Microsoft

Activating Microsoft Programs & Resources to Scale

Shirley Strachan, GM
IoT Device Experiences Team,
Microsoft Asia

IoT in Action

"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

* All numbers reflected on this slide are final FY19 numbers

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

1: Millions

Microsoft value
Global Marketplace capabilities

Demand generation
Global Demand Center 100k leads/month

Reach
75M buyers

\+ Leads generated via Search

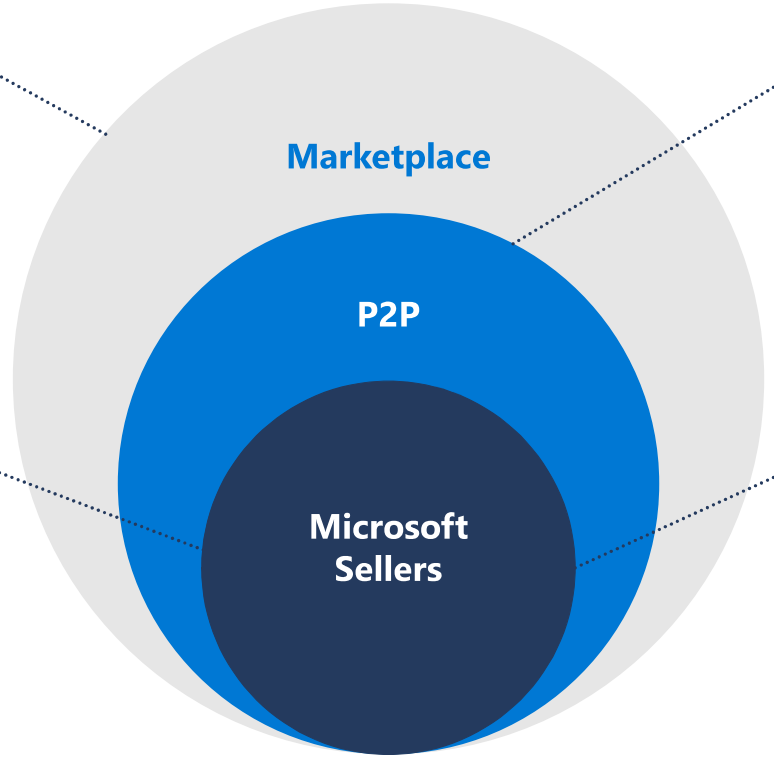
1: Many—SMC corporate

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

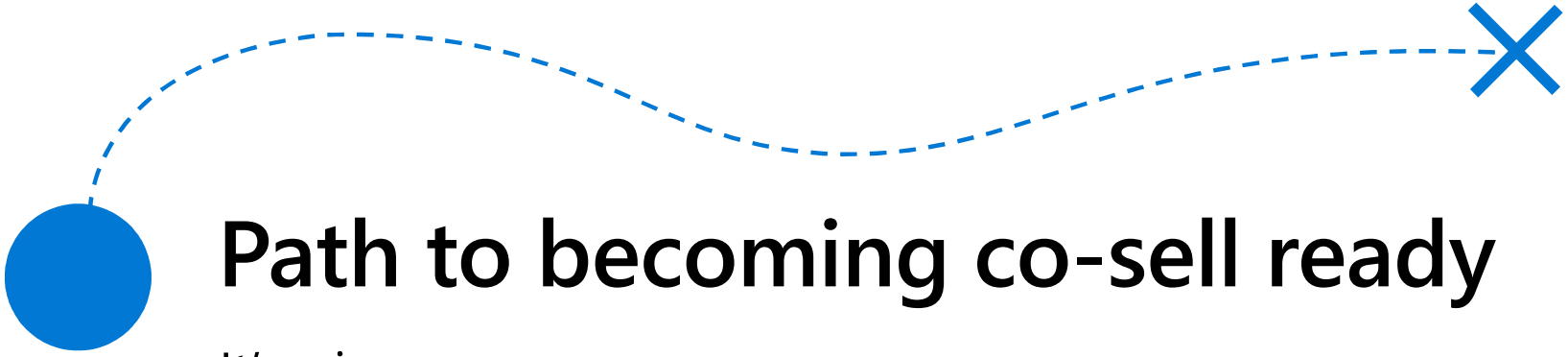
1: Few—Enterprise

Microsoft value
Co-sell with Microsoft Field Sellers

Field Sellers
6,500

Reach
12K Enterprise customers

\+ Co-sell (IP and Services)



Path to becoming co-sell ready

It’s a journey…

Reach buyers and Microsoft sellers

Publish solutions in Microsoft's commercial marketplace to accelerate revenue

Buyer-focused storefronts

One marketplace, two storefronts

AppSource

Business Users

Industry-focused line-of-business and productivity apps

Azure Marketplace

IT Pros and Cloud Developers

Azure building blocks and finished software solutions

New transact capabilities allow you to scale your offer through our channel ecosystem and direct sellers

Microsoft seller-focused storefront

Fully integrated into Microsoft sales tools

AppSource Co-sell Solution Finder

Microsoft Sales and Marketing Teams

Co-sell ready industry-focused line-of-business and productivity apps, plus software solutions and services offerings

Microsoft Global Solution Aggregator Partners

Solution Aggregators

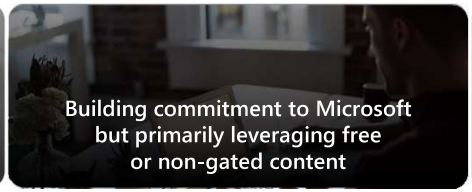
System Integrators & Advisors

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

What is a co-sell ready solution?

Repeatable IoT solutions, based on Azure, that are packaged and approved for co-sell with Microsoft across industries.

OCP Catalog

A new co-sell solution entered into the OCP Catalog

Solution counts toward CDS scorecard

Co-sell ready

Additional activities help solution achieve co-sell Ready status and allow deals to be registered.

Solution is seller incentive eligible

PARTNER BENEFITS OF CO-SELL READY:

