Systems Integrators: Launch new IP for Azure quickly – using the language your app dev team already knows.

thriftly.io

Your Challenges

1. Need to **create differentiated, high margin cloud solutions that deliver recurring revenue by launching repeatable IP for Azure.**

2. Need to modernize application development services offerings and reduce the application backlog for cloud offerings but **lack developer capacity or skills to create APIs quickly.**

3. Challenged to **update and maintain APIs** for applications when new protocols become standard.

What's the Ideal Solution?

Your Ideal Solution needs to enable you to:

1. Extend your app development services and create repeatable IP for cloud: Retain your current customers looking for cloud options and expand your market to cloud-only buyers.

2. Seamlessly integrate new IP with Azure services: Quickly create APIs to other applications, data sources, Azure global datacenters to create new solutions for your customers.

3. Extend your in-demand hybrid cloud services offerings in solution areas that include application performance and integration, edge computing, IoT, and BI/AI.

Why Consider Thriftly?

With Thriftly, if you can write a function, you can build an API. Your app dev team can create repeatable cloud IP quickly in the language they already know, like .NET, C#, VB.NET. The result = new applications for Azure that drive recurring, high margin revenue streams without massive engineering time and expense.

Lynx Automation, an SI based in Belgium, used Thriftly to create a sports referee management application in one weekend. The solution enables the sports league to assign and manage referees transparently and efficiently.

"I didn't have to worry about any of the pieces of API development," said Erik Baetens, CEO of Lynx.

"Thriftly handled them all for me. I simply wrote the program I needed, connected it with my Windows database, and published the pieces I wanted to expose as web APIs. All over one weekend!"

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Your IP roadmap for Azure looks great and you have the vision in place to build new capabilities that will wow your customers. But, you're not moving fast enough. Your project backlog is getting longer because you don't have the development resources to create the APIs you need to launch apps for Azure more quickly. If the situation doesn't improve, you could miss your market opportunity.

Thriftly solves this problem. **As fast as your developers can write a function in the language they know, they can create APIs using Thriftly.** With the APIs for your IP in place, you can bring your application to Azure quickly and update it continuously in a way that's not achievable with a container 'lift and shift' solution. Because no new DevOps processes are required, you can eradicate your backlog and ship apps faster.

Use your finite development investment creating new IP that drives more value for your customers and recurring revenue for you, not creating and reengineering APIs.
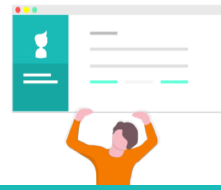
The connected world is powered by APIs.
Create repeatable IP with APIs, using existing code.

Modernize your App Development Practice

With no new development skills or DevOps processes required, you can: Create new cloud applications for customers, faster and cheaper.

Offer new services:
- Legacy app modernization
- API Design Services
- API Testing and Management
- Dynamic API documentation

Launch New IP for Azure Quickly

Launch New IP on Azure that drives recurring revenue, higher margins, and differentiates you from competition by translating your services expertise into repeatable IP.

Extend Hybrid Cloud Services Offerings

Offer New Hybrid Cloud Services:
- Application performance and modernization
- Intelligent EDGE Optimization
- IoT
- BI and Advanced Analytics

Win new customers by leading with an API-approach to ALM to hybrid cloud, not a container-based "lift and shift" model.

[Forrester channel predictions for 2018](#): "As the…channels look to build their own brand and IP as well as flex their hyperspecialized muscles, the code for more than 35 million different customer solutions will surface. Building workflows, algorithms, and business logic will be key profit criteria for these firms, and spinning up a brand today can be done with pennies."