

eBOOK

# DIVERSITY & INCLUSION

## IS GOOD FOR BUSINESS





## MESSAGE FROM IAMCP'S **INTERNATIONAL LEADERSHIP**

This eBook is the culmination of months of effort by my colleagues who represent various regions at IAMCP's International Diversity & Inclusion Committee: Elena Baeva, Frank Valdivieso, Namrata Gupta, and John Halsell plus our Advisory Board: Lani Phillips, Estelle Jackson, and Pam Cory. It is this incredibly talented group that created the IAMCP Diversity & Inclusion Poster, and I vividly recall the brainstorming sessions we had in order to create this. Estelle got us started with an outline, and then we all built on it to create

this amazing Poster. This Poster became the centerpiece of our D&I Poster competition. We greatly enjoyed perusing all the entries from various members across the world, and I am so grateful for the effort that all our winners put into sharing their photos with the poster. This eBook is a collection of stories from our winners, all of whom have shared how they transformed their organizations and how they used the D&I Poster to create awareness.

A big shout out to Gavriella Schuster for her note on our Poster, which we are proud to share here. We also extend a big thank you to the Microsoft US Leadership Team for their photo with our poster, which appears in this eBook. It is with incredible pride that I reach out to all of you through this foreword, and I hope you will enjoy the D&I stories herein.

Stay well and take care,

**SARIKA MALHOTRA**

IAMCP International President  
Past Chair, Intl D&I Committee

WELCOME TO THIS  
D&I EBOOK

## D&I POSTER CREATION & COMPETITION



Dear Readers:

It has been such an honor to work on the D&I poster creation and competition. Our team learned so much from our advisors, and, more importantly, from all the participating partners.

What better way to enhance your understanding about Diversity and Inclusion than collecting real stories from our own network? We hear about D&I on the news and at most events, but one key desire of partners in the Microsoft channel is being able to read real examples from companies of similar nature, size, and geographies to our own.

To the winners of the IAMCP Diversity and Inclusion Poster competition, enormous congratulations. We hope that you will inspire us all to embrace some of your best practices within our organization. These are excellent examples from the Microsoft channel, which truly represents the diversity of our members, small or large, local or global.

Thank you for reading this. If you have any comments or wish to share your best practices, please do reach out to our team.

Warm wishes,

**ELENA BAEVA**

IAMCP International D&I Committee Chairperson

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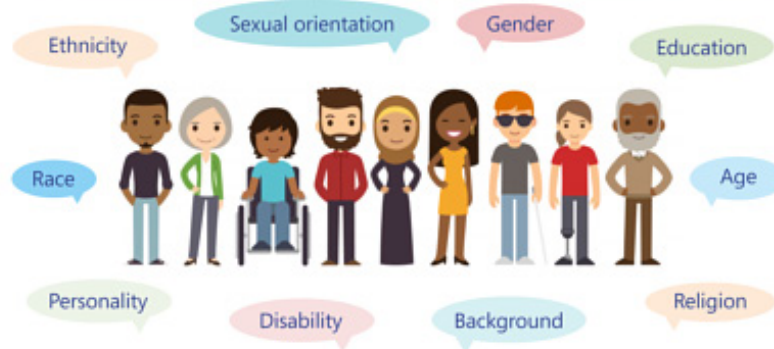
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## DIVERSITY & INCLUSION IS GOOD FOR BUSINESS



It means to value and provide equal opportunities to everyone.

It also means to create inclusive solutions for an inclusive marketplace.



\*Sources: McKinsey & Company, PwC

### Benefits of D&I



### 3 steps to get you started

- 1. DIVERSIFY YOUR WORKFORCE**  
Define the hiring process, which is fair and transparent to everyone.
- 2. BUILD INCLUSIVE CULTURE**  
Foster embracing differences; encourage respectful company culture; bring awareness through training and seminars about inclusion; broadcast success stories.
- 3. MEASURE EFFECTIVENESS**  
Define and measure simple and clear goals and objectives.

Our contestants were challenged to demonstrate diversity, inclusion, and belonging in action in order to illustrate how the D&I Poster is displayed in their workplaces and to showcase the sentiments of their team members.

# SPECIAL MESSAGE FROM MICROSOFT



“What a great idea! Thank you IAMCP for a fun, creative way to raise awareness about a topic close to my heart. Congratulations and thank you to all the partners who participated in helping make our industry more inclusive and welcoming.”

