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WAIR
RETAIL GEEKS

ISV Reference Case Story: WAIR and Companial Partnership



WAIR is a company dedicated to enhancing fashion retail businesses through the power of AI-driven predictive intelligence. Their vision is to democratize time-series AI and predictive capabilities, enabling businesses to achieve unmatched efficiency, productivity, and adaptability. This includes optimizing stock allocation with up to 97% accuracy across stores and shop floors, ensuring the right products and quantities are available at the right time.

WAIR's Growth Challenges in the Microsoft Ecosystem

WAIR faced two significant challenges that limited their growth.

First, they needed access to new partners within the Microsoft Dynamics 365 Business Central ecosystem to expand their reach and market adoption. This required establishing strong connections with relevant Microsoft Partners, a process that can be slow and difficult without the right network.

Second, in order to deliver a smooth user experience and prove the value of their platform, WAIR had to ensure seamless integration between their AI-driven solution and Microsoft Dynamics 365 Business Central, which posed a complex technical hurdle.

To address these challenges and ensure the success of its platform, WAIR needed to expand its reach by connecting with key Microsoft Dynamics Business Central partners, develop a smooth and efficient technical integration process, and establish a strong presence within the Microsoft Dynamics ecosystem.

They also wanted a partner who could support and advise them on how to achieve seamless integration of their AI solution.

The Solution: A Strategic Partnership with Companial

WAIR reached out to Companial because of their extensive network, deep expertise in the Microsoft ecosystem, and proven track record of supporting ISVs as they expand into broader partner channels.

Companial's ability to bridge the gap between ISVs and Microsoft partners made them the ideal choice.

Several factors influenced WAIR's decision to join Companial's ISV Partnership Program.

These included:

- Access to Companial's broad partner network that created new business opportunities, and connections within the Microsoft Dynamics 365 Business Central community.
- Proactive technical and business support, along with proven experience helping ISVs grow and succeed in the Microsoft ecosystem.
- Opportunities to increase visibility through international industry events and ecosystem exposure.

Companial's Extension App Development Service

WAIR also chose to leverage Companial's expertise for extension app development, confident in their deep knowledge of Microsoft Dynamics and strong track record of delivering high-quality, reliable solutions.

Results: Productive Collaboration and Satisfied Partners

A combination of proactive engagement, technical expertise, and open communication has strengthened the collaboration between WAIR and Companial. The partnership has been a

collaborative and rewarding experience marked by mutual growth and shared successes.

WAIR found that Companial consistently exceeded their expectations by providing unmatched support throughout the integration process, valuable connections that accelerated WAIR's expansion, and a strong commitment to ensuring WAIR's success in the Microsoft Dynamics ecosystem.

Additionally, WAIR found Companial's extension app development service to be exceptional. The service is efficient, delivering high-quality, timely results, ensuring WAIR's AI solution operates seamlessly within Microsoft Dynamics 365 Business Central.

In turn, WAIR is able to deliver a cutting-edge AI solution that enhances their partners' portfolio and achieves measurable results for their clients. WAIR's solution boosts profitability and efficiency for retailers, making it a valuable addition to any partner offering.

A partner from SPH AG, Germany, summed up their experience with WAIR, explaining: "WAIR's predictive AI solution is a game-changer for our clients, offering unmatched accuracy and value".

The Value of Partnering with Companial

By partnering with Companial, WAIR successfully integrated its AI solution with Microsoft Dynamics 365 Business Central, expanded into new markets through Companial's extensive partner network, and accelerated its growth with the help expert technical and business support.

The true value of the partnership lie in Companial's proactive engagement, deep Microsoft expertise, and ability to open doors to meaningful opportunities. Their consistent support and guidance have empowered WAIR to scale effectively and build strong relationships across the Microsoft ecosystem.

WAIR strongly recommends Companial's ISV Partnership Program to other ISVs looking to grow. As a strategic investment, it offers a solid foundation for long-term success—combining industry knowledge, trusted connections, and a collaborative, results-driven approach that delivers real impact.