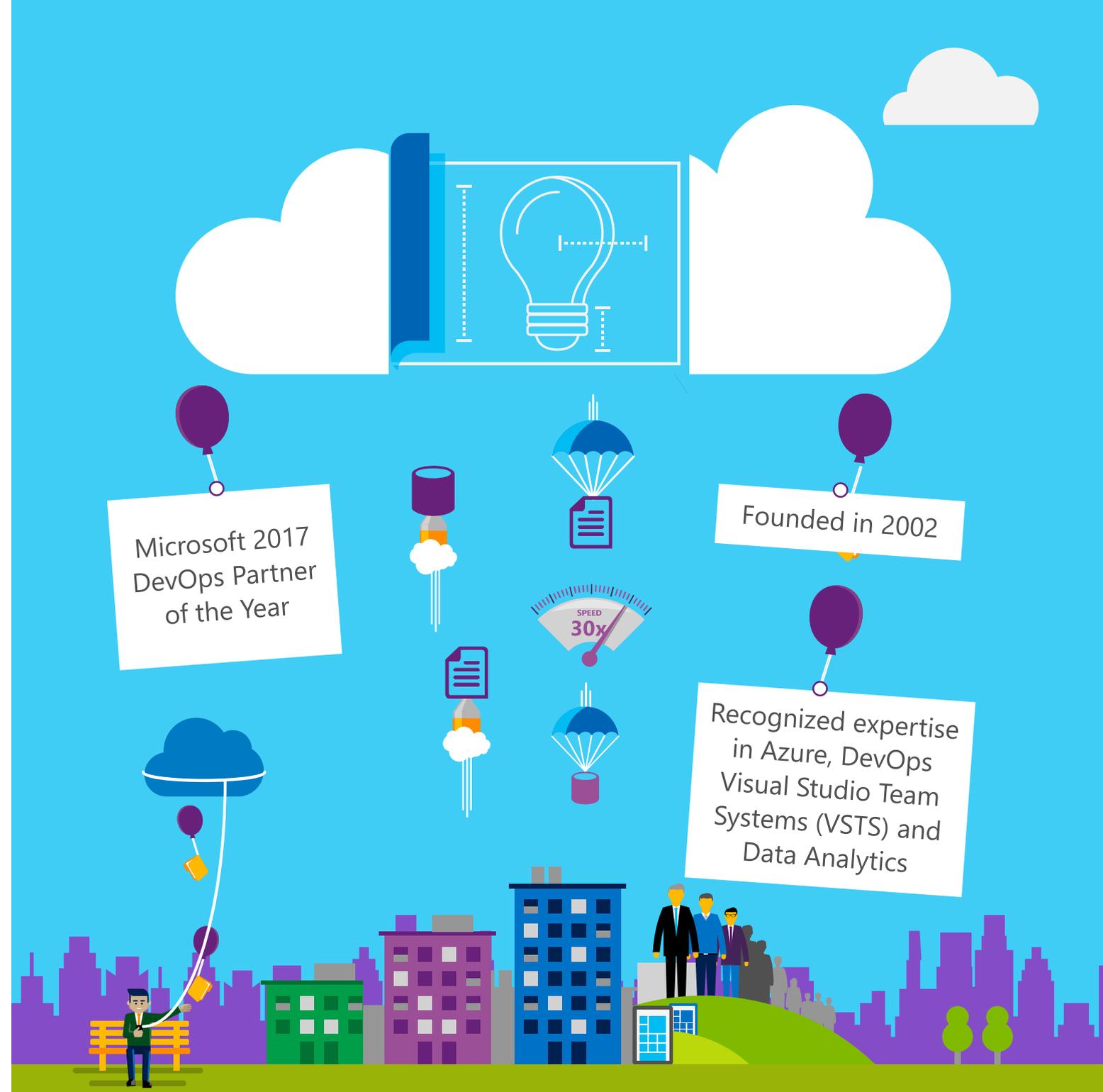
Changing the customer conversation

Moving into the Azure application space has provided InCycle the ability to expand its business. Instead of focusing on just one part of the Microsoft solution such as DevOps or development tools, the InCycle team is able to bring powerful app innovation and modernization to its customers.

"Originally, when the cloud first emerged, the conversations were different," said Turner. "It was about general cloud questions including stability, manageability, those types of things. Those hurdles were quickly overcome. Now, the conversations are about how quickly can we get clients into Azure, or how quickly can we get the return on investment on that."

The company has moved far beyond a singular focus on the DevOps process to modernizing applications as a whole. A conversation about Visual Studio Team Services (VSTS) can open doors for a discussion on how Azure can help a company move from on-premises to the cloud. Azure provides a complete solution around application modernization. "We're not just transforming how you do it; we're transforming the application itself and modernizing applications to be hosted in Azure, moving to the Azure platform. So, it's not solely about DevOps process anymore. It's more about modernizing the application as a whole," said Dan Shea, Director, Professional Services, InCycle.

"The cloud, from our perspective as a traditional DevOps vendor, allowed us to increase our footprint with our customers and to increase the scope of the services we provide for them." – Barry Paquet, Director, Azure and DevOps Practice, InCycle Software

Microsoft 2017 DevOps Partner of the Year

Founded in 2002

SPEED 30x

Recognized expertise in Azure, DevOps Visual Studio Team Systems (VSTS) and Data Analytics

A future focused on data and AI

InCycle will continue to evolve as new technologies are released. One area of growth will be in data analytics and artificial intelligence (AI). "The exciting things we're looking forward to in the future with InCycle is obviously big data," said Turner. "When we start talking about Data Lake services, analytics, Azure SQL Database, we see that data is going to be moved to the cloud as quickly as any of the workloads we did originally."

The company will be investing in everything to do with data. Microsoft services and analytics will provide the tools needed to gain insights from the vast amount of information available to customers. "We think it is a key technology and Microsoft has done a great job building those innovating services, which will make us and our customers more successful," said Rajotte.

Moving forward, the business of InCycle will remain, as always, focused on adding value to the customers' businesses.

"Helping our customers build modern apps makes us build good relationships, build trust, and makes us more relevant to the customer. That's enabling us to bring more value too and build long-term relationships with those customers and make them successful down the road."– Martin Rajotte, President

Partner to partner insights

- Azure and its components enable you to auto-scale and make your application available in all geographies in the world in just a few minutes
- Microsoft's cloud platform and services enhance and expand conversations with the customer, with the potential to grow the business
- Data services will be an area of huge business opportunities going forward

Learn more about
Incycle Software

See the video for this story

Find other Partner Stories