## **GAVRIELLA SCHUSTER**

Corporate Vice President,  
Commercial Partner at Microsoft

In addition to the entries we received from IAMCP partners, Microsoft’s US Leadership team surprised us with their photo with our poster!

### **FROM LEFT TO RIGHT**

Toni Townes-Whitley, President, US Regulated Industries; Heather Deggans, Chief of Staff for Kate Johnson; Hemant Pathak, General Council, Corporate & Legal Affairs; Jacky Wright, Chief Digital Officer, MS US; David Willis, CVP, US Commercial Partners; Kate Johnson, President, MS US; Kelly Rogan, CVP, US Market & Operations; Matt Renner, CVP, US Enterprise Commercial





# GLOBAL

## THE IAMCP D&I POSTER COMPETITION WINNERS



# PLAIN CONCEPTS

## A MODEL FOR D&I AND WORK/LIFE BALANCE

# 1

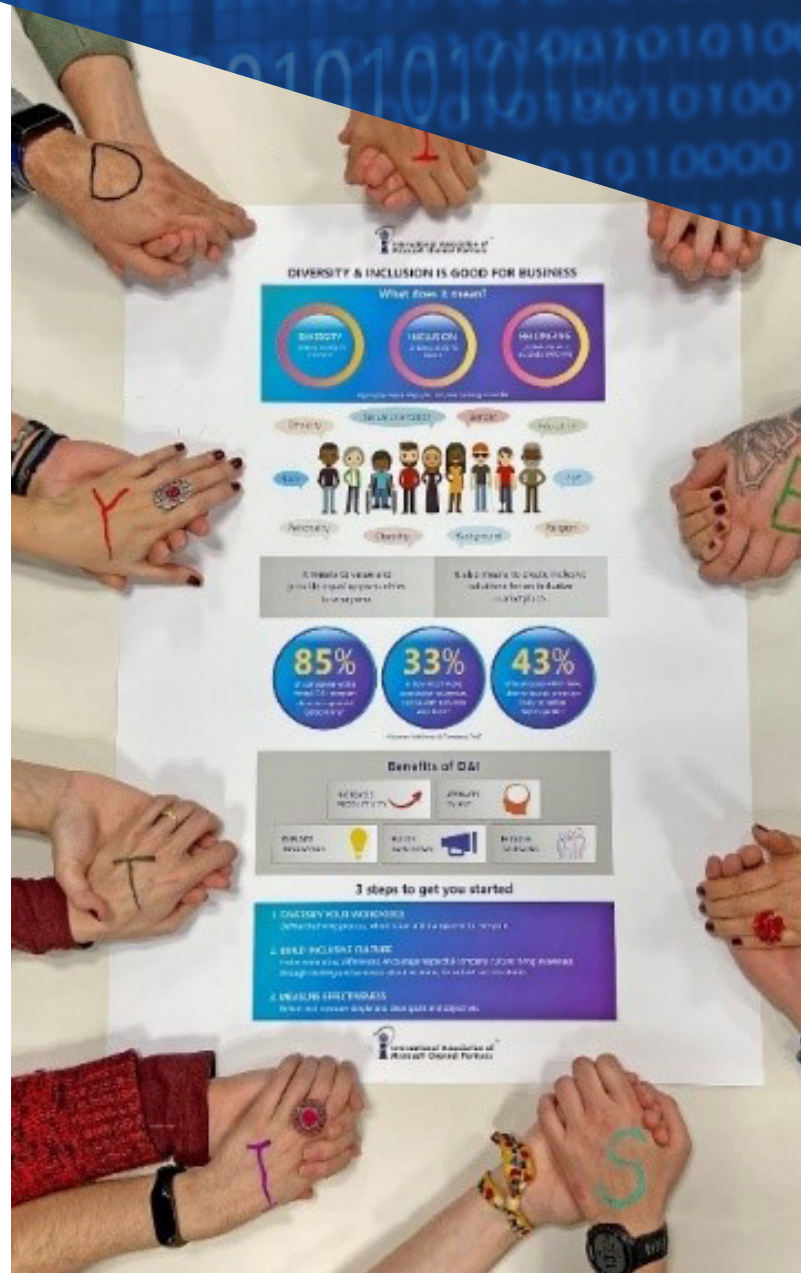
## EMEA Plain Concepts, Spain

### BACKGROUND

Founded in Spain in 2006 with the objective of offering its clients a suite of innovative technological solutions, [Plain Concepts](#) is a Microsoft partner with over 10 Gold and Silver certifications. It has been recognized by Microsoft as preferred AI and Mixed Reality Partners and received a Partner of the Year award in 2016.

