Microsoft

Accelerating Time to Market and Co-Sell

Andrew Wigfield
Principal Solution Specialist, IoT
Microsoft

IoT in Action

"… the co-sell program we introduced 18 months ago has already **generated $8 billion in contracted partner revenue**."

—**Satya Nadella**
CEO, Microsoft
January 2019

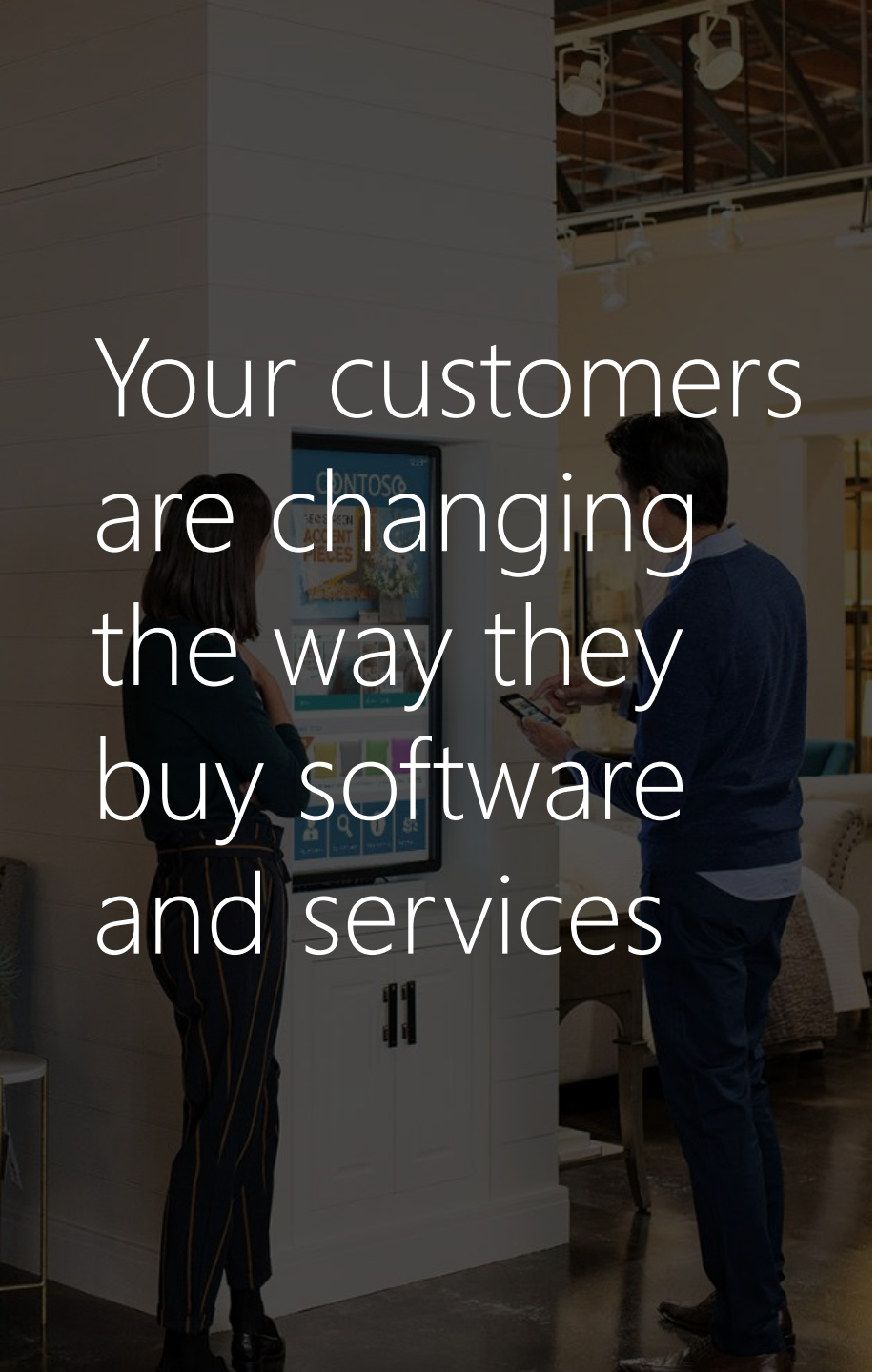
Unparalleled growth opportunities

why co-sell matters to partners

Extend reach

Expand deals

Accelerate wins



Your customers are changing the way they buy software and services

73% of business buyers find the web more convenient for purchasing

By 2023, **17%** of all business-to-business transactions will happen through eCommerce

FORRESTER®

Source: Forrester Consulting on behalf of Microsoft, April 2019

So we're
enabling our marketplace to do more

And introducing new ways to do business for you and your customers

Trailblazing digital transformation

The co-sell business model

Through co-sell, businesses have access to:

- Marketing and sales tools
- New growth opportunities
- A worldwide marketplace

Since the start of the program in FY17 until then end of FY19,co-sell has generated:

