



IoT in Action

#IoTinActionMS



Accelerating Time to Market and Co-Sell

Noam King

WW IoT Sales Strategy Lead, CDS
Microsoft





“Leading companies in every industry are partnering with us to build their own digital capability to compete and grow. This is creating broader opportunity for everyone, including our ecosystem. As one example, 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

Co-selling enables partners to work directly with Microsoft on joint selling opportunities to reach a vast community of customers and create new sales opportunities that can accelerate business growth.



Extend reach

Enter new markets with an expanded portfolio of solutions and access to the global partner reseller network



Expand deals

Create custom solutions with Microsoft and partner-to-partner opportunities



Accelerate wins

Collaborate with Microsoft sellers to generate leads, amplify marketplace listings, and close deals



Millions of customers, the global Marketplace ecosystem, and partnership with the largest commercial software sales force in the industry

Trailblazing digital transformation

The co-sell business model

Microsoft delivers millions of referrals to partners every year, helping businesses grow essential relationships within the network and with new customers. Co-sell is the path for partners to jointly sell with Microsoft. And Microsoft's commercial marketplace is the starting point to co-selling.

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

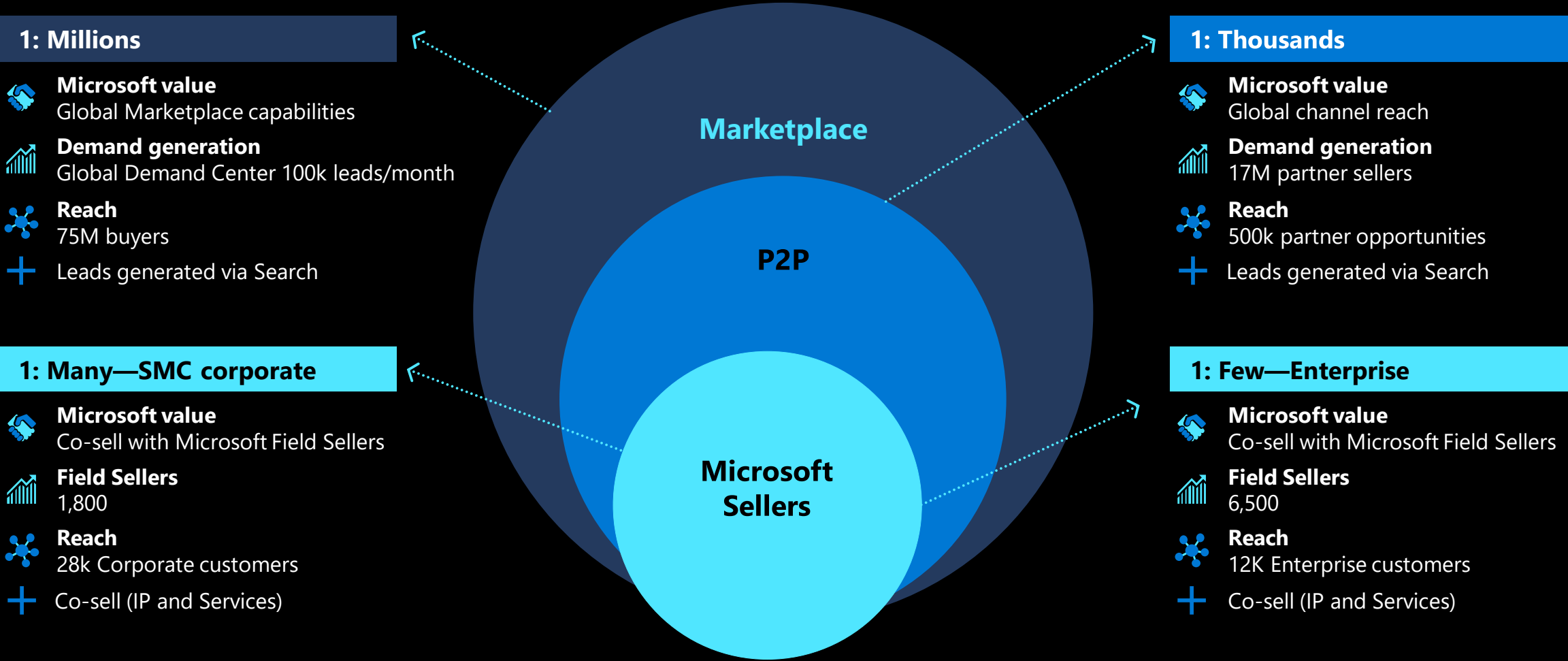
IP partner co-sell wins
FY18=11,000, FY19= 22,000+


408% growth

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

Millions of possibilities—selling with Microsoft

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





Your customers are changing the way they buy software and services

Microsoft AppSource and Azure Marketplace empower customers to seamlessly find, try, buy, and deploy every cloud solution that matters—including yours

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

We've heard them...