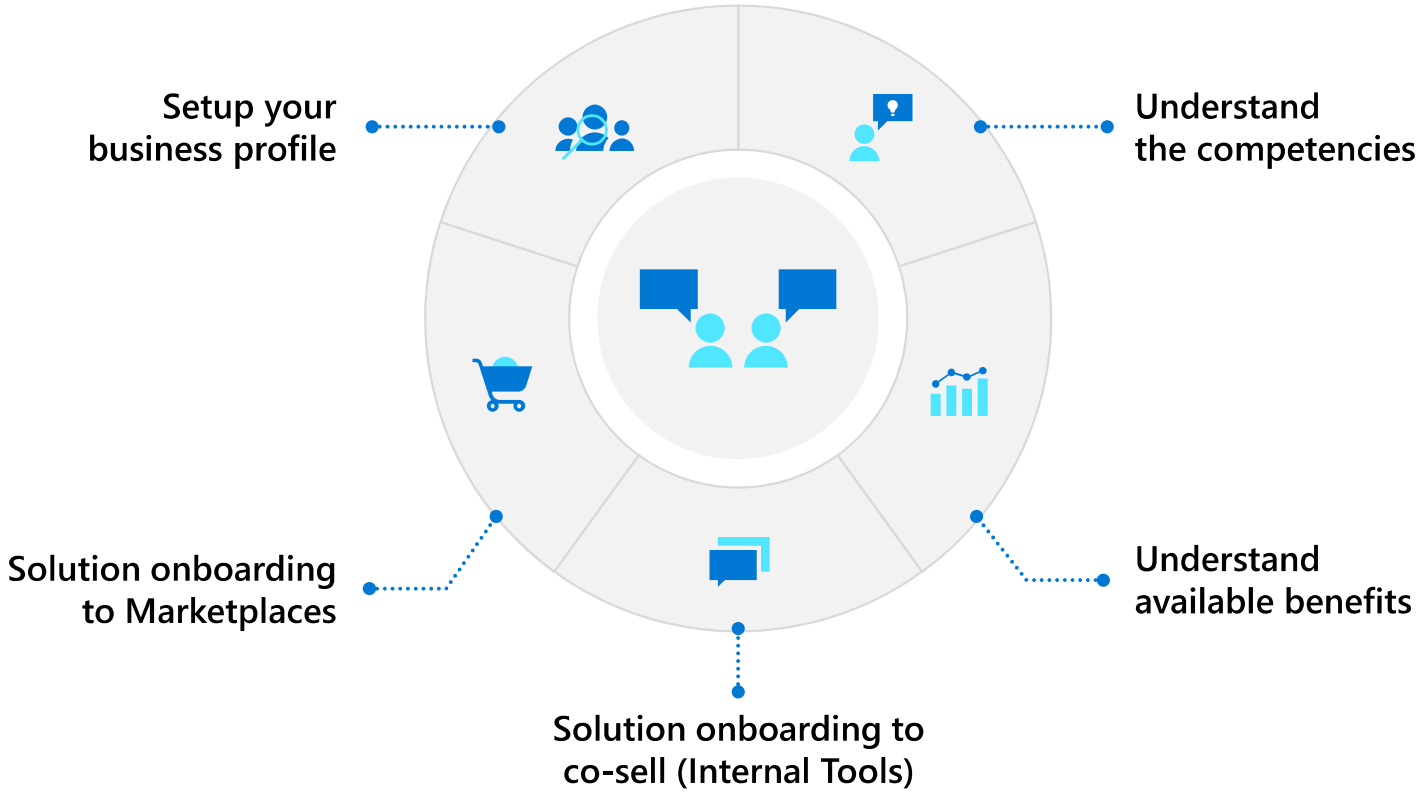
Solution discoverable by sellers in OCP Catalog

Bring a lead and receive co-sell support from Microsoft

Access Sell-With and GTM benefits

Cloud Enablement Desk

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



For partners and customers looking to start the journey today:

IOTA Matchmaking

IoT Solution Booklet

Azure Marketplace

meldCX – meldCX IoT Platform for Retail

Also co-selling with meldCX: meldCX IoT Platform for ISVs, and meldCX IoT Platform for Hospitality

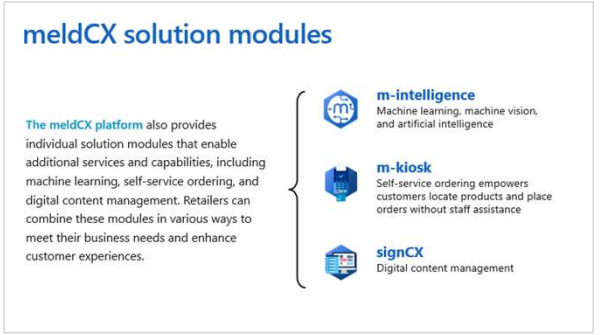
RETAIL

COMPLETED TUNE-UP DECEMBER 2018

Make your retail business smarter

The meldCX platform makes it simpler and more cost-effective for retailers to develop, deploy and manage applications and IoT solutions for connected Azure-certified devices, such as interactive kiosks, digital signs, and smart point-of-sale (POS) systems. You can easily scale your retail business, accelerate your time to value, and use data-driven insights to streamline operations and transform customer experiences.

Link to solution in OCP: meldCX - meldCX IoT Platform for Retail



BUILT ON AZURE

Built on Azure services, meldCX includes the enterprise-grade security, connectivity and powerful analytics that retail businesses need:

- **Azure Virtual Machines** - Flexibility of virtualization for a wide range of computing solutions—development and testing, running applications, and extending your datacenter
- **Azure SQL Server** - Intelligent, fully managed relational cloud database service that provides the broadest SQL Server engine compatibility. Accelerate app development and simplify maintenance using a broad range of SQL tools.
- **Azure Blob Storage** - Massively scalable object storage for unstructured data
- **Azure File Storage** - Simple, secure, and fully managed cloud file shares

TARGET BUYERS

Retailers interested in deploying commercial apps and IoT solutions for interactive kiosks, digital signs, smart point-of-sale (POS) systems and other devices to enhance their business and improve customer experiences.

CDS POC:
Adeline Hsieh

ABOUT meldCX

meldCX is an affiliated company within the ACER and AOPEN groups—world leaders in hardware, electronics, and cloud-based technologies. meldCX, the company's flagship product, is filling a gap in the technology market by providing a web-based application programming interface (API) that is revolutionizing how businesses think about, develop, and deploy apps for commercial devices such as digital signs, POS units, and self-service kiosks.

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.

uLikeKorea

uLikekorea Co., Inc.

Steve Kim

Global Head of
Marketing & Legal

Introduction of LiveCare Services

- *Core Temperature*
- *GPS (Tracking)*
- *Ruminant Activity*
- *Activity Level*
- *Drinking Frequency*
- *pH*

LiveCare Solution

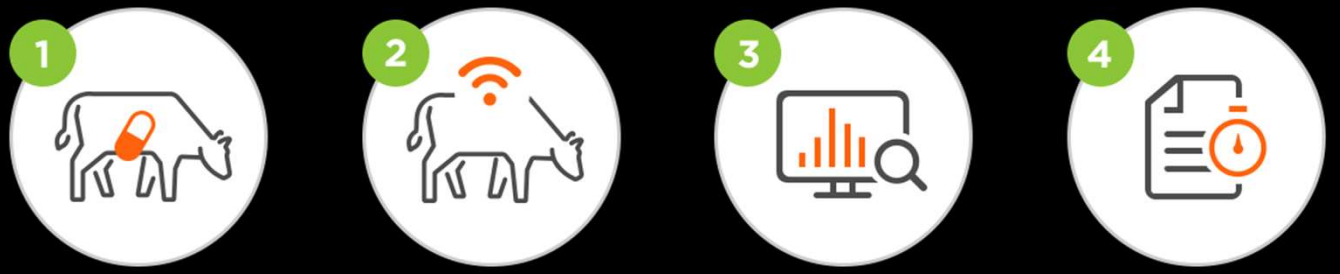
LiveCare Services

uLikeKorea
uLikekorea Co., Inc.

By collecting and analyzing the cattle's biometrics such as **body temperature and activity level** in real-time, LiveCare can accurately monitor disease, estrus, and delivery status of each cow.

An automated alarm and a message is immediately sent to the farm owner and the veterinarian when any abnormality is detected.

