

# Carma ramps digital transformation of telecom with ISV Connect



## About Carma

Carma builds a comprehensive telecommunications management platform focused on the foundational network inventory for network operators, data centers, and large enterprises.

## Microsoft products

Dynamics 365, Power Platform, Azure

## Industry

Telecommunications

## Microsoft partner programs

ISV Connect, CSP Direct, ISV Cloud Embed, Dynamics 365, Telecom Accelerator, Microsoft for Startups

## Countries

United States

## Microsoft ISV Connect partner since

2019

## Customer Outcomes

Unifies 20+ classes of siloed systems

Six-week average initial implementation

Reduces customer quote time from weeks to seconds

## Moving the telecommunications industry out of Y2K era

In creating a complete commercial and operational platform for the telecommunications industry, Microsoft ISV Connect partner Carma set out to address a costly industry challenge: the need to replace aging, siloed Y2K-era systems that limit profitability, slow innovation, and degrade customer experiences. "Organizations are running massive, complex, expensive networks on Excel files and Y2K homegrown systems, and those tools are just not up to the task given the complexity of modern telecommunications infrastructure," said Joseph McDermott, Chief Operating Officer and Chief Financial Officer at Carma.

The Carma team developed the functionality telcos needed on top of Dynamics 365 and Power Platform, consolidating everything from telecom network engineering and asset management to service management and finance in one comprehensive solution. With this approach, customers now have an agile, cloud-based platform to link sales, revenue, expenses, and customer relationship management tools to assets, making data accessible and actionable and improving decision making. For example, the industry standard time for creating a service quote through legacy ordering systems is roughly one month, but with Carma leveraging Dynamics 365 and the Microsoft Dataverse common data model, all information is in one place and customers can generate the same quote in under a minute.

"We realized that with Microsoft, we were making the right choice technically," said Frank McDermott, Chief Executive Officer at Carma. "By building cloud first, on Dynamics and Azure, we're bringing everyone from the organization into the same system. We're giving our clients a much better view into their entire business, and so it's a win-win for everybody involved."

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Despite the Carma solution's breadth, it allows organizations to take a staged approach to implementation to improve time to value. With the average time to commission an initial instance at just six weeks, customers begin seeing business impact quickly, without having to spend months and millions of dollars doing wholesale system replacements. "With Carma, you don't have to do everything at once," said Joseph McDermott. "There are always going to be some legacy systems that have to stick around for some amount of time. But the number of out-of-the-box connectors Microsoft has developed means we don't have to spend huge amounts of time and money building those connections. So, we can move fast, and then over time, our customers can turn those legacy systems down."

## ISV Connect technical benefits address business needs

Carma joined the Microsoft Business Applications ISV Connect program soon after it launched in 2019 and has leveraged the technical benefits of the program to rapidly drive innovation within its product to meet growing customer demands. In a six-month period, the company has delivered more than 300 versions of its product to rollout incremental features and enhancements. "The willingness of the Microsoft engineering teams to work with us and support us on our engagements has been fantastic. You don't expect that from a company like Microsoft, and it just speaks to the amazing culture and ecosystem around partners," said Frank McDermott.

A new technical benefit that is particularly important to Carma is ISV app license management. As a bootstrapped start-up transitioning to growth stage the company is likely to seek venture capital, so clear visibility and rigor around license allocation and administration across all customers is critical. The ability to allocate licenses for both Dynamics 365 and Carma within Partner Center also creates a better experience for customers, since Carma can assign and manage both first-party and third-party licenses at the same time—either directly to the customer tenant or by delegating to customer administrators.

"License management was something really high on our priority list," said Joseph McDermott. "As we grow, it's a key piece of knowing how and where our IP is being used." As part of the ISV App License Management Pilot Program, Carma was able to work directly with engineering to help define what functionality was ultimately delivered.



**CARMA.**

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Chief Executive Officer  
Carma



"The engineering support couldn't have been better. I was blown away by their responsiveness. Their assistance helped us become one of the first to get ISV app license management working outside of Microsoft," said Joseph McDermott.

Not having to focus its efforts on developing its own license management program has freed Carma to roll out many new, innovative features for its telecommunications customers. "By focusing on features, we can be sure that not only are we serving our customers the best, we are further differentiating ourselves from the competition," said Jeff Cox, Chief Technology Officer at Carma.

## Positioning for growth through partnership

As Carma looks to grow into a billion-dollar business, its partnership with Microsoft will play a critical role. "We're all in on the Microsoft stack, and we're thrilled with the support and resources Microsoft has been giving us," said Joseph McDermott. In particular, he noted the credibility that comes from being associated with Microsoft in the telecommunications industry: "I liken implementing Carma to doing simultaneous brain and heart surgery on a carrier. You've got to build a lot of trust before someone's going to let you do that, and Microsoft is a very trusted name in our circle. We've never had a customer question our start-up status, because they know we've built on the Microsoft cloud. We just couldn't be happier with the relationship."



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