

'Simple. Fast. Accurate': How SEBSA's business mantra is enabled by the IFS Partner Success Program

With extensive experience in Enterprise Computing, IFS Partner SEBSA, founded by a team of ex-IFS Consultants are now reaping the rewards: best practices delivery excellence and growth backed by resources from the IFS Partner Success program.

Established in 2015 by ex-IFS employees, SEBSA's cofounders and senior management team offer a decade of enterprise technology expertise spanning R&D, consulting, pre-sales and more. "When we started our venture with IFS, the Partner ecosystem did not exist," observes Muthuraja Nanayakkara, CEO of SEBSA. "Our vision has always been to create a trusted, professional and customer-centric organization like IFS – a team that would consistently place each customer's best business interests front-and-center," he says. Eight years on, SEBSA's rapid success and growth has seen the company grow to 80 employees, whilst reaching out beyond its local Sri Lanka market into Europe, establishing offices in Gothenburg, Sweden and Bucharest in Romania.

SEBSA's main sector focus is serving customers engaged in Manufacturing; it also supports Services and Aerospace and Defense verticals. Having successfully provided services and supported implementations of IFS application releases for years, the release of the new IFS Cloud platform in March 2021 presented a pivotal growth opportunity for the company.

A unique opportunity

Explains Sean Fernando, Director Solutions and Presales, SEBSA. "It was quickly clear that IFS Cloud, as a single cloud-based evergreen ERP platform, would transform the market. We knew we could build a sustainable business model implementing and supporting this new, evergreen cloud-based solution, and that it would give our customers future-proof enterprise functionality, strategic agility, and AI-enabled business intelligence.

About SEBSA

Founded by a group of five ex-IFS Consultants in 2015, SEBSA is an ERP and Software Services Company headquartered in Malabe, Sri Lanka. Following successful growth locally, and to service opportunities in Europe, SEBSA has established IFS Partner offices in Gothenburg, Sweden and Bucharest in Romania.

With a rapidly growing workforce of 80 employees, SEBSA joined the IFS Partner Success program in February 2022.

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SEBSA
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To succeed, we wanted to ensure that we could continue to offer best-in-class technical delivery for new IFS Cloud projects and to be able to develop and nurture our own pool of IFS Cloud specialists in-house. After talking with IFS, we could see that joining the Partner Success Program would give us access to the expertise, resources and knowledge enablement needed to rapidly grow our already respected team.”

Since joining the partner program, SEBSA has successfully completed 65 IFS Partner certifications, and aims by early 2024 to become one of the only partners in the region to hold 100% of the IFS technical and functional accreditations available. “The Partner Success Program also gives us the best practice business models to execute and maintain IFS Cloud implementations and functionality enhancements effectively,” says Fernando. “With a major new release every six months, and updates throughout the year, we can ensure the best possible experience and business value for our customers with their IFS solution.”

IFS resources and expertise

The IFS Partner Success program aims to assist Partners in building capability and alignment with IFS Standards and Best Practices to address the specific needs, challenges and risks that Partners face when delivering to their customers, allowing them to increase the scale and scope of their delivery services. Complementary to IFS Customer Success, Partners enter a three-year contract to have prioritized access to a wide range of IFS resources and expertise. An annual allocation of Success Units (SUNS) allows Partners to activate IFS Expert Advisory Services from a catalogue for practical knowledge and enablement according to their business needs and goals. A Partner Success Plan developed and reviewed bi-annually between IFS and Partner maps out the most appropriate services for enablement, with oversight provided and executed by the dedicated IFS Partner Success Manager.

For SEBSA, the IFS Partner Success Manager coordinating and planning partner resources is Sri-Lanka-based Luxshumyraj Sivarajah. “SEBSA’s mantra is ‘Simple. Fast. Accurate,’ says Sivarajah. “It’s by investing in strong technical and product knowledge that they have earned a reputation for rescuing implementation projects that have failed with third-parties and getting them back on track. Their commitment to Partner Success illustrates that investment,” he says.

With a fully referenceable and successful track record of implementations for all clients to date, SEBSA has engaged across six major IFS Cloud implementation projects in 2023, with a further four interim upgrade journey projects to Apps 10 pending uplift to IFS Cloud in 2024.

Collaborative and productive

Nanayakkara, SEBSA’s CEO, recognizes the value of the Success Manager relationship. “We have a good collaborative and productive relationship with Raj. By sharing our ambitions and goals for growth, our Success plan is always value driven, and can be quickly adjusted as our needs and strategic priorities change.

Benefits seen using IFS

- Enhanced consulting competencies and best practice across quality, governance, implementation methodology and development
- Training and IFS Practitioner certification
- Instant, flexible access to IFS Tactical Support Service building competence
- Ongoing bespoke, fully managed Partner Success Plan to address strategic Partner business goals
- Access to IFS best practices, enablement and sector expert knowledge through an extensive range of Expert Advisory Services
- Resources to expand and upskill team with capabilities to service oil and gas and mining sector projects
- Preferential referrals from IFS Consulting



“We like the way that the knowledge and resources available within the Success Program is very practical and directly applicable. For example, any enablement that we want is specific to our needs, so we can cascade new skills quickly across our teams as we grow. We’ve had IFS customers who needed to implement niche extensions on top of their application, and the program has provided the training for us to ensure the best business outcome. Our own Partner Success Planning with Raj at IFS even uses the IFS 6-box strategic methodology to identify where our own business has opportunities, and visualize the growth journey to explore them,” he says.

Building and growing the ecosystem

The company has also taken the decision to invest in encouraging and training new talent to join the Partner Ecosystem. Explains Fernando, “Most partners try and recruit employees by poaching from IFS or from competitors. This is a costly way of hiring resources and is unhealthy for developing new technical talent within the industry as a whole,” he says. “Instead, as a company, we decided we wanted to nurture and grow new talent here in Sri Lanka.” Recently, with help from the IFS Foundation, SEBSA has collaborated with the University of Moratuwa to enhance the curriculum around ERP. As well as providing 50 licenses to run IFS Cloud in the University Lab, the company has written content for training modules and offered its experts as trainers and lecturers.

In addition to supporting education opportunities, SEBSA also operates a graduate program. Graduates undergo extensive training, certification and mentorship for a year within the company, before being exposed directly to clients as part of a project team. “Within 2024, we’ll have an annual intake of 20 new graduates,” says Fernando with IFS Partner Success as a vital part of their onboarding and knowledge journey.

Next phase - and a unique outlook

The next 12 months will see SEBSA continuing to scale up graduate recruitment and training, as well as synchronizing channel business activities to identify and win new opportunities in Europe, the UK and Canada. “We see the Partner Success Platform as a catalyst for us for our continued growth,” says Fernando.

What does the team think makes SEBSA unique in the ecosystem? “What we do is not about products and services,” he observes. “What we’re providing as a business partner to customers is far more significant. We are a ‘critical friend’, establishing and maintaining long-term relationship based on business trust. We’re about resolving complex problems to give customers simple, robust resolutions that we can rapidly execute and maintain at scale and at pace. The fact that every completed project to date is referenceable speaks to our commitment to deliver, and the quality of the IFS solution,” he says.

“I think the partner success program is excellent for us. It is focused not just on building competencies and resources in the short term, but also on planning to achieve our long-term goals and aspirations in the ecosystem.”

Sean Fernando,
Director Solutions and Presales,
SEBSA

Find out more

Further information contact your local IFS office or visit our web site, ifs.com