[WO2018088611] METHOD OF MANAGING DISEASE, AND APPARATUSES OPERATING THE SAME
*Patent applications in **Japan, USA, Brazil, EU, Austrailia, New Zeland and China***
***Trademark** No. 45-2016-0006183*



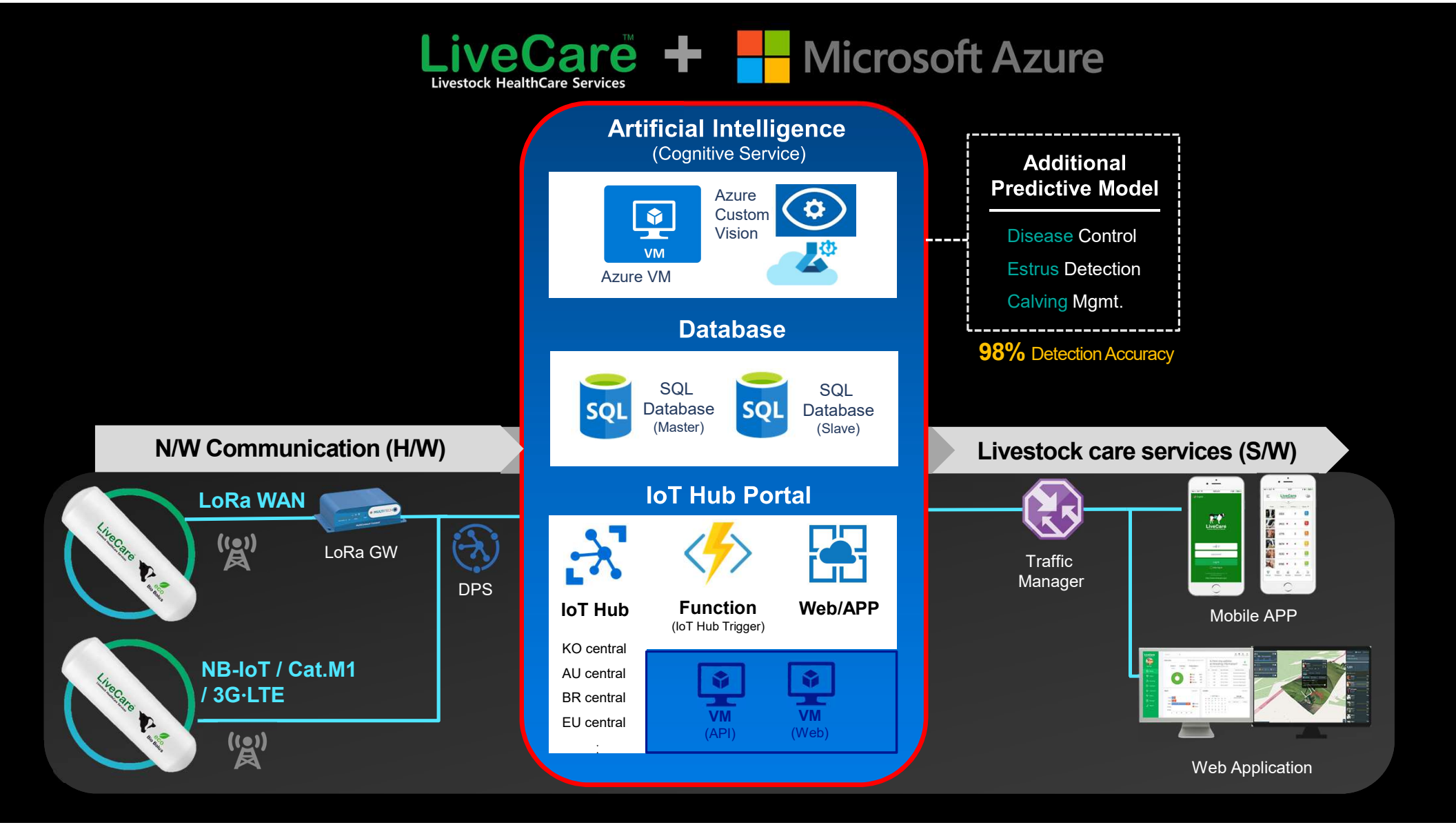
Oral administration of the bio-capsule

Real-time collection of the biometrics for each cow

Real-time analysis of the collected data based on AI and Deep Learning and provide it via APP/WEB

Notification by push-alarm to the user when any abnormality is detected

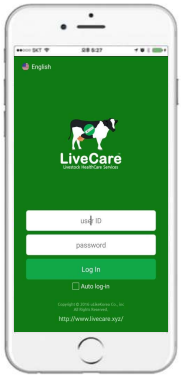
Architecture Diagram: LiveCare + MS Azure


LiveCare™
Livestock HealthCare Services
+
Microsoft Azure
Artificial Intelligence
(Cognitive Service)
VM
Azure VM
Azure
Custom
Vision
Additional
Predictive Model
Disease Control
Estrus Detection
Calving Mgmt.
98% Detection Accuracy
Database
SQL
SQL Database
(Master)
SQL
SQL Database
(Slave)
N/W Communication (H/W)
Livestock care services (S/W)
LoRa WAN
LoRa GW
DPS
NB-IoT / Cat.M1
/ 3G·LTE
IoT Hub Portal
IoT Hub
KO central
AU central
BR central
EU central
Function
(IoT Hub Trigger)
Web/APP
VM
(API)
VM
(Web)
Traffic
Manager
Mobile APP
Web Application

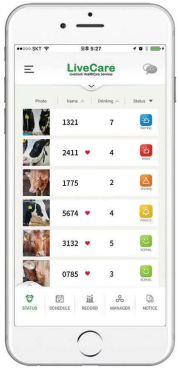
LiveCare Application

Management of Health Condition for each cow

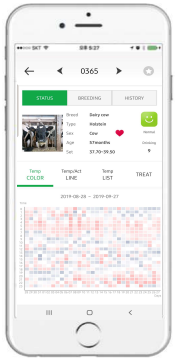
Login



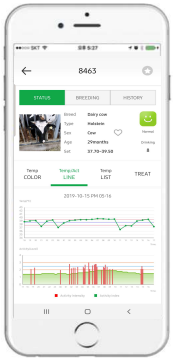
Cattle status



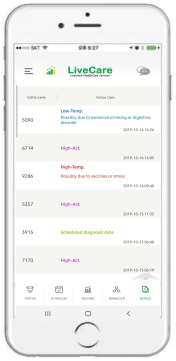
Color chart



Line chart

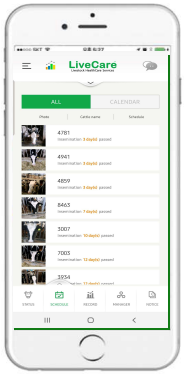


Alert list

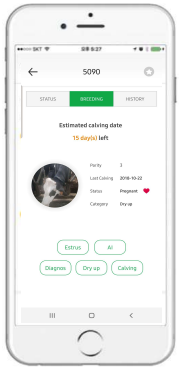


Breeding Mgmt.

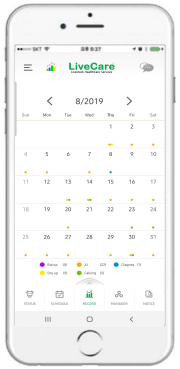
BR Schedule



BR Register

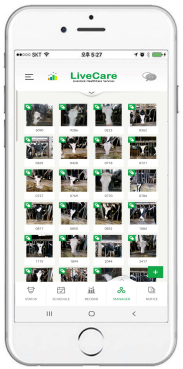


BR History



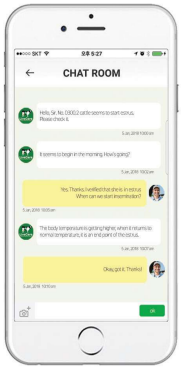
Farm Mgmt.