$9.5B +
in contracted partner revenue

Over 36,000
IP co-sell wins

121% growth
IP co-sell annualized contract value
FY18= $2.6B, FY19= $5.8B

114% growth
IP partner co-sell wins
FY18=11,000, FY19= 22,000+

408% growth
P2P IP co-sell wins
FY18= 700+, FY19= 3,600+

* All numbers reflected on this slide are final FY19 numbers

Millions of possibilities—selling with Microsoft

Connect with customers through Marketplace, partner channels, and Field Sellers

1: Millions

Microsoft value
Global Marketplace capabilities

Demand generation
Global Demand Center 100k leads/month

Reach
75M buyers

+ Leads generated via Search

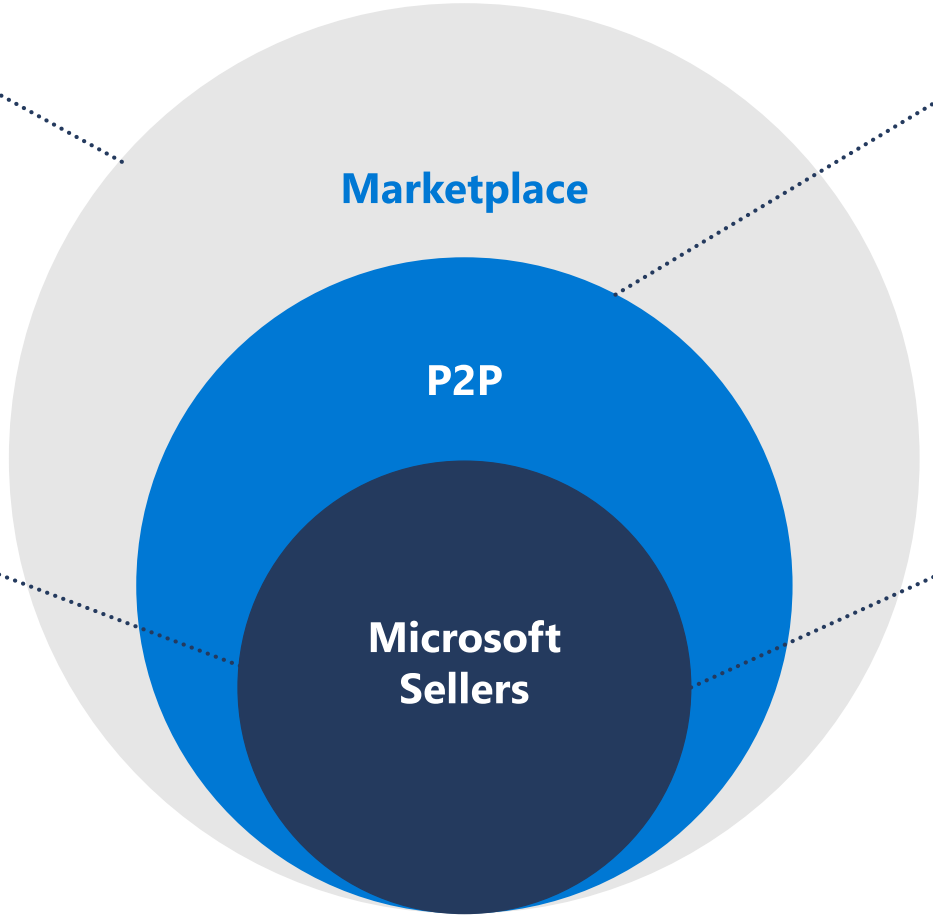
1: Many—SMC corporate

Microsoft value
Co-sell with Microsoft Field Sellers

Field Sellers
1,800

Reach
28k Corporate customers

+ Co-sell (IP and Services)



1: Thousands

Microsoft value
Global channel reach

Demand generation
17M partner sellers

Reach
500k partner opportunities

+ Leads generated via Search

1: Few—Enterprise

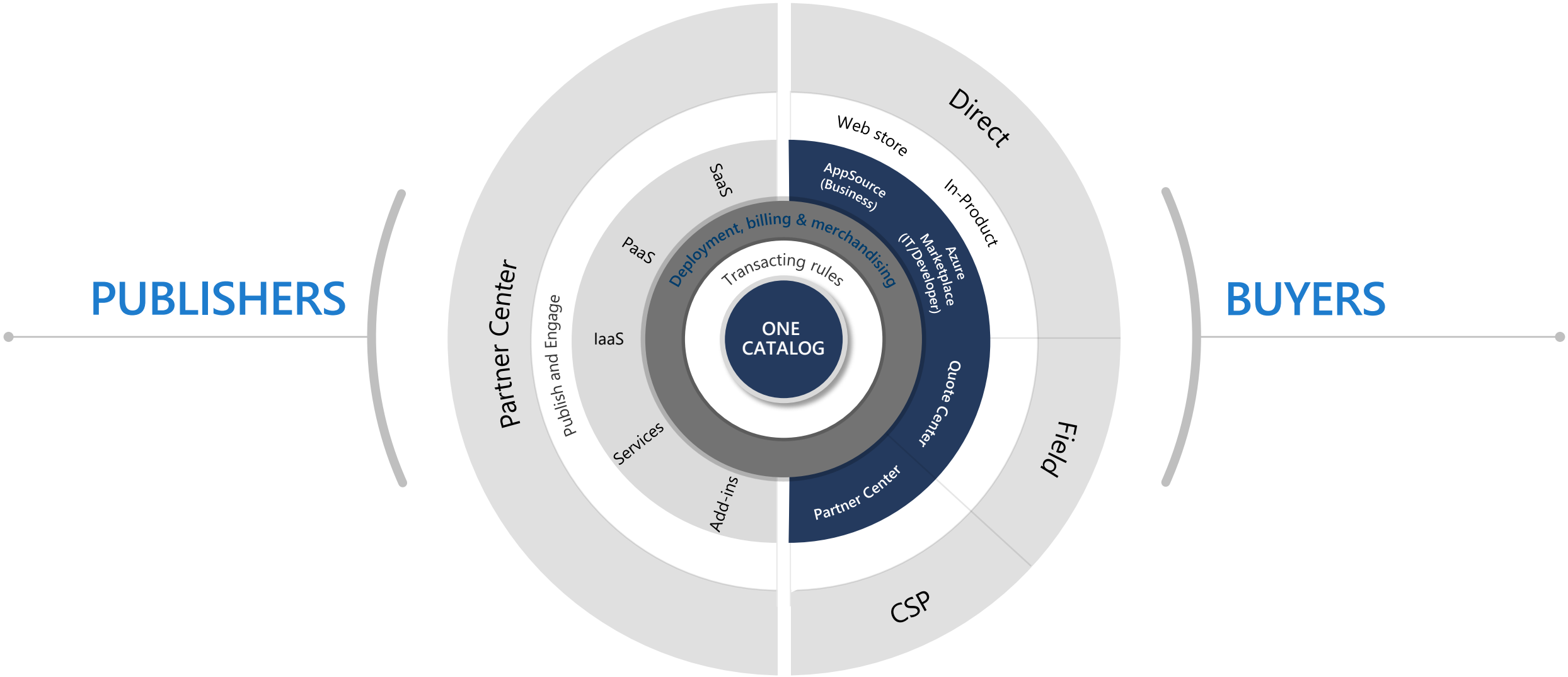
Microsoft value
Co-sell with Microsoft Field Sellers

