



Dynamics Matters
Podcast

Episode 2 - An outside-in perspective

With Sarah Barratt - Alliance Marketing Manager



the results company



Sarah is the new HSO Alliance Marketing Manager. Coming from a background in Life Sciences, she gives a unique perspective on what makes a winning partnership.

IT and Life Sciences: Similarities

Both industries have a focus on research, development, and innovation. In Life Sciences, this could be to develop better healthcare and new treatments like cancer drugs. You are constantly pushing boundaries in the search for and development of new ideas.

In IT, there is a similar focus on innovation and the pursuit of new digital and transformative capabilities. The focus is on giving businesses the tools they need to grow and to deliver better products and services more efficiently. And much like Life Sciences, there is a continual drive for progress. Both fields are at the forefront of research.

IT and Life Sciences: Differences

Working in IT, at the sharp end of technology, you are only ever limited by your imagination. For this reason, there's a drive to help organisations widen what they think is possible, and achievable, with the technology they have.

In Sarah's experience, Life Sciences tended to be more reactive in terms of technology, taking existing, older software to the edge of its useful life, and often beyond. A lack of deep understanding could also hamper the ability to get the most value from it. A similar trait is seen in many industries.



Top Tips for Joining an IT Company Remotely

As exciting as change is, there will always be challenges when starting work in a new field, especially taking on a role during a pandemic and needing to develop new relationships.

Only meeting online and not face-to-face is tricky, so it helps to be comfortable with the technology you'll be using to communicate. Being confident about Microsoft Teams is certainly an advantage.

Even so, you won't have those everyday conversations you might have in the office. To mitigate that, it helps to do as much research as possible, to be aware of the company, what they do and the industry they operate in.

To work in this environment, you need an open mind. Things are constantly changing: some to do with lockdown, others with changing technology. Being adaptable and curious is an absolute must.

And have faith in your transferable skills. Skills learnt in an external industry can be incredibly useful and offer new perspectives – it's quite likely for this reason you have been hired.

Definitely learn your acronyms. There are so many in IT. In fact, it helps to print them all out and stick them on the wall. Most calls and meetings involve them, so start learning (and using) them.

The Benefits of the Microsoft Partner Network



Microsoft is so well known, such a globally successful business, at the forefront of technology, and people know Microsoft will have solutions for their needs. On the flip side, because they are so vast, with such a wide-ranging technology stack, some businesses will struggle to identify the best fit for them. They know the right solution is out there but don't know what to focus on, how to implement it, or even where to start.

This is where the Microsoft Partner Network adds significant value. Microsoft Partners are able to guide business owners or managers, working with their teams, and help them identify the right technology and best approach to deliver their ideal outcomes. This makes selection and implementation much less daunting.

Microsoft is committed to developing the best tech solutions for the evolving needs of users. As an award-winning Microsoft Gold Partner, HSO shares Microsoft's global vision to empower every person and organisation to achieve more.

The benefits of utilising a partner – training, consultancy, full end-to-end delivery – are invaluable. And there will always be a

partner out there to suit your business's size and needs.

Internally too, we see the power of the Partner Network: we become part of a community, with training, learning and development opportunities, and the chance to connect with other partners. The close relationship between HSO and Microsoft is hugely beneficial to our clients. We have that in-depth technological knowledge and expertise, a sound understanding of 'the stack' (a pile of software systems that work together for a particular purpose) and are backed by the foundation and support of Microsoft and their global community.

Working with different companies in a multitude of different industries, our approach is always based on collaboration with your people: it's only through people that projects in the real world can succeed.

Steve Jobs: "Technology is nothing. What's important is that you have a faith in people, that they're basically good and smart, and if you give them tools, they'll do wonderful things with them."

Contact HSO



Contact Michael Lonnon

mlonnon@hso.com

07849087668



the results company

1st Floor, Enterprise Point, Altrincham Road, Sharston, Manchester. M22 9AF | T +44 (0)161 300 6060 | info-uk@hso.com

HSO is a leading global technology and professional services company, delivering successful business transformations, using Microsoft cloud business applications, data and analytics, that improve results of our customers. As a Microsoft Solution Integrator, HSO innovates, designs, implements, integrates, optimises and manages business processes and applications based on Microsoft Dynamics 365, Microsoft 365 and Microsoft Azure.

With over 1000 professionals throughout Europe, North America and Asia, HSO combines innovative technology with extensive industry expertise in retail, distribution, manufacturing and (field) services and unique global delivery capabilities to help customers achieve and maintain competitive advantage (anywhere) in today's digital and global world.

HSO has been part of Microsoft's Inner Circle since 2007, the top 1% of best performing Microsoft partners worldwide. Visit www.hso.com for more information