Cattle list

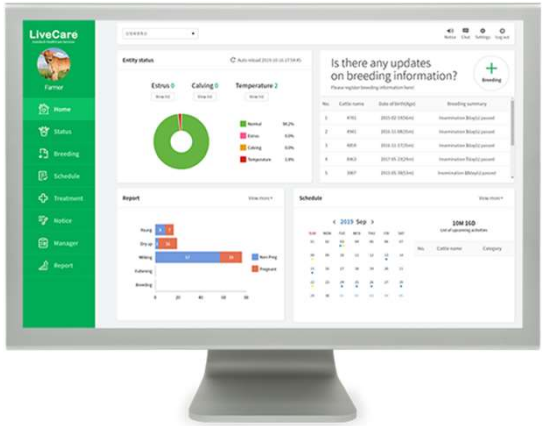


Customer Service

1:1 Chat



LiveCare service Web



LiveCare service Plus

(+ Tracking system)

Mycoplasma Bovis

Biosecurity New Zealand
Ministry for Primary Industries
Manatū Ahu Matua

201 *confirmed properties*

118,480

Animals have been culled

Last updated 23 Oct 2019

1,006,866

Tests completed

Cleared Properties

185

Other 41

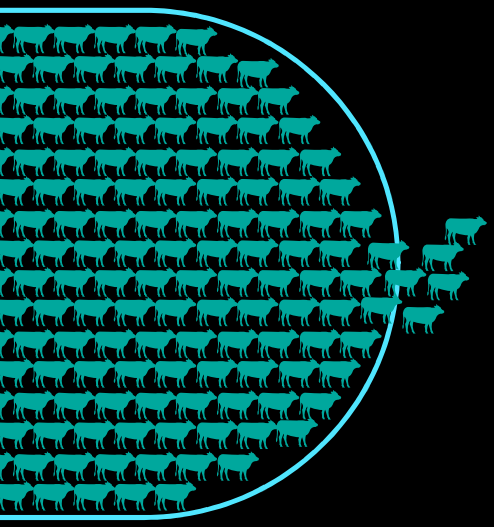
Beef 106

Dairy 54

16

Active Properties

LiveCare AI System



Cattle w/ bio-capsules

LiveCare's Machine Learning Algorithms

Deep Learning based Biometric analysis

98%
Detection Accuracy

Disease Control

Estrus Detection

Calving Mgmt.

Principal Features (LiveCare solution)

500M+
World's largest Livestock Biometric Data

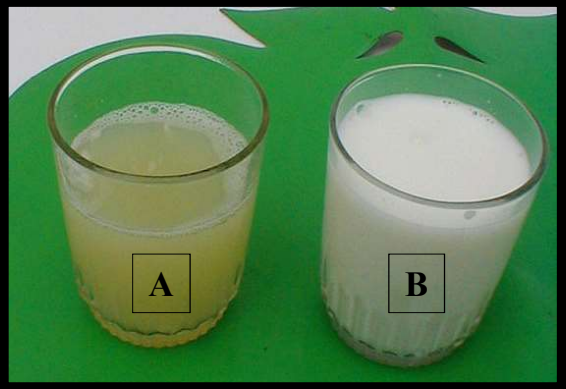
No.	Category
1	Bovine Respiratory Disease(BRD)
2	Pneumonia
3	Mastitis
4	Ketosis
5	Blood poisoning
6	Hyperthyroidism
7	Bovine tuberculosis
8	Foot Infection
9	Acute diabetes
10	Enzootic bovine leukosis
11	Injury
12	Calcium, phosphorus, kidney problem
13	Reproductive organs disease
14	Disease after calving
15	Digestive organs disability
16	Hepatic lipidosis

More….

Case study of LiveCare

Disease Case of Dairy cow

Serious exudate from udder in E. coli mastitis in cow (A), in comparison to normal milk (B)

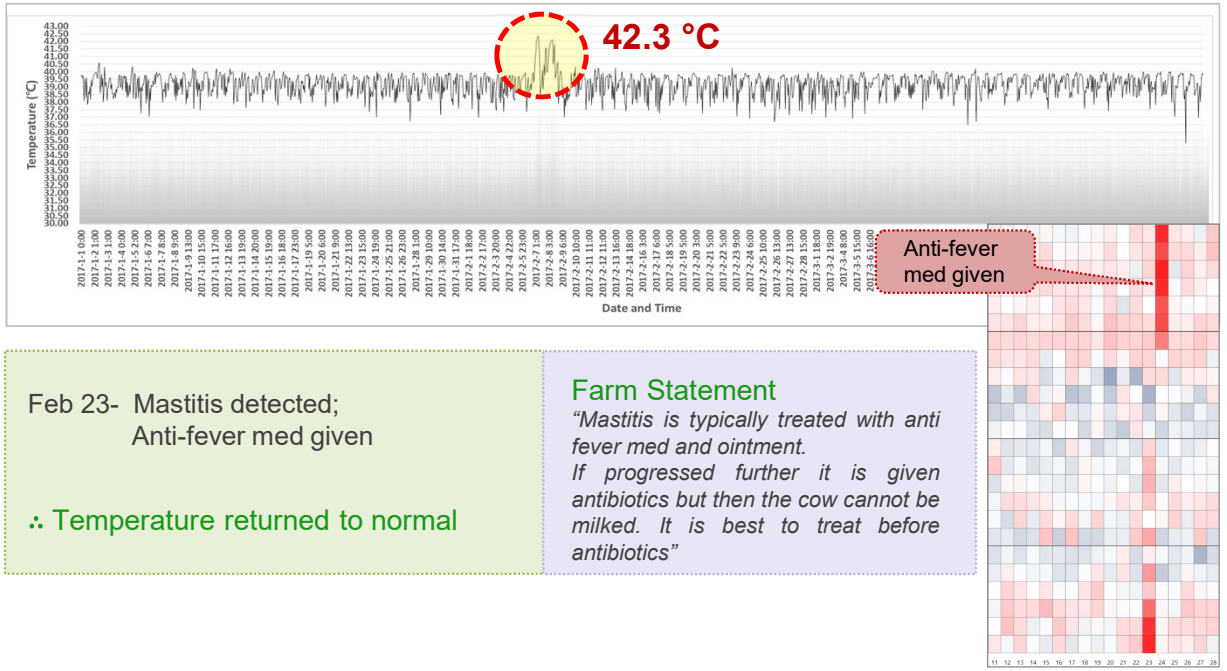


Ref. “Mastitis in dairy cattle” 2017, Wikipedia

Mastitis

Holstein at 39 months

Body temperature peaks to 42.3ºC and anti-fever treatment is given to the cow.



Feb 23- Mastitis detected;
Anti-fever med given

∴ Temperature returned to normal

Farm Statement

“Mastitis is typically treated with anti fever med and ointment.
If progressed further it is given antibiotics but then the cow cannot be milked. It is best to treat before antibiotics”