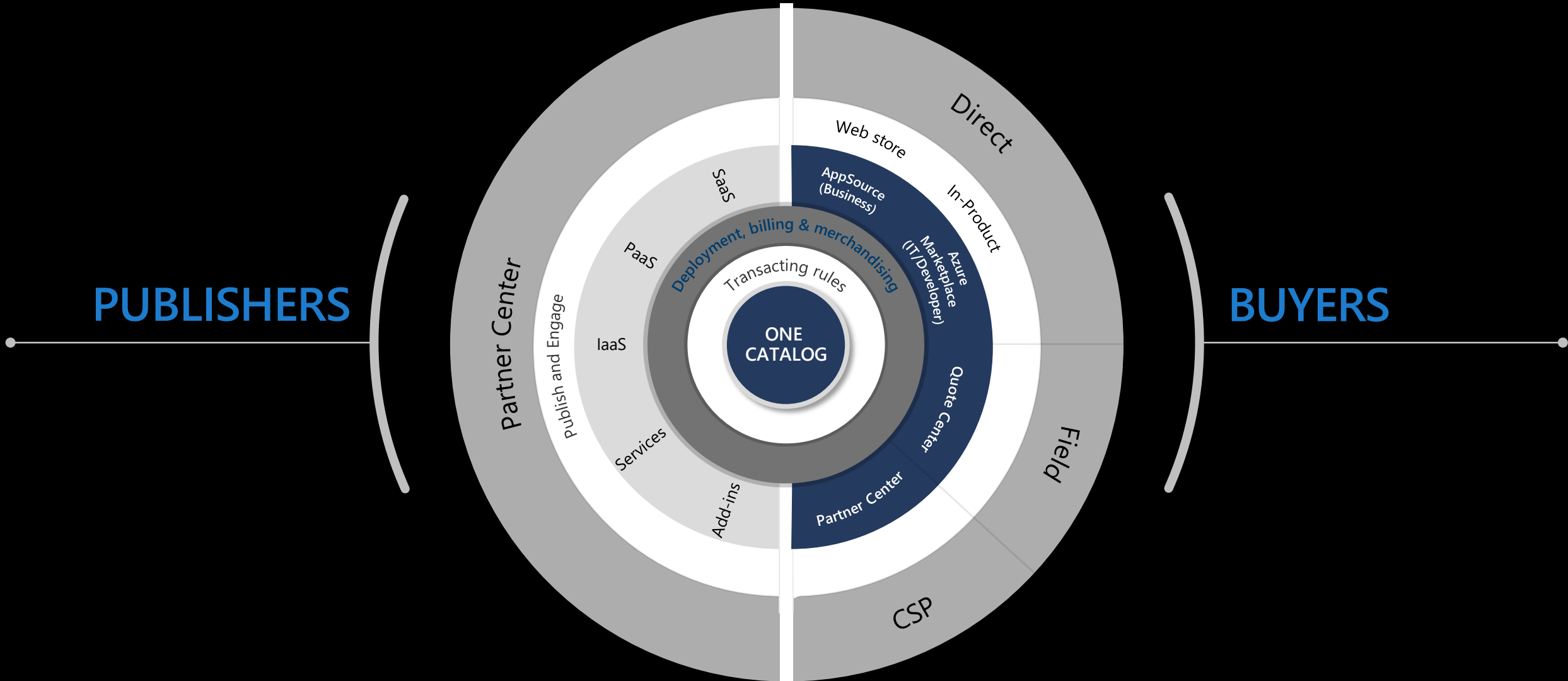
So we're
enabling our marketplace
to do more



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



Microsoft's commercial marketplace



Microsoft Partner-to-Partner (P2P)

P2P is an agreement between two or more partners with defined, mutually beneficial business outcomes including entering new markets, differentiated offers, expanding customer base and/or increase of customer wallet share.

P2P co-sell is any number of partners working together with a Microsoft seller engaged.

