Make the most of cloud technologies at every stage of the development lifecycle

greymatter

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Who is Grey Matter?

We're a software reseller and cloud service provider devoted to developers, ISVs and technology-led companies. We understand that you face unique challenges; we've been there ourselves and have the T-shirts.

Everything we do is designed to help you succeed and allow you to focus on what you do best. So, when you're looking for the best platforms, tools, and services to meet your technical and commercial requirements, come to us.

We have specialist teams for:

■ ISVs

■ Developer tools

■ Cloud services

■ Mapping + The Location of Things

■ Security

■ Business productivity

■ Education

Six reasons why you should choose Grey Matter

1 Invested in your success

We go all-in from the first conversation to final delivery and ongoing management. We're here to ensure your project is a success and start by spending time to understand your objectives and unique requirements.

2 Microsoft Specialists

As well as holding nine Microsoft accreditations, we're one of only three partners in the UK, and 45 globally, to be recognised by Microsoft as an 'Azure Specialist for ISV'. And as both a Microsoft Direct and Indirect Cloud Solution Provider (CSP), you can choose the model that suits you best.

3 Professional Services

Our cloud architects and engineers provide hands-on support for cloud migration, modernisation, and on-going infrastructure management. Need help with your overall technology strategy? They can help there, too.

4 Mapping and Location Services

From fleet and logistics management, visualising business data for enhanced analysis and monitoring, to smart cities planning and digital twins, our unrivalled mapping knowledge brings innovation to your applications.

5 Everything you need

Only what you need: We also work with a huge range of vendors that offer complementary solutions to Microsoft technologies. We have everything that you need, but we will never try and sell you something you don't need.

6 Supporting you to learn and grow

Get the best from your tools and platforms through our regular events, workshops, and coaching calls. Our specialist teams have thousands of hours of experience across multiple products and love sharing what they've learned.

Services to support you and your customers

Whether you are an independent software vendor (ISV) striving to exceed your business goals, or a managed service provider (MSP) supporting your customers to exceed theirs – our tailored technical solutions and services are here to empower you.

Our services team understand that for businesses to be able to grow sustainably, you need to scale seamlessly, drive down costs, and increase revenue. One of the best and easiest ways to do this is through cloud technologies.

Advising on the best cloud and hybrid solutions, lending a helping hand to migrate legacy systems, and securing IP in the cloud, are just some of the ways we can support you.

Talk to us about...

■ Infrastructure design, migration, and deployment

■ Technical support, managed infrastructure, and health checks

■ Backup and disaster recovery

■ Admin and end user training

■ Data transformation, business intelligence and AI integration

■ Application delivery, design, and re-architecture

■ Mapping tools and integration

■ IoT business model workshops

■ DevOps tools, consultancy, and migration

> "Grey Matter Services offered Visia Software a level of expertise in Azure that allowed us to optimise our software and make use of scalability. We are now able to offer a great performance for our clients during peak times, while making savings by cutting unnecessary costs during quieter periods. We would recommend Grey Matter Services to any organisation considering using Microsoft Azure."

Mitch Thraves,
Visia Software Limited

Azure

Microsoft has recognised us as an Azure Specialist for ISV in 2020 and 2021, and for good reason. We have a whole team of Microsoft certified Azure engineers and architects able to support you at every stage of your cloud journey. Here are just some of the services we offer.

Azure Discovery Sessions

A challenge that many of our customers face with their cloud adoption projects is not knowing where to start. You won't necessarily know the skills and resources needed to push a project forward until you've spoken to an experienced Cloud Architect.

At this discovery stage, you can talk to a member of our technical team. They will work with you to understand your current deployments and suggest a cloud adoption plan that includes recommended architecture and associated consumption.

Azure Design Service

Do you need support designing an Azure architecture for your move to the cloud? With this service you can work with one of our certified Cloud Architects who will create a detailed architectural diagram that explains how to configure your solutions and/or infrastructure in Azure.

Azure Health Check

Does your Azure infrastructure adhere to best practice? And, importantly, is it equipped to support your business' growth aspirations? Our Azure Health Check has been designed to evaluate these questions and present you with a detailed overview of where you can make improvements to get the most out of your investment in Azure.