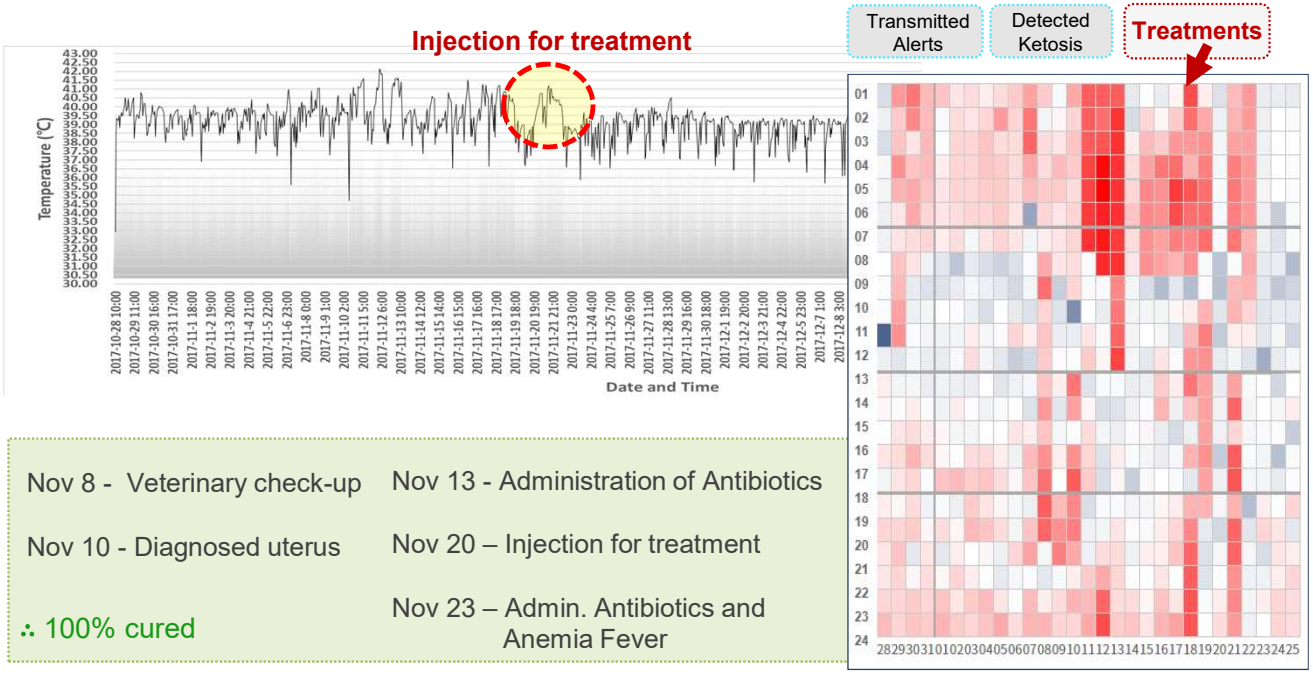
Disease Case of Dairy cow

Ref. Irish Farmers Journal

Ketosis

Holstein at 27 months

Early detected Ketosis and 100% cured in the initial stage



Nov 8 - Veterinary check-up

Nov 10 - Diagnosed uterus

∴ 100% cured

Nov 13 - Administration of Antibiotics

Nov 20 – Injection for treatment

Nov 23 – Admin. Antibiotics and Anemia Fever

Disease Case

** **BRD** is one of the most common diseases affecting beef cattle as a complex and bacterial infection that causes pneumonia in calves.*

LiveCare

List of Detected Diseases

No.	Category
1	**Bovine Respiratory Disease(BRD)**
2	Pneumonia
3	Mastitis
4	Ketosis
5	Blood poisoning
6	Hyperthyroidism
7	Bovine tuberculosis
8	Foot Infection
9	Acute diabetes
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11	Disease after calving
12	Calcium, phosphorus, kidney problem
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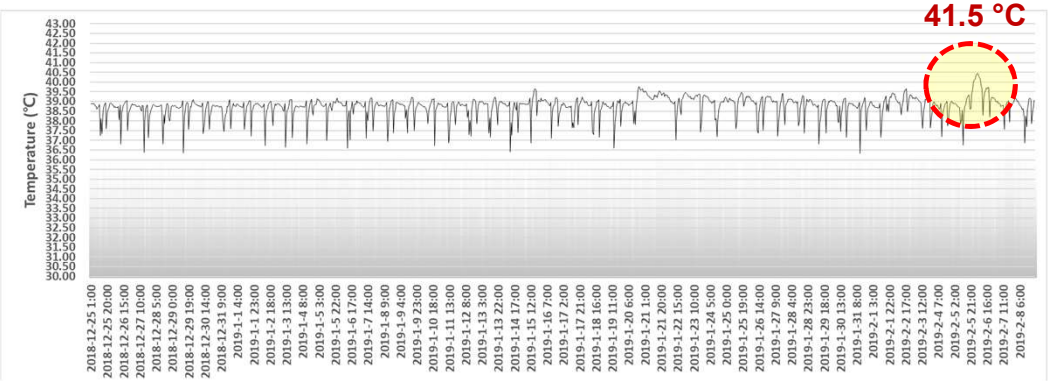
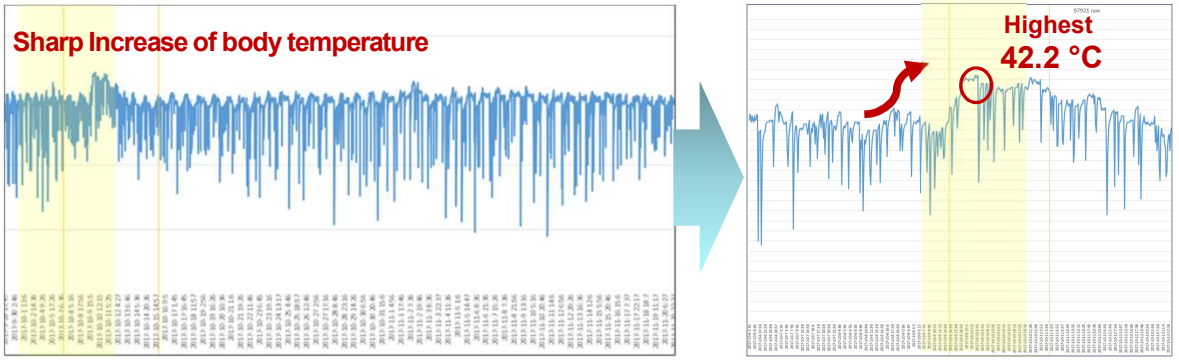
14	Injury
15	Digestive organs disability
16	Hepatic lipidosis

Beef cow at 27 months

Body temperature rises to 41.5ºC and **drinking frequency decreases** due to respiratory illness



Calf at 2 weeks



Disease Case

** Most calves that have pneumonia will have a fever (rectal temp. over 103 degrees) and a rapid respiratory rate (often over 60 breaths per min.)*

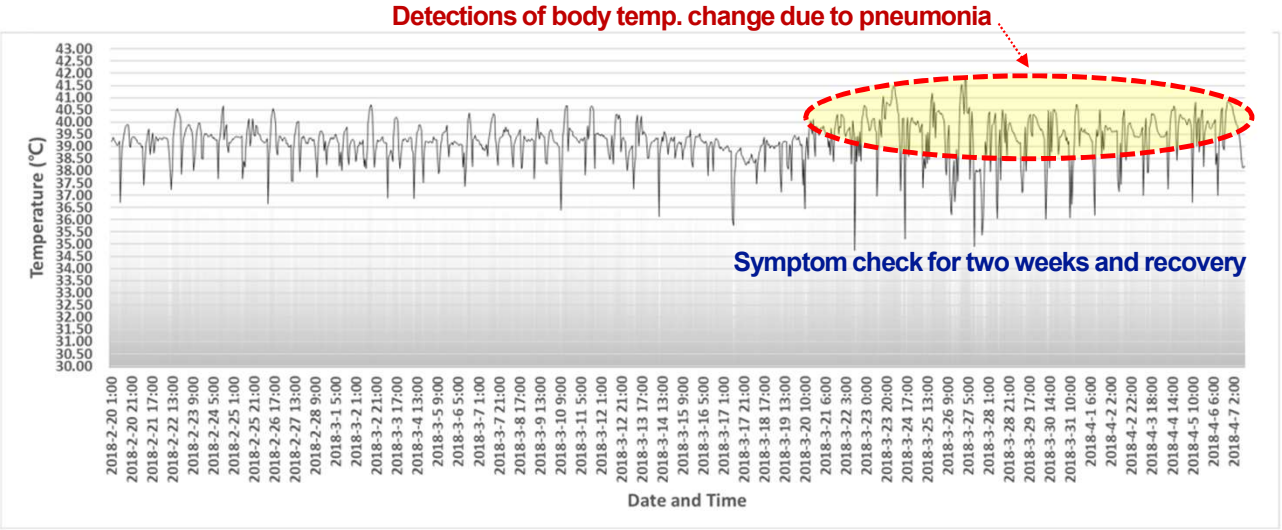
LiveCare

List of Detected Diseases

No.	Category
1	Bovine Respiratory Disease(BRD)
2	**Pneumonia**
3	Mastitis
4	Ketosis
5	Blood poisoning
6	Hyperthyroidism
7	Bovine tuberculosis
8	Foot Infection
9	Acute diabetes
10	Enzootic bovine leukosis
11	Disease after calving
12	Calcium, phosphorus, kidney problem
13	Reproductive organs disease
14	Injury
15	Digestive organs disability
16	Hepatic lipidosis

Beef cow at 48 months

Body temperature rises to 42ºC and pneumonia is detected early and diagnosed for recovery.



