

INTERVIEWEE

Jeffrey Porter,
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ISV PROFILE

SUPPLY CHAIN INDUSTRY EXPERIENCE + PASSION FOR CLIENTS = SUCCESS

Jeffrey Porter is a well-known name in the Microsoft Dynamics Partner community, being part of the channel for 17+ years. He resigned from his long-standing role as CEO of RockySoft two years ago and has since considered his passions and knew he was in the right industry and profession, setting the stage for a remarkable journey.

In 2015, Jeffrey teamed up with two of his previous colleagues from RockySoft who had formed their own company and had devoted a year to developing a new inventory planning solution for the Microsoft Dynamics market: StockIQ.

Jake Latham, StockIQ CEO, brings 17 years of supply chain experience and 20 years of software development experience. Curtis Glesmann, StockIQ CTO, brings 20 years as an architect and developer of enterprise software, as well as a background in business and finance. The three of them banded together, and in October 2016, StockIQ brought its solution to market.

“Not everyone gets the opportunity to hit the reset button, but we get to start over, doing what we all love to do, with the benefit of two decades of experience to guide us,” Jeffrey shares. These last few years have allowed the trio to define StockIQ’s strategy and core values. Even though the company itself is new, their 60 years of combined experience, along with the opportunity to start fresh, have put them in an ideal position.

Jeffrey explains, “We began with a wonderful opportunity to focus 100 percent on development of an application from the ground up. We’ve combined our industry experience and background with new state-of-the-art technology to come out of the gate with a market-ready, deployable, and feature-rich supply chain planning application for distributors and manufacturers.”

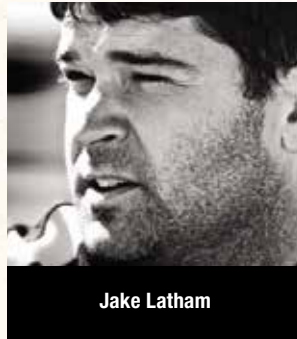
This unique opportunity to start fresh has also reminded each of them of their passion for partnering with clients and developing those relationships. Jeffrey says, “Helping our clients is why we are in business. One of the core values we have for StockIQ is focusing on the customer. Our belief is that partnering with our customers is a recipe for success.”



“Never **satisfied** with the **status quo**.”



Jeffrey Porter



Jake Latham



Curtis Glesmann

The Partner Channel (TPC): *How did you know partnering with Jake and Curtis was going to be a good fit?*

Jeffrey Porter (JP): Jake was one of the very first employees of RockySoft. We have a 17-year history both personally and professionally and have developed a healthy respect for each other. Curtis came on board for the last two years at RockySoft, and it was immediately clear that his drive and skillset were of the caliber of somebody I'd want to partner with.

We all share a profound sense of professionalism, desire to achieve, and are never satisfied with the status quo. We're all passionate and competitive by nature. Curtis is a basketball coach, Jake races cars, and I'm a mountaineer. At the same time, we bring different but complementary skillsets to the table, which gives StockIQ a wide range of proficiencies with which to develop the business.

That drive to be better brings us together and makes us ideal partners, especially in a continually evolving marketplace.

TPC: *How has that drive come into play with reaching your early goals as a new company?*

JP: Our main intention for the first year was to develop a feature complete application that benefited from all the lessons learned over the past 15 years, while also applying new ideas and technologies to create a unique offering in the marketplace.

Now in our second year, having released the product to market, we are already at 75 percent of our 2017 implementation goal and plan to have reached it by the end of May.

TPC: *What are your plans moving forward? How do you hope to serve the supply chain industry for the remainder of the year and beyond?*

JP: We have laid out strategic objectives, one of which is to focus on setting ourselves up in the Microsoft Dynamics channel as a thought leader committed to the Microsoft Dynamics marketplace. This is where I began those 17 years ago. We know the needs customers have, and we plan to be an education force that users and Partners can turn to. Our past success has always been rooted in listening to what our customers want, and we

intend to continue that approach with StockIQ.

We are focused on establishing a repeatable and consistent experience with our clients; one that provides ultimate client satisfaction. Part of this includes being very intentional and selective when onboarding new employees. Once they're hired, they'll go through an intense training program to build their skillset so they are able to serve the needs of our clients to the same standard that we ourselves would.

And, of course, as a software development company, we will always be adding to and improving our product. Topics like promotion planning, omnichannel planning, rough-cut capacity planning, and machine learning are just a few of the topics that make the rounds in our weekly meetings.

TPC: *What has made you stick around the Microsoft Dynamics channel?*

JP: It's a tight-knit community, and that has been demonstrated to me over and over again throughout the years. In the early days it was Stampede, then Convergence, and now that same tight-knit feel is recreating itself in user groups. The Microsoft Dynamics channel is strong, and it's vibrant. Users and Partners have passion in what they do with their skills, which is something I haven't found in any other channel. The Microsoft Dynamics community is special.

TPC: *Where can Partners find you to learn more?*

JP: I'm proud to say, we're in The List and are already receiving leads from being out there. Thank you to The Partner Channel!

We are also sponsoring GPUG® Summit and AXUG® Summit in Nashville, at which I will present a few sessions, and I would love to reconnect with users and Partners there.

Also, I'm lined up to speak at the August GPUG chapter meeting in Denver, and we will continue to be involved there to share our knowledge with the community.

And of course, feel free to check out our website (www.stockiqtech.com) or reach out to me via email at Jporter@stockiqtech.com. 🌐