Azure Cost Analysis Assessment

How can you save money on your Azure subscription? With their years of licensing experience, and the help of Microsoft Azure analytics tools, our Cloud Solutions and Licensing team can assess your existing Azure subscriptions and make recommendations that have zero negative impact on you or your customers.

With this service we were able to save Guestline almost £250,000 a year on Azure.

Azure for your customers

If you're selling Azure subscriptions on to your customers, we can also provide these services to your customers on your behalf to help you accelerate your resale business.

Azure Skills Enablement

Azure skills shortages can be one of the biggest blockers to the adoption of Azure. Our training providers can help you get skilled up in the following areas:

- Microsoft Azure Administrator (AZ-103)
- Microsoft Azure Fundamentals (AZ-900)
- Microsoft Azure Security Technologies (AZ-500)
- Developing Solutions for Microsoft Azure (AZ-203)
- Azure Architect Technologies (AZ-300)
- Microsoft Azure Architect Design (AZ-301)
- Microsoft Azure DevOps Solutions Fast Track (AZ-400)

Microsoft 365

Microsoft 365 is a suite of productivity and security tools that includes Office 365, Windows, and Enterprise Mobility + Security.

Microsoft 365 for you

If you're only using one or two tools from the suite you may find it more cost effective to consolidate your estate by migrating to Microsoft 365.

Our technical team can support migration from any platform and implement into your business. They can deliver comprehensive admin and end-user training taken straight from best practice across the whole suite of tools in Microsoft 365, including Microsoft Teams. Maximise your investment and resources by taking advantage of our decades of licensing expertise.

Microsoft 365 for your customers

We can also provide you with support and resources if you're selling Microsoft 365 into your customer base and Go-To-Market advice if you're building Microsoft 365 solutions.

Microsoft 365 Health Check

Get to know the full potential of your Microsoft 365 investment with a health check. We'll look at your existing Microsoft 365 environment and help you determine if you could be making better use of its capabilities. And, if you don't need everything you're paying for, recommend an alternative licence.

Microsoft 365 Discovery Workshop

Our Microsoft 365 Discovery Workshop has been designed to give you a taste of the full suite of products and their capabilities before you take the plunge and invest. You'll be able to see which elements could be implemented to support your business requirements and which licence that would equate to.

"Thank you from all of us. It was a painless migration to Office 365 and a smooth transition to using Microsoft Teams, the handover documents and user guides are a massive help. I'm really pleased how we all pulled together to make it happen and we're looking forward to experiencing the benefits of better collaboration and the remote working tools."

Steve Matthews, Riskmonitor

If you're a Microsoft Indirect Reseller and have customers in need of these services, we can deliver them on your behalf.

Microsoft Mapping

Maps are not just driving apps today; they are driving economies too. If, as is commonly estimated, 80% of all business data contains a location component, it is critical to understand how business can make the most of location services.

Microsoft Bing Maps

Bing Maps is Microsoft's mapping platform that brings geospatial and location intelligence to enterprise applications and cloud solutions. Added to business data as the visualisation layer, Bing Maps delivers accurate, dynamic maps. The suite of APIs makes it easy for developers to build powerful services and solutions for rich user experiences and improved business performance.

Bing Maps + familiar tools

Bing Maps integrates seamlessly across the Microsoft stack: SQL Server, SharePoint Server, Dynamics 365, Azure, Windows 10, Microsoft .NET, Office 365, Visual Studio, PowerApps and more.

Turn business intelligence into location intelligence

Grey Matter is a global distributor of Microsoft Bing Maps. We work closely with developers and ISVs who want to build innovative solutions for location-based services such as logistics and fleet management, route planning, spatial analysis, apps for iOS and Android. REST Services are available for .NET developers.

The Location of Things

Real-time location intelligence and geospatial analytics are critical for managing IoT devices, helping to create accurate forecasts, predict behaviours, even identify weather patterns. Use the intelligence of Microsoft Maps to gain real-time insights to make data-driven decisions across IoT innovations including Digital Twins, Indoor Mapping, Smart Cities

Building Together

To get started with Microsoft Maps, or to discuss your project or use case, contact the Grey Matter team of mapping specialists.

mapping@greymatter.com | +44 (0)1364 655 133

Direct CSP and Indirect CSP - which model is for you?

