

## An Interview with Andy Link, President of jLAN Technologies™, a Certified for Microsoft® Dynamics Partner

*“Today we presented our jLAN Mobile application as part of the CfMD series. The event was very well attended by over 45 partner organizations and I have received tremendously positive feedback. This type of promotion and exposure is terrific and certainly makes our investment in the CFMD program worthwhile. One of our goals for the CFMD certification was to increase our credibility amongst the partner community and this event is exactly the type of exposure that helps us accomplish that goal.”*

*Andy Link,  
jLAN*



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**Interviewer:** Briefly describe what jLAN does.

**Link:** We develop mobile sales software for the Microsoft Dynamics platform. Our “route sales” solutions allow clients to create sales transactions through mobile devices that seamlessly integrate into Dynamics programs.

**Interviewer:** How long have you been in the CfMD program?

**Link:** We are an early adopter, since Oct. '07.

**Interviewer:** How did you hear about the program?

**Link:** Through participation at the WWPC in Denver last year.

**Interviewer:** What was the main benefit you had hoped to gain by joining the program?

**Link:** The main reason we joined was to stand out from the thousands of other ISVs out there. We strongly believe that the certification helps our business partners understand that we have made the necessary investments and commitments required to be in the mobile applications market for the long haul.

**Interviewer:** Has that benefit come true? Have you realized other benefits as well?

**Link:** The program has definitely helped us stand out. 2-3 years ago, the ISVs from the Dynamics community were put into the bigger ISV bucket. Dynamics ISVs were used to working closely with the MBS team, getting more marketing support and having one on one access. Now, we are part of a huge ISV group, but this program gives us a way to be a part of the Dynamics community as well. In addition, we found that going through the actual certification process helped us create a more solid product, by forcing us to provide better documentation. We also found that outside the US, companies put more weight into specialized certifications, such as CfMD.

The international community has embraced this program and we have seen sales as a direct result of the certification.

**Interviewer:** What is the number one benefit for being in the program?

**Link:** The number one benefit is differentiation among other ISVs. Another great benefit is the preferred positioning in Microsoft Solution Finder. It helps to have the top position in this search engine, since many prospects use the Solution Finder to locate partners like us.

**Interviewer:** What was the biggest hurdle when joining the program?

**Link:** It was not really difficult. The steps to join are clearly laid out. Although it was time consuming, particularly getting our code compliant with Microsoft requirements, the steps were clearly outlined and there was good communication, so you knew what you needed to do. The biggest hurdle was getting the code compliant. Microsoft is looking for best practices, so your solution has to be error free. This is a time consuming process, taking 2-3 months.

**Interviewer:** What advice might you give a partner who is considering the program?

**Link:** I would definitely recommend the program. When you get in, know it's a 2-4 month commitment. It will take work to comply, so be sure you can dedicate the time you need to get through the process. That said the benefits of certification are certainly worthwhile. Because we are now in full compliance, we have been able to localize our solution for use outside the US. We actually just closed a few deals in Latin America because we were easily able to localize our solution for use in Spanish speaking countries.