Field Sellers
6,500

Reach
12K Enterprise customers

+ Co-sell (IP and Services)

Microsoft’s commercial marketplace



https://partner.microsoft.com/en-us/asset/collection/azure-marketplace-and-appsource-publisher-toolkit#/

Microsoft Partner-to-Partner (P2P)

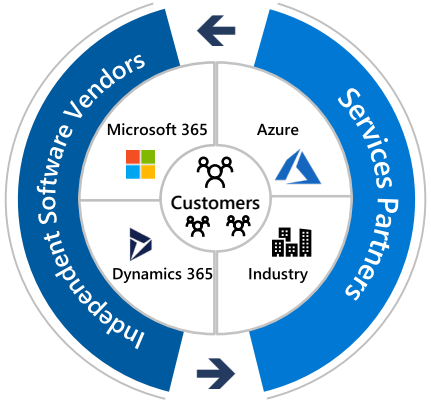
$1.7 Trillion total addressable market

Mission

Our commitment to help partners build and sustain successful partnerships that accelerate their businesses, unlock opportunities and drive digital transformation both for themselves and their customers.

Opportunity

Thousands of potential connections & partnerships



Connect

- Drive revenue impact
- Create new channels
- Innovate new solutions
- Accelerate time to value

Key offerings

- Playbooks
- Play-in-a-Box Kits
- Platform
- Partner Demand Generation Campaigns

Get Started:https://partner.microsoft.com/en-US/connect/build-partnerships

Microsoft + CRATE.IO

An unfortunate state of reality

McKinsey & Company — 70% of digital transformation projects fail

CISCO — 76% of IoT projects fail

Forbes — 84% of digital transformation projects fail

Microsoft — 30% fail at the POC stage

Why?

The primary root causes of failure

#1 Lack of necessary skills

#2 Siloed and resistant corporate culture

#3 Data/IT infrastructure

According to industry surveys and reports from:

BAIN & COMPANY

McKinsey & Company

IDC

Microsoft

Why is “data first” difficult in the industrial sector?

Traditional databases and infrastructure technologies have not been built for the machine data world and for IoT scale.

Applications and users have forced database innovation in the past, however, the machine data world has outpaced the database industry.

	Legacy/Relational DB
The IT Environment	● Mainframes, client server, workflow automation, enterprise-wide applications (e.g. ERP)
Attributes of Data	● Volume: Low-medium ● Velocity: Low ● Variety: Low
Key Benefits Required	● Consistency ● Reliability ● Standardization
Vendors	Oracle, IBM, Teradata, Sybase

Applications and users have forced database innovation in the past, however, the machine data world has outpaced the database industry.

	Legacy/Relational DB	Next-gen/Modern DB
The IT Environment	● Mainframes, client server, workflow automation, enterprise-wide applications (e.g. ERP)	● Internet, cloud, PC/mobile proliferation, open source, big data
Attributes of Data	● Volume: Low-medium ● Velocity: Low ● Variety: Low	● Volume: High ● Velocity: High ● Variety: Low-medium
Key Benefits Required	● Consistency ● Reliability ● Standardization	● Availability and redundancy ● Agile/fast app development ● Support massive numbers of concurrent users
Vendors	Oracle, IBM, Teradata, Sybase	Hadoop, MongoDB, Splunk, Microsoft, Amazon

Applications and users have forced database innovation in the past, however, the machine data world has outpaced the database industry.