**There are pros and cons to both models and there is no 'one size fits all'.
We can help you make sense of which will work best for you.**

CSP Direct Customer

This is the model for you if you want to consume Azure services internally. For example, if you have a SaaS application charged to end users on a per-user per-month basis. Alternatively, you can use the Hosting Exception rule to provide a custom solution using Azure services – without reselling or redistributing Azure services to your customers.

You would typically charge your customers based on your hosted solution. All the Azure resources in your customers' products and services would be created and managed within your own Azure tenant and would be shared. You would need to consider your Azure hosting charges associated with each of the products and services you provide to your end customers.

As the customer you would be billed for all your own Azure usage for any Azure CSP subscriptions provisioned by us.

CSP Indirect Reseller

This is the model for you if you want to resell Microsoft CSP subscriptions, directly support your customers and manage isolated tenants for each. You would be permitted to resell the Azure hosting charges directly to your end customers.

You would be classed as a Cloud Solutions Reseller and billed for all Azure usage from each of your customers' Azure CSP subscriptions. These identities and Azure services would have tenant-level isolation. Grey Matter would provision these subscriptions.

Omnichannel

Sometimes there isn't a straightforward answer and it's possible to use both models if they fit how you intend to go to market.

Confused? It's what our experts are here for! Get in touch and we'll be happy to help.

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isv@greymatter.com**

Our Microsoft Partner Programmes

Grey Matter Microsoft ISV Partner Programme

This is for independent software vendors and technology partners that are using Microsoft technologies to create their own solutions to sell into a specific customer base.

We'll provide you with the platform and support that you need to purchase and deploy Microsoft Azure, manage your consumption, take your solution to market and resell cloud subscriptions as well as your own IP.

Onboarding

Our Microsoft Business Development Manager will get to know your Microsoft partnership aspirations and outline where you can leverage our partner programme to achieve them. They'll also introduce you to our subscription and cost optimisation platforms.

Operational

We'll set up a regular cadence of reviews so that we can support your attainment of Microsoft competencies, submission of Microsoft marketplace listings, keep you up to date on incentives, and all things Microsoft.

Our dedicated team of Microsoft licensing specialists are also on-hand to provide clarity on even the most complex of licensing scenarios.

Technical

Microsoft Cloud Discovery sessions are included. These are short sessions designed to support you. Our certified cloud solution specialists will get to know where your aspirations can be aligned to Microsoft solutions and outline appropriate next steps.

Break/fix support delivered by our team of Microsoft certified engineers is included as standard and is backed by Microsoft Premier Support which ensures priority escalation.

Subscription management and optimisation

We want to make sure that you are making the most out of your investment in Azure. So, we are continually investing in our GMCirrus subscription management portal which allows you to easily manage your subscriptions and users.

We also provide a Microsoft Azure Cost Optimisation Assessment which will identify opportunities where licence efficiencies can be made, resulting in cost savings.

If you're looking for ongoing proactive optimisation recommendations we can supply this at an additional cost for Azure and Microsoft 365.

Training and certification

We can offer a 40% discount on Microsoft technical certification training and provide free Microsoft exam vouchers. You'll also get first dibs on spaces at our regular webinars and events.

Go-To-Market

With our partner programme it has never been easier to get your solution in front of your audience, whether you aspire to take your solution to other Microsoft Partners (P2P) or direct to end customers (P2C).

Our Indirect Reseller programme provides you with the tool, platforms and professional services to sell cloud subscription as well as your own IP. We'll help you get in front of a global audience with a coaching session on how to use Microsoft's commercial marketplace. And facilitate access to the audiences reached by our global group of companies that operate under Wayside Technology Group in the UK, Europe, US and Canada.

If you're deploying a new proof of concept (PoC) environment, we can also support by providing access to Microsoft Azure credit.

Grey Matter Microsoft Reseller Programme

This is for businesses that want to resell Microsoft Azure and Microsoft 365 subscriptions to their customers.

Onboarding

Our Microsoft Business Development Manager will get to know your Microsoft partnership aspirations and outline where you can leverage our partner programme to achieve them. They'll also introduce you to our subscription and cost optimisation platforms.