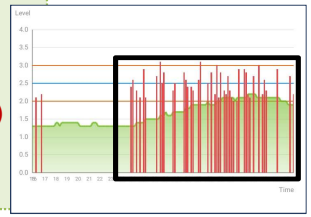
Breeding Case

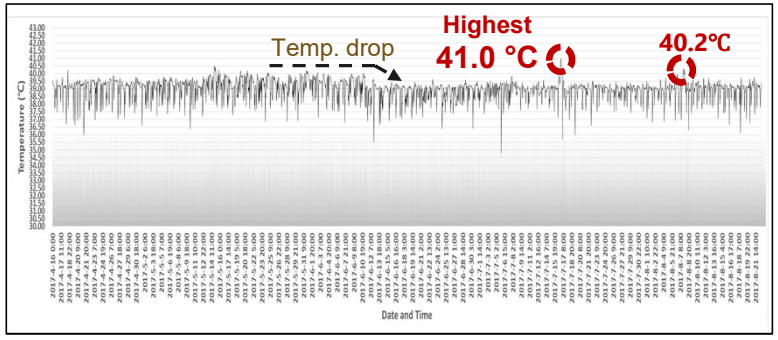
Estrus Detection

- Farm: Boryung Cheon
- Cow ID : 5621
- Species : Beef cow
- Age : 61 months

Jun 12- Normal delivery
Jul 16- Estrus detected after 34 days
Jul 17- Estrus stopped (morning)
Aug 7 – Estrus detected again (21 days)

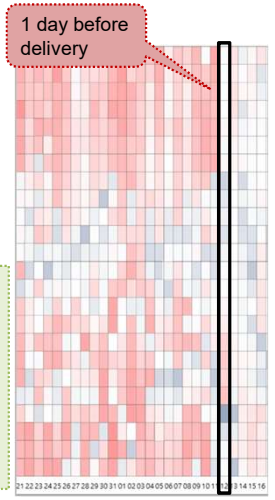
∴ Estrus monitoring became easier





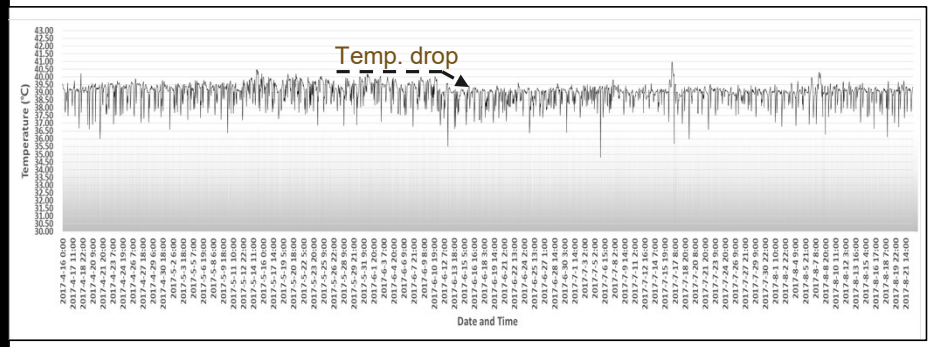
Calving Prediction

- Farm: Boryung Cheon
- Cow ID : 5621
- Species : Beef cow
- Age: 61 months



June 11- Day before delivery, temp declined
June 12- Gave birth at 4 pm

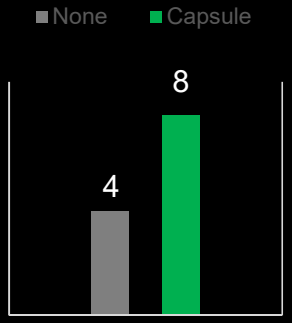
∴ The cow showed continuous light temp rises for 2 months, but temp declined 1 day before delivery



Benefits obtained by LiveCare Services

Before & After LiveCare service application (100 head)

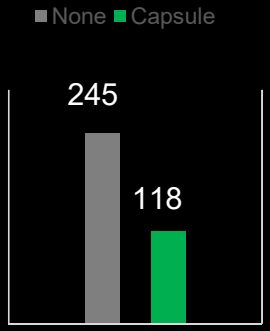
Estrus Detection



Detected Estrus
(Frequency per month)

✓ If the number of estrus detections increases, the conception rate also rises

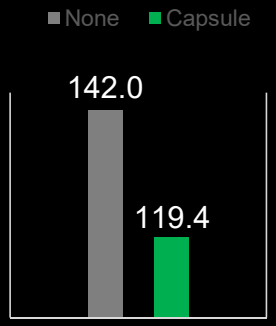
Calving Mgmt.



Non-Pregnant Days

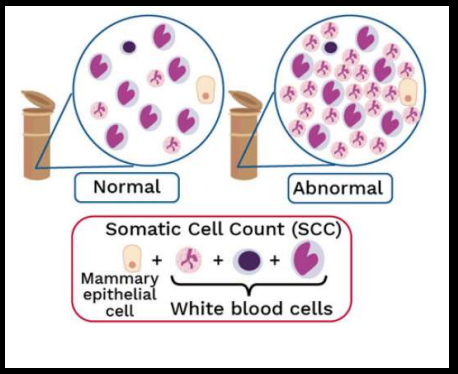
✓ Reduction of NPD can be an important indicator for increasing productivity

Disease Prevention



Somatic Cell
(Cell count (mill))

✓ Somatic cells at higher rates is considered as a higher risk of disease infection such as mastitis.



<SCC for normal and abnormal milk>

Low Somatic Cell Count is a reflection of good udder health and mastitis control in the herd

Partnership

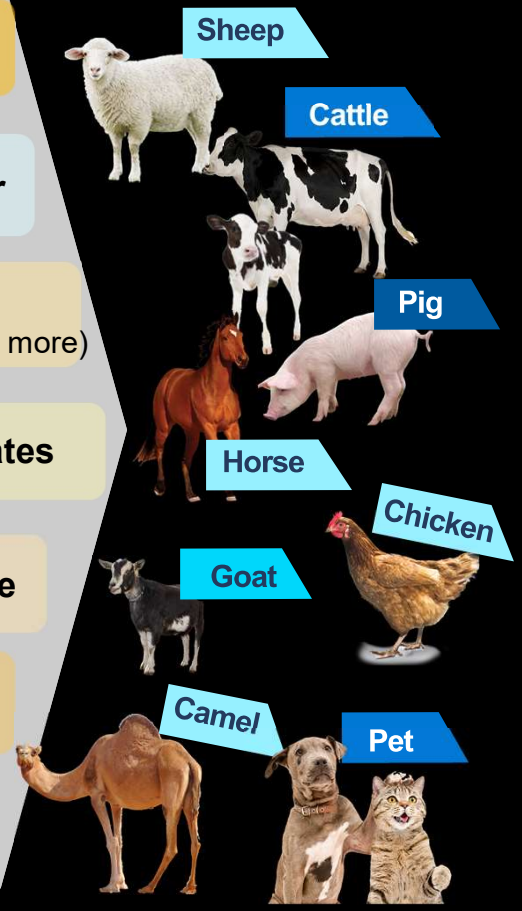
Global Livestock Integration Platform

H/W Improvement	Service Development	Platform Extension	Livestock Expansion

Customizable
LiveCare Capsules

Microsoft Azure
+
LiveCare Platform

- Blockchain-based Traceability
- BigData & A.I. center
- IoT-based shed (CCTV, Disinfection and more)
- LiveCare Certificates
- Livestock Insurance
- Veterinary Vaccines
- Feed



