



Tech Data helps  
HAKOM Time Series GmbH  
optimize their repeatable  
and scalable Azure  
marketplace solution



## HAKOM | company profile

Based in Austria and counting 30 years of experience in the energy industry, over 100 customers in 15 countries and 150+ successful projects, HAKOM has positioned itself as a strong and sought-after partner of the energy industry. HAKOM provides experts in the energy industry with Big Data Time Series Technology, Solutions, Consulting and Support around time-series based applications.

The Technology Business Unit offers advanced unlimited time series technology and developer toolkits enhanced by scalability options.

With the ever-evolving need for cloud solutions in the industry, HAKOM has quickly prioritized their cloud strategy and partnered up with Tech Data to leverage its channel and next generation technologies expertise and accelerate their go-to-market.

## HAKOM | the need

Among the solutions offered, HAKOM TSM is a tool that brings together and makes use of data from a wide variety of sources in any format and scale with amazing ease, leveraged mainly by Enterprise companies in the energy sector.

HAKOM TSM can operate with various data sources and on various databases, relational as well as scalable. Most installations have been delivered on-premises and are connected to legacy systems.

More and more installations are operated in the cloud. In the traditional delivery model HAKOM offers the software as download and either the professional service team installs it in the tenant of the customer, or the customer himself does the deployment on his own.

The HAKOM team was seeking support to define the most suitable strategy to develop and configure a ready-to-deploy SaaS delivery model for their TSM Technology and optimize the listing in the Microsoft Azure Marketplace to increase automated sales conversions and open up a new customer segment and target SMBs.

## HAKOM | the technical & business outcomes

The Tech Data Solution Factory for ISVs team engaged with HAKOM's Managing Partner, Thomas Hasleder, and the development team to scope the project and identify the feasible technical scenarios. By leveraging the multi-year partnership, Tech Data built a fruitful connection with the local Microsoft team and HAKOM to make sure to offer relevant and comprehensive support from a technical and business perspective.

The first phase of the project consisted in the validation of the cloud design for HAKOM TSM to identify possible gaps in the infrastructure architecture. In the following step HAKOM received the recommendations to successfully integrate the billing and deployment processes for the application into the Azure marketplace.

This resulted in a highly scalable and repeatable packaging that will allow HAKOM to offer their time series technology to smaller businesses looking for time series analysis and in the future possible open to opportunities in new verticals.

*With the joint help of Tech Data and Microsoft we achieved a comprehensive understanding of the business opportunity offered by the Azure marketplace channel and we quickly defined the technical approach for an integrated and optimized listing. We're thrilled to see new business coming in the next future by leveraging this flexible new packaging designed for the SMB segment.*

Thomas Hasleder, Managing Partner at HAKOM

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