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Microsoft subscription optimisation

Help your customers make the most out of their Microsoft 365 and Azure licences with access to a range of optimisation services. One-off assessments for Microsoft 365 and Azure will identify immediate opportunities for your customers to streamline their licences. If continual optimisation is required, we have optimisation tools for Microsoft 365 and Azure which can be deployed to proactively monitor user adoption and usage.

Microsoft subscription management

Easily manage cloud services on behalf of your customers from a simple dashboard.

If you want to empower your customers to self-serve their licences, there is the option to upgrade to a self-service marketplace where you can brand your storefront, define pricing and mark up, and integrate online payments and billing.

Training and certification

We can provide Microsoft sales and technical training. Help your sales team uncover opportunities with their customers and your technical team deliver added value with technical expertise.

We can offer a 40% discount on Microsoft technical certification training and provide free Microsoft exam vouchers. You'll also get first dibs on spaces at our regular webinars and events.

Go-To-Market

To support you getting the Microsoft message out to your customers, as part of our Reseller Programme you get access to a range of Microsoft assets that you can customise and rebrand.

You can also earn Marketing Investment Funds (MIF), paid quarterly, to support your Microsoft Go-To-Market activity and reinvest in professional service delivery for your customers.

Other licensing models

If you're currently utilising the ISV Royalty Program or SPLA Licensing, then we can help you update your licensing model to CSP.

ISV Royalty Licensing

What is ISV Royalty? It's an on-premises global licensing program for ISVs and software developers who integrate Microsoft software into their on-premises solutions. Microsoft software is licensed for use within your own applications and then provided to your customers as a unified solution.

SPLA Licensing

What is SPLA? It's a hosted global licensing program. Microsoft software is integrated into hosted solutions and distributed to end customers world-wide, licensed on a monthly basis.

GMCirrus

Both of our Microsoft Partner Programmes give you access to our subscription management portal, GMCirrus.

It enables you to easily buy and manage Microsoft CSP products along with other cloud-based applications and services, either for Direct or Indirect sale.

We're here to help you drive growth, efficiency, and resilience. Our platform is backed by our support services, licensing knowledge and dedicated account management.

What does GMCirrus let you do?

■ Easily buy and manage Microsoft products along with other cloud solutions

■ Add and remove licences easily

■ Access up-to-date pricing

■ Control Microsoft Azure and Office 365 consumption with usage notifications and automated invoicing

■ Save time and hassle with self-service

■ View all previous orders that have been placed on the portal

■ Set budget alerts for Azure, so that you get notified if you're close to meeting your preferred spend for Azure

Additional advantages on Indirect

■ Use the portal as your own branded marketplace to sell Microsoft and/or your own cloud apps and services

■ Collect Microsoft recognition and rebates that count towards your competencies

■ Create custom pricing policies

■ Automate customer billing and send branded invoices automatically using recurring billing methods

■ Manage end-customers' subscriptions (add / remove licences, add-ons, suspensions)

■ Create a support ticking system for your customers

Surveil

Understand the 'why' behind your cloud costs with Surveil cost management reporting.

Using read-only access and powerful AI, Surveil monitors Microsoft cloud environments and delivers actionable recommendations. You'll gain insights that will enable you to optimise your costs and increase productivity. At the same time, you can manage role-based access. It covers:

Azure cost and usage overview

You can see summaries of Azure costs and usage based on resources or resource groups. Sort and filter the data to create a view that best suits your needs. Export data to a .cv format if needed.

Financial operations

You can view a complete summary of your investments in Azure, viewing costs per department, workload, or category. This means you can see what resources are used by which part of the business and immediately identify any areas where resources are being under-used.

Recommendations

View recommendations that are individual to your environment. See suggestions on reservations, idle resources, and hybrid use benefits which you can action immediately.

Alerts

Set and edit multiple alert thresholds on budgets. Create an alert to notify you whenever a new service item is added to the Azure tenant.

IP addresses

Monitor and report on any external IP addresses created.

Resource planner

The easy way to assign and monitor tasks. You can create and schedule tasks and reminders to help you manage your resources. For example, you can schedule a task to delete a VM by a certain date and assign it to a team member.

Azure tags and custom tagging

Report, analyse, and break down costs by tag values specified in Azure. You can also review, clean up, and update tags with a custom tagging engine.

Nested resources

Create rules that allow you to automatically allocate costs accurately to nested resources.