Plain Concepts currently has more than 350 employees distributed in 14 offices across three continents. It attributes its success to the recruitment of the best technology talent from a diverse range of cultures, races, religions, and genders.

*“At Plain Concepts, we believe in talent; we believe in people. And we create inclusive work environments where every employee feels welcome and can develop his or her professional and personal skills.”*





## APPROACH

Plain Concepts is currently in the process of an international expansion, with offices in Frankfurt, Amsterdam, London, Seattle, and Spain; this brings people of different nationalities and cultures together and means that the final work is enriching and is of a higher quality. By offering competitive salaries and a very agile way of working, with a non-rigid and horizontal organization, the company is able to attract a diverse team.

Always remote-work friendly, Plain Concepts recognizes the current situation and believes that it is more important than ever to have the option of teleworking and to be able to reconcile work, personal, and family life. The company recently signed the “Telework Charter” in support of its stance.

Plain Concepts provides benefits such as flexible hours and the ease of obtaining reductions in working hours or leave-of-absence as well as health-focused options, such as access to reduced-price gyms or health insurance.

## SUMMARY

Today, Plain Concepts is 63-women-strong—19% of the total workforce, of which 33 became part of our team during 2019. This translated into a 70% increase in the number of women working in the company during that year. That’s why last year, the company decided to hold a meeting to celebrate “50 women in Plain Concepts,” a number the organization hopes will continue to rise.

Diversity provides many benefits to our company. Above all, it gives us different points of view and different ways of working. This makes us a very competitive team and enriches us greatly. Each team member feels unique within the team, but at the same time, each one is part of a diverse family, and their contributions from their differences as individuals is fundamental for the team.

Plain Concepts has been awarded the status of BPTW (Best Place to Work) for the past 2 years, thanks to the value that employees place on team spirit, the good working atmosphere, the comradeship, and the horizontal structure of the organization.

“

*“Most of our colleagues are usually very motivated and happy with their work, and that is why, in 2019, our turnover rate was 8%, when the average in this sector is around 15%.”*

”



COLUMBUS UK

# RAISING THE BAR IN RECRUITING AND RETENTION

## 2

EMEA

**Columbus Global, UK**

### BACKGROUND

[Columbus](#) is a global IT services and consulting corporation with more than 2,000 employees serving customers worldwide. Columbus helps these customers succeed at their digital transformations.

Columbus UK presented the IAMCP D&I poster to 200 people at its 2020 kick-off meeting on January 10. They discussed its relevance for the company as a focussed D&I organization that has further plans for setting ambitious targets and training to make diversity and inclusion goals a reality. The team had a picture taken with the poster (which had to be taken twice, making it even more memorable). The poster is now on the office kitchen wall to help continue the discussion.

Every day, Columbus strives to be a more diverse and inclusive employer than on the previous day. In the last six months, the company has undertaken a review of its recruitment and retention programs. It's examining its D&I metrics and policies to see how it can further raise the bar in the organization.





## APPROACH

The team recognized the importance of D&I across the whole business and started conversations with the business leaders to gain top-down buy-in to support the business goal. The team then engaged HR leaders for support that included local country conversations. These were followed by presentations, workshops, sharing circles, etc. to engage all employees.

The aforementioned review included job descriptions and advertisements that revealed that many roles were male-orientated and, therefore, did not attract many female candidates. This needed to change at Columbus. With the under-representation of women in the organization, illustrated by the review, the first step was to create global standard templates for the common roles so they would appeal to all genders.

Columbus promotes a growth mindset and encourages continual learning and development for its employees. The company offers courses, webinars, and internal knowledge sharing across its international borders.

Beyond teaching about products and services, the company also offers sessions on positivity and mindset to motivate its staff. The goal is promotion of an open culture of help and support.

*“Engaging our people is our top priority, as we want a highly motivated and inspired team that collaborates for mutual success.”*

## SUMMARY

Columbus strives to be the kind of culture in which people aren't afraid to challenge the status quo, especially for the purpose of continuous improvement for the organization and its customers.

*“In a recent Columbus global survey, over 50% of the team members shared their names when they could have remained confidential. This is really encouraging and shows the success of the open culture we promote; we want everyone to feel safe to share their views and speak out without fear of recourse.”*

Columbus promotes strong, confident leadership in its employees to keep evolving the business as the world evolves.