	Legacy/Relational DB	Next-gen/Modern DB	Digital X/IoT DB
The IT Environment	● Mainframes, client server, workflow automation, enterprise-wide applications (e.g. ERP)	● Internet, cloud, PC/mobile proliferation, open source, big data	● Connected things, edge, convergence of OT and IT, interoperability, machines become users
Attributes of Data	● Volume: Low-medium ● Velocity: Low ● Variety: Low	● Volume: High ● Velocity: High ● Variety: Low-medium	● Volume: Very high ● Velocity: High ● Variety: Very high
Key Benefits Required	● Consistency ● Reliability ● Standardization	● Availability and redundancy ● Agile/fast app development ● Support massive numbers of concurrent users	● Fast data ingestion and real-time analysis ● Easily scaled to many locations/lines/machines ● Flexibility to operate at cloud or edge
Vendors	Oracle, IBM, Teradata, Sybase	Hadoop, MongoDB, Splunk, Microsoft, Amazon	

CrateDB:
Purpose-built to scale modern applications in a machine data world

How to drive a successful co-selling partnership

Clearly defined value proposition

When creating your Bill of materials is always helpful to clearly define your solution value proposition and how your solution differentiates you from your competitors.

Clarity on target audience

When building out a business plan ensure you define your target audience. Start with an industry focus and a select set of customers from that industry. Once you see some success you can then broaden your scope to other industries and customers.

Goal alignment and seller relationship is key

Collaborate with your Channel manager to build key seller relationships. Align goals with each other and the customer so that you can drive the very best outcomes for all involved.

Microsoft seller-ready co-sell materials

Equip the Microsoft sellers and partners with materials that reference our partnership and are customer facing. Also keep in mind where the nearest Microsoft Technology Center is and how to best leverage that for your company and with key customers.

Relevant case studies

Customers listen acutely when there is a concrete example of a successful engagement with your solution. Alignment to industry, technology domain or a decision maker persona will yield accelerated results.

Balance direct and P2P co-sell activity

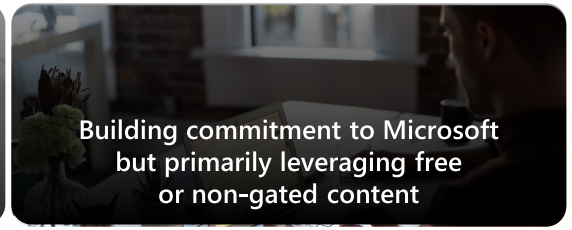
Most successful GTM activities have involved both direct tactics as well as channel/partner tactics. Be planful in your strategy to leverage all co-selling motions with Microsoft.

Microsoft partner development journey

Unmanaged Partners

SIGN UP	BUILD A PRACTICE	ACCELERATE SALES		
MPN	Partner Center	Marketplace	Internal Tools	Joint Selling
Start your relationship with Microsoft	Manage your profile and all participation in Microsoft Programs	Public solution finder for customers and partners	Showcase your solution to Microsoft sales teams	Ability to share leads and get joint sales support