Azure technical categories breakdown

See a detailed breakdown of all technical categories and services in Azure.

Role Based Access Control

Specify user permissions in your organisation ensuring appropriate levels of access across teams and individuals. Stay secure with multifactor authentication.

Want to learn more about these capabilities? Request a demo.

Case Study

> "Grey Matter has been a fantastic support throughout the entire project, working closely with us to deliver on our objectives. They also went above and beyond to positively impact our profitability. Providing advice and services in support of ensuring we were using Azure efficiently and that we were enabled to make the most of our Indirect CSP Reseller status.

Clare Elford – Clue Computing

Finding the right delivery model for Clue Computing

Clue is an investigation case management and intelligence platform. Grounded in sector expertise, it is trusted by the world's leading intelligence and investigation teams, including police, government, not-for-profit and private organisations.

Objective

To fully optimise in the cloud in support of their business expansion.

Solution

Grey Matter reviewed Clue's existing Azure subscription and suggested that the Indirect CSP reseller model was a better fit for their customers. It enabled tenant-level isolation, simplified billing management, and access to revenue recognition and rebates via their Microsoft certified partnership status.

Benefit

Clue is now taking full advantage of operating as an Indirect reseller through Grey Matter.

Case Study

> "[We] ended up choosing Grey Matter as they seemed to have the right combination of scale, level of care and product knowledge to help us and our customers in the right way. "

Andy Richardson – Influential Software

influential

Microsoft Channel Partner Support for Influential Software

Influential Software is a team of 80 UK-based developers, consultants, and support experts. They create bespoke software solutions for a wide range of organisations, from FTSE 100 enterprises to local business.

Objective

To formalise their channel partner relationship with Microsoft as an Indirect Reseller.

Solution

Microsoft recommended that Influential get in touch with an Indirect Cloud Solution Provider (CSP). Grey Matter was recommended as one of three providers and chosen by Influential. Grey Matter supported Influential Software to navigate the Microsoft Partner Portal, communicate partner-led benefits to their customers, and increase their number of Microsoft certifications.

Benefit

Influential Software was able to achieve their Microsoft Gold Partner status in a short space of time.

Case Study

> " Grey Matter has become a valued and true partner for Guestline. Working with them and their Cloud Know How experts has been a pleasure and we look forward to a long-term and beneficial relationship. "

Simon Larkin – Project Manager, Guestline

Guestline

Azure optimisation for Guestline

Guestline provides SaaS solutions to the hospitality industry. Their solutions enable hotel groups and independents of all sizes to achieve maximum occupancy at the most profitable rate. Based in the UK, they're now growing revenues in 25 countries.

Objective

Guestline wanted to move to a new Microsoft Cloud Solution Provider (CSP) that delivered enhanced guidance, better project support and improved cost savings.

Solution

Our services team completed the transfer from Guestline's old CSP to Grey Matter and then conducted an in-depth Azure health check and cost analysis assessment.

Benefit

Greater peace of mind and the ability to work more dynamically, provisioning resources for products as and when needed. The cost analysis assessment revealed savings of nearly 90% on Azure expenditure.

What do our customers say about us?

"Grey Matter and their platform GMCirrus have provided us with a streamlined way to manage all our key Microsoft licensing requirements. It's quick and easy to see our existing licences and subscriptions or to add or remove licences or components. We also have access to a team who have experience across the Microsoft platforms to support us with any licensing or technical queries."

Angus Hamilton, CTO, Search Laboratory

"Having struggled with several companies for months trying to resolve complicated migration issues, domain changes and email transfers, I was finally put in touch with Grey Matter. They took time to fully analyse the issues we were having, listen to our requirements and through perseverance managed to resolve all of the issues where others had failed. My systems now work perfectly, and my long-term IT support provider is selected. Thank you again Grey Matter."

Robert Miles, Immersa Limited

"DDS provides geospatial data and software for the whole planet and is honoured to distribute Microsoft Bing Maps to the German market. In this regard we are in close collaboration with Grey Matter who support DDS in many ways to fulfill our customers' requirements. Their knowledge regarding all kinds of licensing questions is just as outstanding as their ability and willingness to provide customer friendly licensing options that we are happy to implement for our clients."

Andreas Lehr, DDS Digital Data Services GmbH

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