[Collaboration Model] A.I. based livestock biometrics

+

Microsoft Azure

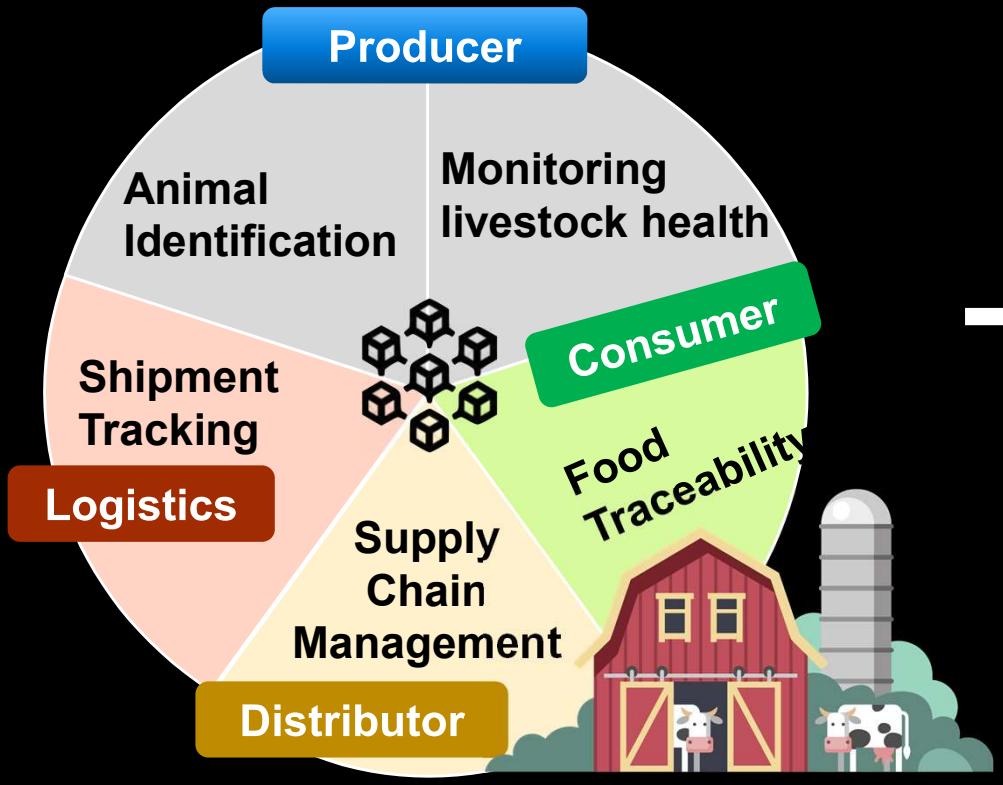
Cognitive Services

Disease/Estrus/Calving Optimization Data

"World's largest livestock biometrics Platform"

[Collaboration Model] blockchain based Smart Farm

LiveCare blockchain-based Smart Farm platform



+

Microsoft Azure

Blockchain Service

From Production to Consumption

"A bona-fide Blockchain based Smart Farm Platform"

Conclusion

"We are at a point where the next generation technologies need to be utilized to meet the ever-growing demand for better animal health management and farm productivity.

LiveCare is ready to meet this challenge and support this very traditional yet critical industry. We look forward to continuing our journey with **Microsoft** and provide tangible value to **New Zealand customers**."

uLikeKorea

uLikekorea Co., Inc.

[HQ]
B-1109, Hyundai Knowledge Industry Center
11, Beobwon-ro 11-gil, Songpa-gu, Seoul, Republic of Korea

min@ulikekorea.com
steve@ulikekorea.com

http://www.livecare.xyz

Thank you for your attention

APPENDIX (1/5)

uLikeKorea
uLikekorea Co., Inc.

CEO Profile: Dr. Heejin Kim

Education

Ph.D. MSc and BSc in Computer Science and Engineering,
Ewha Womans University

Professional Experience

- Oct. 2012 – present : CEO, UlikeKorea Co., Inc.
- Dec. 2018 – present : Director, Korea Venture Business Women's Association
- Aug. 2018 – present : External Advisor of Innovation Growth HQs. Ministry of Economy and Finance, Korea
- Aug. 2017 – present : Advisor of Venture Startup Community, Korea Venture Business Association

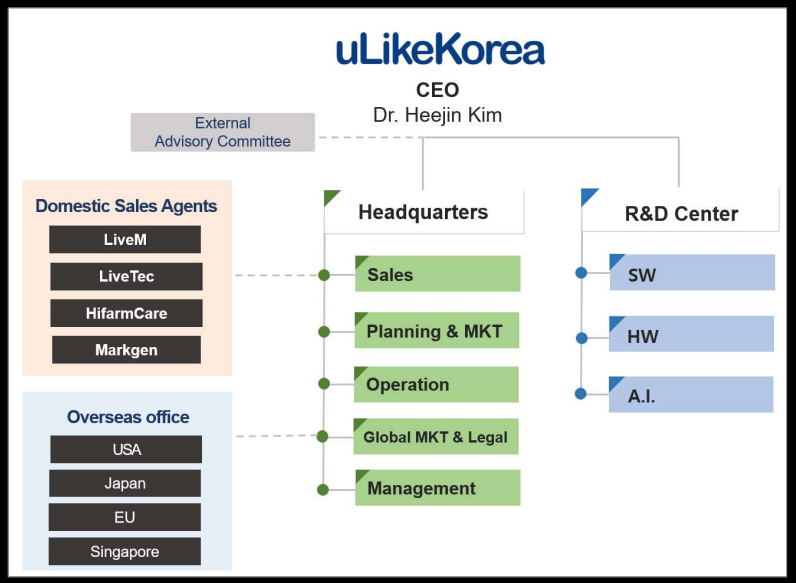
Awards

2018 Best Mobile Innovation for Enterprise In Mobile World Congress(MWC)
2017 Food and Rural Affairs Minister's Prize, Korean Ministry of Agriculture
2017 Winner of Startup World Cup Korea Championship

APPENDIX (2/5)

uLikeKorea
uLikekorea Co., Inc.

The livestock smart farming technology leader, UlikeKorea



Name	uLikeKorea Co. Inc.
CEO	Heejin Kim (PhD)
Business	IoT-base Livestock healthcare solution
Foundation	October 31, 2012
Staff	Total 60 Staff
Address (HQ)	B-1110, 11, Beobwon-ro 11-gil, Songpa-gu, Seoul Republic of Korea 05836
Contact (HQ)	T. 02-3400-0300 / F. 02-3400-0310
Website	www.livecare.xyz http://www.livecare.io (JPN) http://www.livecare.farm (PT)
Email	min@ulikekorea.com

LiveCare Partners

SoftBank, SK telecom, SK TNS, Ministry of Foreign Affairs of Denmark – Invest in Denmark, TDC, netfeasa, United Arab Emirates University – UAEU, TATA COMMUNICATIONS, SKY, Sumitomo Corporation, X-TELIA, 서울대학교 Seoul National University, 北海道大学 Hokkaido University

APPENDIX (3/5)

uLikeKorea
uLikekorea Co., Inc.

