



STRATERIO

Straterio provides companies with an analytics application to model risk, potential, compliance, growth, and more. The solution features strategic mapping to support corporate governance.

Microsoft products

Office 365
PowerApps
Common Data Service

Industries

Retail
Financial services
Manufacturing

Organization size

Small
(less than 50 employees)

Countries

Norway

Office365 partner since

2017

Microsoft Power Platform unlocks new market opportunities for Straterio

Bring innovation to life

Seeking the best path to help companies better manage both risks and potential using predictive analytics, Straterio looked to Microsoft Business Applications. With PowerApps and the Common Data Service, the small, nimble organization was able to quickly build an app that has established Straterio as a go-to software vendor for corporate governance. The Straterio app models a wide variety of scenarios, from natural disasters disrupting supply chains, to new regulations tightening compliance at financial services firms. Straterio has helped retail cooperatives, banks, and manufacturers throughout Norway boost “future awareness” within their corporate governance structures and execute against strategic goals.

After seeing significant numbers of customers migrate to Dynamics 365 and Office 365, Straterio founders decided that integrating their app into the Microsoft Business Applications technology stack was the right move. Not only did this increase the pool of potential customers, but it also alleviated customers’ concerns about storing data in a third-party app, since data would not need to leave their existing Office 365 tenants. As a result, Straterio quickly gained mindshare with customers in industries like retail and financial services, where security is a top priority.

Speed up development and boost margins with PowerApps

Straterio was an early adopter of Microsoft PowerApps, using the low-code and no-code options and drag-and-drop features to rapidly build its analytics app and quickly define the user experience. Straterio also benefited from using the Common Data Service, which streamlined development with easy-to-create, business-focused definitions of data structures. With these efficiencies, the PowerApps development model helped Straterio cut its development workload by 80 percent.

It now takes just a few days for Straterio to develop new features for its app—a process that used to take up to one month to complete. As Straterio’s development time dropped, the company watched revenue margins climb to 60 percent.

“ Our ability to approach bigger and bigger customers is directly tied to our partnership and strong collaboration with Microsoft. Customers appreciate that partnership. ”

— Steinar Høier, CEO, Straterio



Outcomes

- Cut development workload by **80%**
- Reduced time to build new features from one month to **a few days**
- Secured revenue margins of **60%**

See for yourself—check out the Straterio Analytics app on [AppSource](#)

Visit the [Microsoft Partner Network](#) to learn how to build a Microsoft Business Applications practice



Build meaningful, easy-to-use solutions

Straterio's app is instrumental in helping organizations evaluate risks and potential to make better business decisions. In 2017, Coop Nord, a retail enterprise with more than 1,000 employees and \$3.5B Norwegian Kroner in revenue, started the process of redefining its strategic objectives and organizational roadmap. The enterprise engaged with Straterio to provide its board clear insights on market risks, which could be used to inform the company's strategic plan. Not only did the Straterio app enhance transparency and collaboration between the board and top management, it also served as a blueprint for implementation. Coop Nord used the app's Improvement Plan module to operationalize its strategic plan down to a set of projects, tasks, and workflows to make it happen in the real world.

Fuel opportunities by partnering with Microsoft

Since it started in 2017, Straterio has grown its partnership with Microsoft from connecting with the regional office in Norway, to working with headquarters in the U.S. Straterio has worked closely with the Microsoft Business Applications team to help refine PowerApps, providing input on how the platform could best support developers. Moving forward, Straterio plans to take advantage of Microsoft co-sell opportunities, with the aim to attract larger companies and take its app into new markets like Southeast Asia.

Straterio is also collaborating with Microsoft R&D to enhance its analytics app with machine learning, AI, and Power BI capabilities, in an effort to provide precise future assessments and predictive forecasts.

"We've built a strong, two-way partnership with Microsoft, where we collaborate with their development team to enhance the capabilities of PowerApps in order to make our customers happy. Microsoft really wants to support us and wants us to succeed."

— **Steinar Høier**,
CEO, Straterio



PowerApps is a phenomenal tool to develop business applications. You can build screens in no time, and it's really easy to build according to customer specifications. Development time has gone from a month to a few days of work. It's a new world.

— **Jørn Halonen**, CTO, Straterio

