

# Creating strong partnerships

# ALOHA

## History

ALOHA is an Oriana official partner since 2015. In the past years, they delivered ten successful enterprise projects based on Effector.

## Context

**What was the situation/need that led to the development of the partnership?**  
**What were the influencing factors which helped to shape the partnership?**

In 2016 the CEO of ALOHA wanted to extend the company's portfolio with software development and the really first step was partnering with Effector. He believed in the additional value of software development to their existing and future customers. Until that Aloha was a traditional hardware distributor. Oriana was a pioneer of low-code development vendor in CEE during that time and just started to expand its partner network in that period.

## Partners

**What was the specific interest of the partnership?**  
**What did they both hope to gain?**

Aloha wanted to extend its traditional hardware distributor business with software development and extend their offering to clients. 'We wanted to build a stronger customer relationship through software development'.

Oriana wanted to have more delivery partners in the region. This business relationship was discussed as a win-win situation.

## Develop

**How was the partnership developed?**

During the first year, Aloha put an extra effort to build its Effector competence centre and learn how to deliver successful projects using the low-code technology. To boost their learning curve Oriana involved the newly onboarded software developers to its own project delivery team. The first projects went together although Aloha had to build their sales team to find suitable customers. With the support of Oriana pre-sales, a successful pipeline of prospects was established and Aloha had a strong commitment to building this business line.

## Resources

**What was it that each of the partners was able to bring to the table?**

Oriana has supported the team of Aloha with technical knowledge and development best practices to overcome the first obstacles they might see.

Aloha was committed to building up a new business around Effector. The company has built a strong team of 5 people who have wide experience in delivering Effector projects. Aloha had a huge customer base due to its hardware business and started to offer them their software development competencies.

## Support

**What is the day to day communication/operation?**

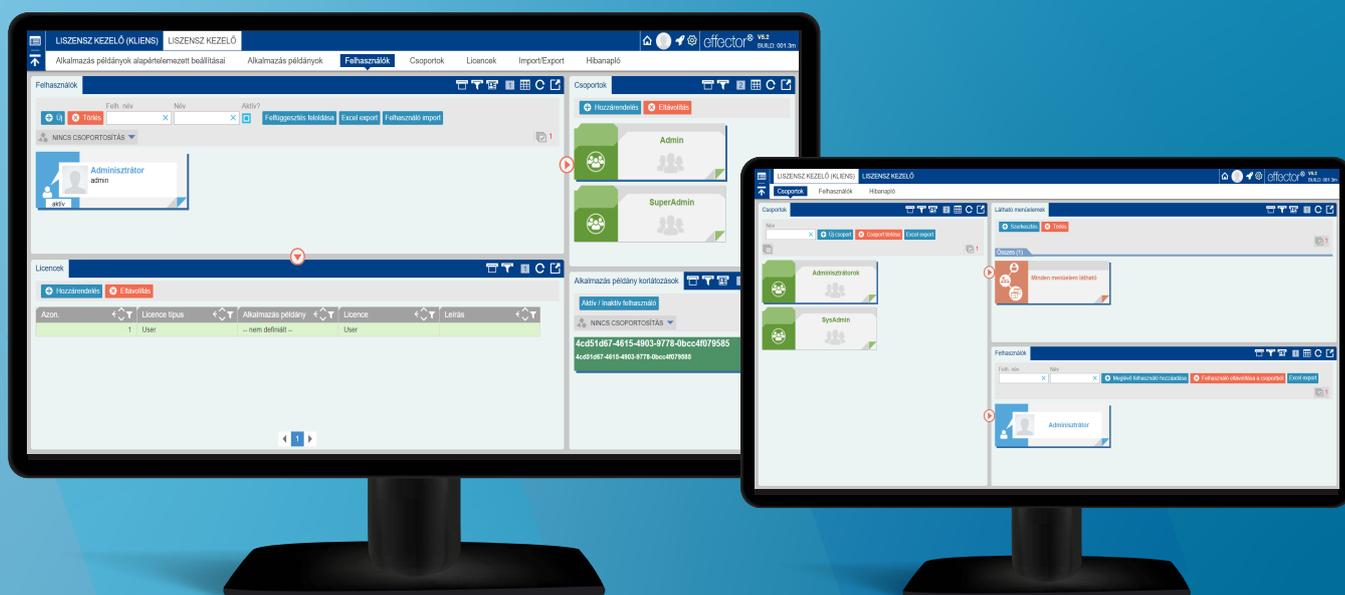
Daily communication is not really necessary, but Oriana quarterly holds technical briefings for Aloha. Whenever quick support is needed Aloha can reach the support team through an online ticketing system.

Business meetings usually happen once a year when the business leaders discuss the opportunities and evaluate the past year.

**Where Oriana supports Aloha?**

Oriana supports Aloha with all the technical details necessary for existing and future development projects. It includes code review, sharing business knowledge and best practices. Oriana periodically shows the official roadmap of the product to its partners. They can give feedback and contribute to shaping it.

Oriana also collects feedback through Aloha regarding their clients' needs so the roadmap can be aligned with market demands.



# Achievements

## Outputs

### What are the outputs and outcomes to date / expected?

Aloha successfully entered into the software development market and built a profitable department with success. However, Aloha has other development competencies (like Sharepoint, BI) but they started this journey with Effector. As of today, Aloha has delivered around 10 projects based on Effector. Each project had solid additional development requests over the past years. Aloha could build long term partnerships with its customers.

## Benefits

### What are the benefits gained by each of the partners?

The sales team of Aloha could generate new customers for the Effector platform. Also, bring valuable feedback from the market on client needs and use-cases. It influences the roadmap of the platform.

Aloha could enter into the software development market and generate a new revenue stream for their company.

# Future

### Where next for the partnership?

The two parties are committed to the long-term. The possible next steps will be a closer sales cooperation when Oriana can educate Aloha's sales team on how to position Effector in front of customers. It can generate additional "low-hanging" fruit projects for the Aloha team.

Technical knowledge sharing is a key task for Oriana because if developers know the key advantages of Effector they are more likely to use it in difficult projects. Oriana is going to improve its online and offline education capabilities in the future.