# INTECH SYSTEMS EMBRACING CULTURES ACROSS THE GLOBE

## 3

### APAC Intech Systems, India

#### BACKGROUND

[Intech Systems](#) is a Microsoft Dynamics Partner in India with Gold competency. The company provides consultation, implementation, and support across various business solutions like ERP, CRM, Cloud, Business Intelligence, and other complementary solutions.

Inclusion. Diversity. These are not just two words because, together, they hold significant importance for Intech

*"Our aim is to foster a vibrant environment in which everyone gets equal opportunity, regardless of age, gender, or caste. We strongly believe that we can succeed when we have diverse viewpoints, and everyone is given equal opportunity. United in our actions, we work together as one team to provide better service to our customers."* Pushpa Dasari, Sr. Manager – Marketing Communication, Intech Systems



## APPROACH

Despite being based in India, Intech works with partners and clients across the globe. This gives the team the opportunity to communicate and work with people of different nationalities and cultures. The company's hiring strategy is based on diversity, thereby ensuring a diverse workforce, and it fosters an environment in which employees can showcase their abilities and grow—both at the individual and company levels.

Intech's leadership believes that when you provide a nurturing environment to your employees, they develop a sense of pride in working with and for you. The company has a philosophy of asking questions and respecting opinions at all levels of the organization, which encourages freedom of speech.

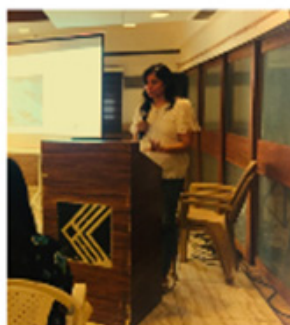
Intech employees know that their views are respected, which motivates them to think creatively and express their ideas without inhibitions. And the company's retention rate is strong, with many employees having been a part of the team since Intech's inception.

Apart from providing monetary benefits and incentives, Intech ensures that employees are part of a larger team by organizing various social events, monthly meetups, and celebrating different religious festivals and cultural events.

Diversity and Inclusion at Intech has allowed the organization to be more innovative and productive, resulting in the design and creation of many industry- and function-specific solutions used globally. Intech's reach has expanded into many geographies, thanks to the vast array of knowledge that its workforce provides.

*"Problems faced in the world today are not restricted to a singular region, gender, or religion. In fact, the world is so connected today that problems in one nation immediately affect the rest of the world. We have seen this in the year 2020 with the Covid-19 pandemic. Situations like this, more than ever in history, have compelled us to collaborate as one. Diversity and Inclusion as part of the business is no longer a choice. It is a necessity."*

UNITED TOGETHER 



TOGETHER,  
WE ARE BETTER





# REGIONAL

THE IAMCP D&I POSTER  
**REGIONAL WINNERS**

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# IDENTITY MAESTRO LEAD BY EXAMPLE FROM JOB POSTING TO RETIREMENT

AMERICAS  
Identity Maestro



## BACKGROUND

Omni Technology Solutions, Inc. is a software application development company headquartered in Edmonton, Alberta, Canada. Omni is the parent company of Riva CRM Integration and Identity Maestro and has locations in the US, Canada, and Europe. The Omni group of companies (Omni) employs 125 staff with 80 based in Edmonton, Alberta, Canada. Omni is a Microsoft Gold Partner and a proud member of IAMCP.

[Identity Maestro](#) is proud of the diversity and inclusion the company has developed, having borrowed it from its family values as an independently owned and operated company. As a family-run business, Diversity and Inclusion have been at the core of Omni's values since the company's inception, and it prides itself on embracing cultural, ethnic, religious, and all diversity.

## APPROACH

Omni's hiring practice is so rigorous that, even prior to determining a candidate's technical fit to a specific role, the company strives to ensure a fit with the organizational culture. This ensures that both the corporate environment and the company values are clearly explained. And the values are strong:

- Bring your passion
- Build the future
- Be part of the solution
- Lead with integrity
- Deliver customer delight
- Improve daily
- Have fun!

Omni endeavours to ensure that its hiring practices, offers, and processes remain as open and transparent as possible. It implements policies and practices to prevent discrimination during the hiring process and in the workplace.



The senior management team leads by example, and employees are encouraged to embrace all aspects of diversity and to share in cultural celebrations among the team members. They are also encouraged to take part in social events that help build relationships.

