

Client Study: **DotNetNuke Corporation**



INDUSTRY: WEB CONTENT MANAGEMENT SOFTWARE

There are certain times in a company's lifecycle where an opportunity presents itself to take a leap forward towards a long-term, defensible, market-dominating position. Where a deal, business model, an acquisition or executive choice can give a high-growth company even more thrust. If the executive team is already going at full-speed, adding a time- and business-critical priority to their plates isn't a path to success. What that organization needs is seasoned, experienced help they can trust to provide a dedicated focus on grabbing that opportunity.

That was the case of DotNetNuke Corporation, developers of the most popular open-source web content management system for Microsoft's .NET platform. CEO Navin Nagiah knew there was an opportunity for significant growth with a cloud approach that would make their software available to anyone and to any size company beyond just Microsoft shops. It was also apparent that Microsoft Corporation would be interested in ensuring that the most popular web content management software was available on their Azure cloud platform. DotNetNuke saw a win-win opportunity. However, DotNetNuke was already stretched thin and needed help on developing a business proposal for Microsoft Azure.

**“Many consultants feel they need to create new stuff to prove their worth, but New Business Strategies knew how to work within our framework and at the pace we needed.”**

—Navin Nagiah, CEO,  
DotNetNuke

**Finding the right consultant**

For the proposal to be effective and catch Microsoft's interest, DotNetNuke needed to combine the collective expertise of the sales, software development, and marketing departments into a compelling business plan. The DotNetNuke team was geographically dispersed and already had full loads. A dedicated outside resource was needed to develop the proposal under a pressing deadline for the year-end budgeting and planning cycle. This meant combining the executive team's collective intelligence and creating a cohesive vision for the partnership in less than two months.

CEO Navin Nagiah knew his criteria; he needed a consulting firm that was smart, senior, and knew how to ask the right questions; a firm experienced in strategy and business plans that could get things done through collaboration and facilitation. After talking to some larger consulting firms, New Business Strategies<sup>™</sup> was selected on account of its experience in sales and marketing, seniority and a strong endorsement from a colleague.

**The proposal**

New Business Strategies embedded itself within the DotNetNuke executive team to help determine price-points, create financial models and projections, measure ROI and develop a model for a proposed investment in the company by Microsoft. A series of interviews and discussions were conducted with the Chief Marketing Officer, Chief Financial Officer, Chief Executive Officer and other executives. The New Business Strategies team worked through weekends, Christmas and New Years to make sure DotNetNuke had a polished business proposal on-time and within budget.

**“I would highly recommend NBS to companies that are embarking on any strategic business initiative. They are very competent, put the client’s needs first, and work very well as a team.”**

—Navin Nagiah, CEO,  
DotNetNuke

Microsoft was looking for more popular software companies to standardize on Azure as part of their broader strategy across hardware and software platforms. DotNetNuke was looking to Azure as a pathway to a cloud-based product offering available to users outside of the Microsoft ecosystem. Once implemented, DotNetNuke trial users could be up and running in under sixty seconds.

The business proposal that New Business Strategies and DotNetNuke put together included a compelling offering for a strategic alliance. The business case was supported with detailed data, models, financials and informed assumptions. New Business Strategies was the driving force behind the proposal from start to finish.

### **The outcome**

The proposal was well-received by Microsoft. After further negotiations and discussions between DotNetNuke and Microsoft, the strategic alliance was finalized and announced on October 11th, 2012. The terms of their agreement included four years of engineering, sales and marketing support as well as technology assistance. The two companies are working together to bring a powerful Azure-based CMS system to market.

The business plan created by New Business Strategies is an important component of DotNetNuke’s success. The company currently launches over 1,000 software trials each month on Microsoft Azure. That number is expected to triple over the next couple of quarters.

**New Business Strategies™**  
We listen. We craft. We deliver.

408.378.2022

info@newbizs.com

www.newbizs.com

New Business Strategies optimizes the B2B buying-selling process.

© 2000, 2012 by NBS Consulting Group, Inc. d/b/a New Business Strategies™. All rights reserved. For informational purposes only. New Business Strategies makes no warranties, express or implied, in this summary. All trademarks, product and company names should be considered the property of their respective owners.