PARTNER MINDSET

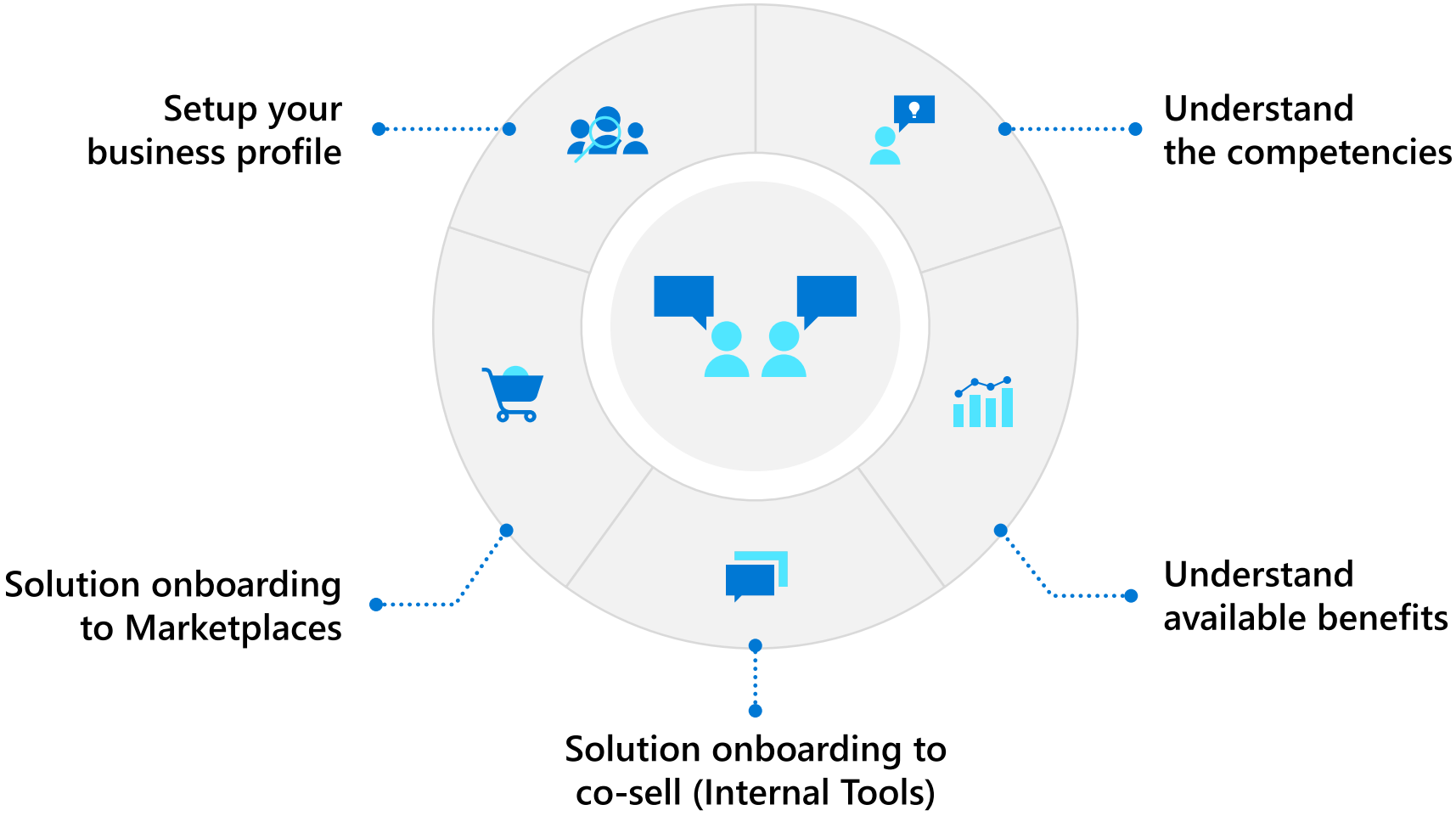


MPN support, MPN benefits, tech support

Microsoft Solution Aggregator Partners

Cloud Enablement Desk

https://partner.microsoft.com/en-us/campaigns/co-sell-nomination-form



Call to action

Partner

Sign up as a Microsoft Partner

Reach out to a Solution Aggregator

Promote your solution on Marketplace

Reach out to Cloud Enablement Desk to start your journey with Microsoft

Customer

Visit Marketplace to get exposure to Azure based IoT cloud solutions

Leverage your Microsoft account managers for prioritized solutions

Thank you!