In addition, Omni does not practice location discrimination, so everyone is welcome to apply, regardless of his or her geographic location. This has resulted in Omni being the first employment position in Canada for many staff members, with most eventually becoming Canadian permanent residents and a few even obtaining Canadian citizenship.

## SUMMARY

Omni's dedication to diversity and inclusion seems to know no bounds. We offer full wheelchair-accessible offices, gender-neutral washroom facilities, and a flexible remote working policy to support family life, even for those who need to visit family overseas for extended periods. Omni enjoys a high employee retention rate and exceptional employee satisfaction rates in internal surveys.

Our employees are on board with our company values; they are open to differences and are encouraged to improve daily. To aid this, Omni is investing in a new program to help everyone lead with integrity. New training will be offered to employees to educate them about harassment, bullying, and unconscious bias and to give them keys and actionable insights to prevent such situations.

*“Continuously accepting and celebrating cultural, religious, age, and gender diversity allows us to bring and consider new ideas that a less diverse team might not have considered. Diversity allows us to draw on a variety of personal, educational, cultural, and professional perspectives within a team to continually innovate. An inclusive environment allows everyone to be secure in sharing his or her unique perspective. This helps Omni, including Identity Maestro and Riva CRM Integration, remain leaders in their fields.” – Diana Powell*

# BIND TUNING A CULTURE OF CULTURALLY DIVERSE TEAM MATES

EMEA  
BindTuning



## BACKGROUND

Portugal-based [BindTuning](#) is a Microsoft Gold Cloud Productivity and Silver Application Development partner. The company is also a member of IAMCP Portugal.

During the 2019 Holidays, BindTuning employees, who are from a variety of different countries and cultures, gathered together around the D&I poster to celebrate the diversity of the team.

The team even [created a video](#) to showcase its diversity.

*"BindTuning is aware of the lack of inclusivity in technology, and we think we can do better. Our team is focusing some of its resources to identify the problem, to listen, and to try to provide real solutions for our customers."*

## APPROACH

Software Accessibility is a main focus for BindTuning this year. Whether users have visual, hearing, or other disabilities that put them at a disadvantage to participate fully online, the team at BindTuning seeks to provide them with a solution, something the organization believes to be more important than ever before.

In testament to its inclusive mindset, BindTuning is very close to launching an Accessibility Tool for Office 365. This will be accompanied by several initiatives to raise awareness for the need to design inclusive software.

BindTuning is female-owned, has encouraged the participation of women in technology since its inception, and is proud to have elevated four women to leadership roles. As a multi-national organization headquartered in Portugal, the company is accustomed to working across borders and time zones.





*"The current pandemic, while isolating, also reminds us that good employees and partners are in every corner of our world, from any country or race. A small company acts like family. We encourage each other and celebrate our successes. We recognize the hard work of our staff, and we also respect our differences."*

During the pandemic, BindTuning has held weekly meetings via Microsoft Teams to give employees the human connection that is missing while working remotely. Together the team members play games, share stories, and share decompression time after a long work week.

## **SUMMARY**

As a result of its D&I initiatives, the BindTuning team members have diverse skills and work together to bring the best to the benefit of the company and its customers. The team strives to create software that represents the diverse universe of people that use intranets, serving them in the best way possible.

*"Our team works together whether we are close together or far apart. It is up to us as a company to encourage, promote, and continue to foster a workforce that supports the individual."*

# The International Association of Microsoft Channel Partners (IAMCP)

Is the world's largest community of Microsoft partners. With IAMCP, our members connect locally and internationally with other Microsoft partners, learn from best practices, and grow their profits.

Our mission is for the IAMCP to reflect diversity & inclusion (D&I) and provide guidance to our members as they work to build and implement their D&I strategies.

## Diversity

For IAMCP, workplace diversity means understanding, accepting, and valuing differences between people, including those of different races, ethnicities, genders, ages, religions, disabilities, and sexual orientations. It also means accepting those with differences in education, personalities, skill sets, experiences, and knowledge bases.



## Inclusion

Diversity quotas don't equal inclusion. Inclusion occurs when we gather, listen to, and include as many perspectives as possible. Our workplaces should accommodate all human experiences and needs, so inclusion is intentional and driven from the top. The ultimate goal is to discover how to bring out the best in each other to make our teams stronger.

If you are interested in joining IAMCP as a member, please visit [www.iamcp.org](http://www.iamcp.org).



# International Association of Microsoft Channel Partners

Connect. Learn. Grow.

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Let's get social!



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