LiveCare Business Organization

South Korea HQ / R&D

UlikeKorea Co., Inc.
Seoul, South Korea

LiveCare R&D Center
Seoul, South Korea

Korea Sales Agent

Gyeonggi Branch	**LiveM Co., Ltd.** 18, Sanmaru-ro, Guri-si, Gyeonggi-do, Korea
Yeongnam Branch	**LiveTech Co., Ltd.** 6, Paldalbuk-ro 3-gil, Buk-gu, Daegu, Korea
Chungnam Branch	**Hi-Farm Care Co., Ltd.** 42, Yesan-ro, Yesan-eup, Yesan-gun, Chungcheongnam-do, Korea
Honam Branch	**Markgen Co., Ltd.** 567-32 Gwangsan-gu, Songjeong-dong, Gwangju, Korea

USA office

Livestock Technology Services, Inc.
San Francisco, CA, USA

Japan office

株式会社The Better
Tokyo, Japan

EU office

LIVECARE EUROPE, LLC.
Copenhagen, Denmark

Singapore office

LiveCare Holdings PTE. Ltd.
Singapore

APPENDIX (4/5)

Disease Case

** **Septicemia** is one of the most economically important pasteurelloses and occurs mainly in cattle and buffaloes.*

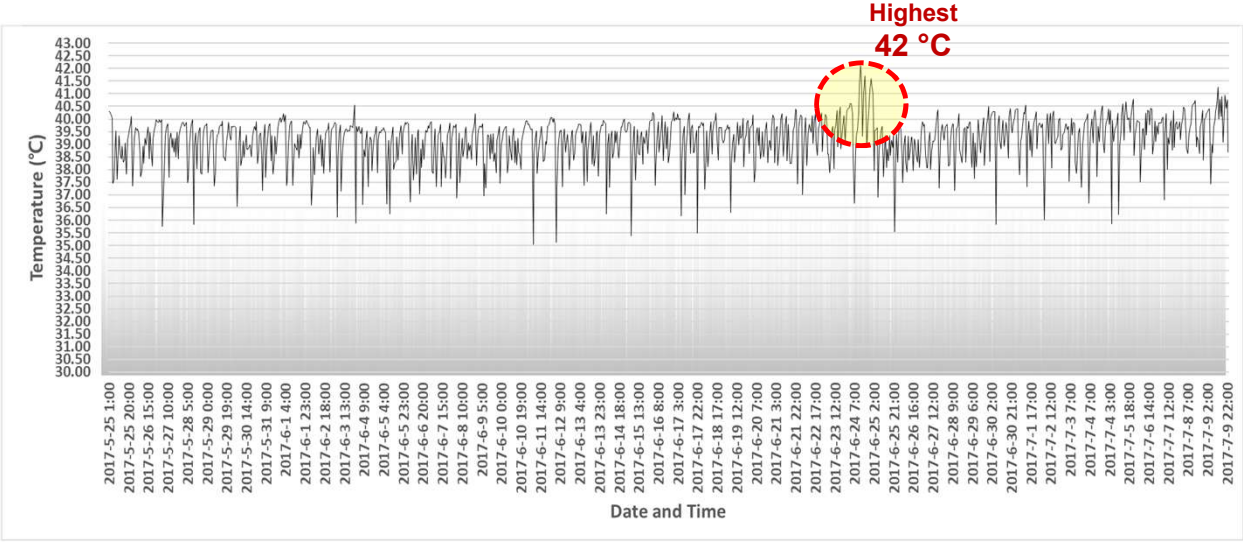
LiveCare

List of Detected Diseases

No.	Category
1	Bovine Respiratory Disease(BRD)
2	Pneumonia
3	Mastitis
4	Ketosis
5	**Blood poisoning**
6	Hyperthyroidism
7	Bovine tuberculosis
8	Foot Infection
9	Acute diabetes
10	Enzootic bovine leukosis
11	Disease after calving
12	Calcium, phosphorus, kidney problem
13	Reproductive organs disease
14	Injury
15	Digestive organs disability
16	Hepatic lipidosis

Holstein at 35 months

Body temperature rises to 42ºC due to blood poisoning.



APPENDIX (5/5)

LiveCare

List of Detected Diseases

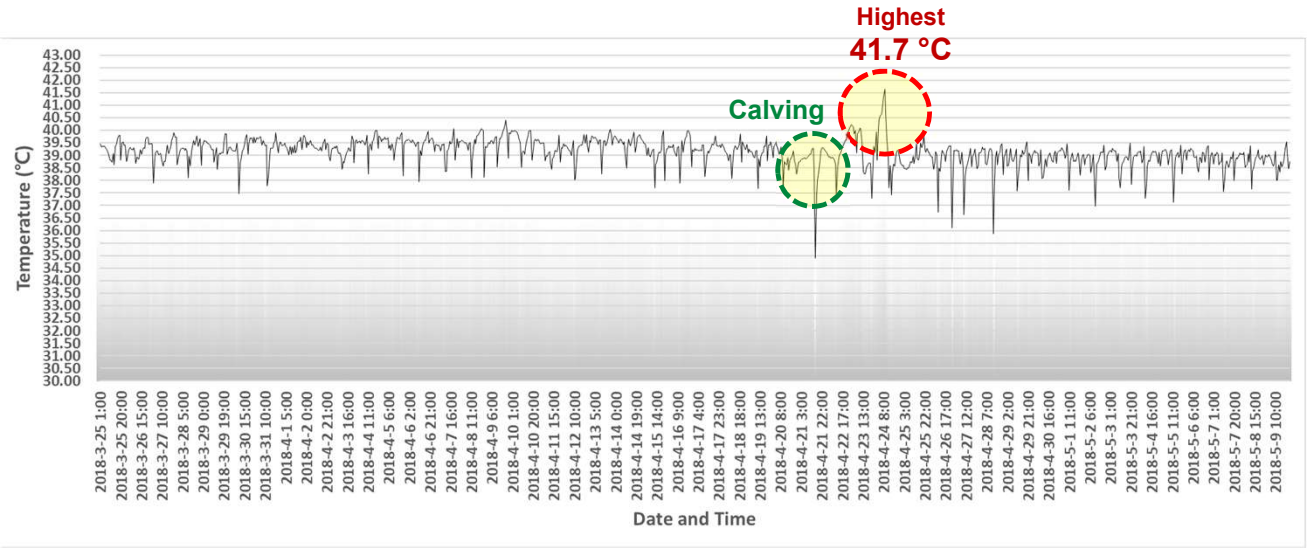
No.	Category
1	Bovine Respiratory Disease(BRD)
2	Pneumonia
3	Mastitis
4	Ketosis
5	Blood poisoning
6	Hyperthyroidism
7	Bovine tuberculosis
8	Foot Infection
9	Acute diabetes
10	Enzootic bovine leukosis
11	**Disease after calving**
12	Calcium, phosphorus, kidney problem
13	Reproductive organs disease
14	Injury
15	Digestive organs disability
16	Hepatic lipidosis

Disease Case

** **Retained placenta (RP)** occurs when the calf's side of the placenta (the fetal membranes) fails to separate from the mother's side.*

Beef cow at 38 months

Body temperature rises to 42ºC due to retained placenta.



Thank you!