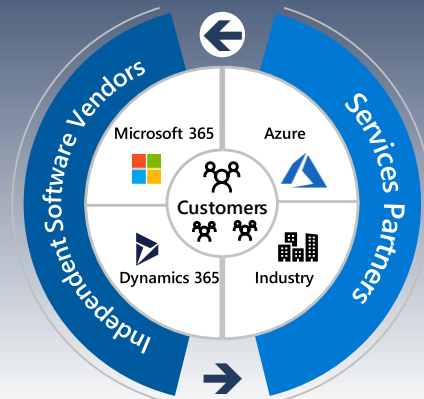
1.7 Trillion total addressable market

▶ 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://aka.ms/buildpartnerships>

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 playful in your strategy to leverage all co-selling motions with Microsoft.



Path to becoming co-sell ready

It's a journey...

Microsoft partner development journey

Unmanaged Partners

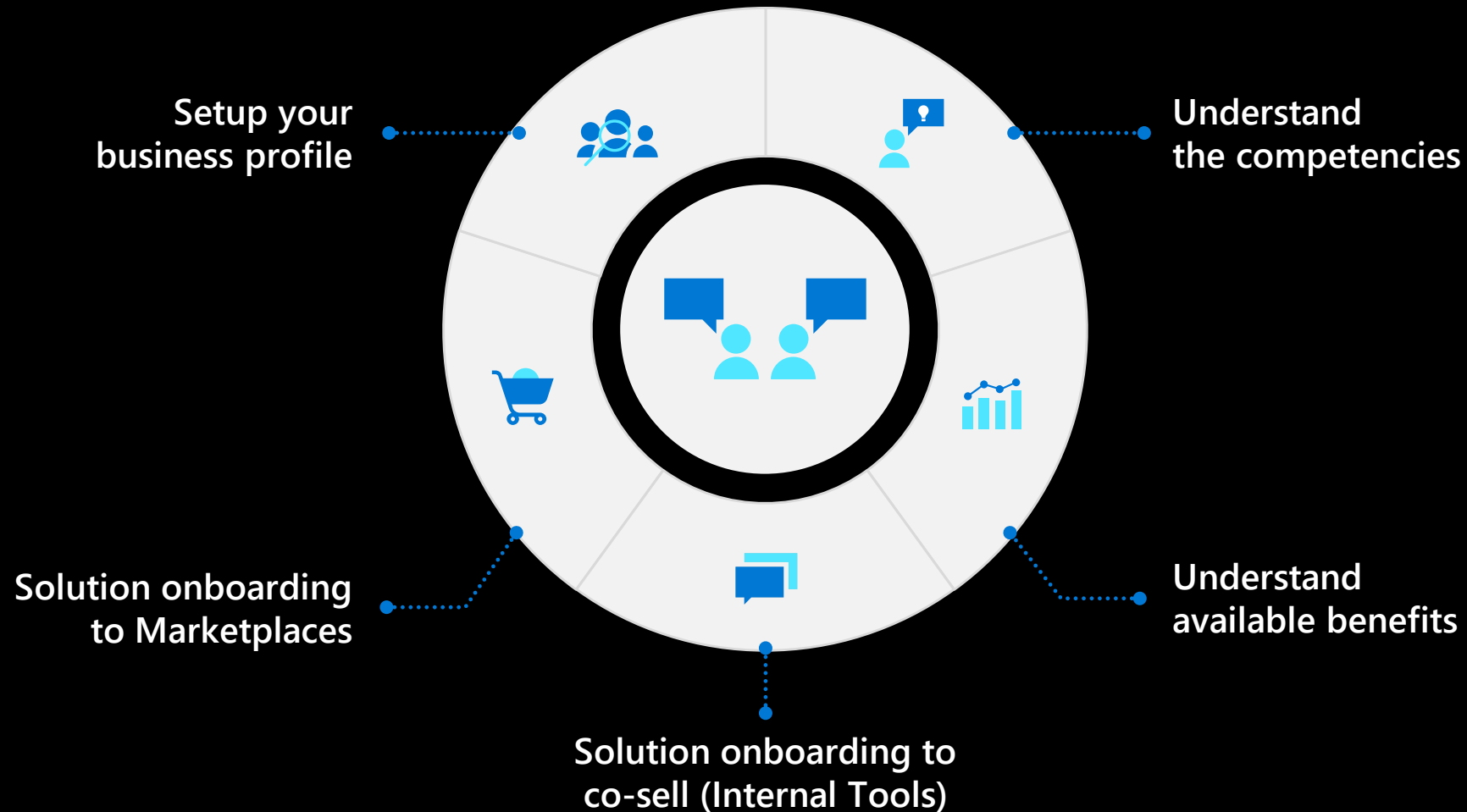


Microsoft Solution Aggregator Partners



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!