



# IoT in Action

#IoTinActionMS



# Activating Microsoft Resources & Programs to Scale

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Microsoft

**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 the 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**

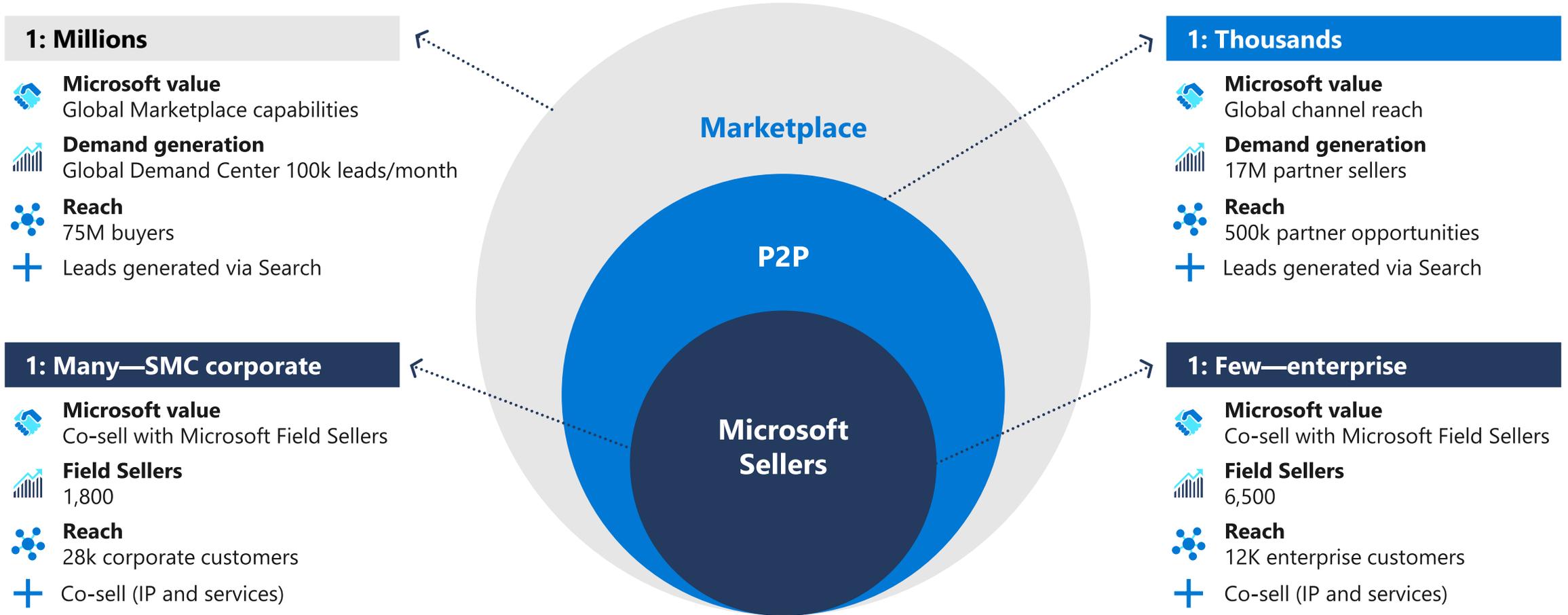
IP partner co-sell wins  
FY18=11,000, FY19= 22,000+

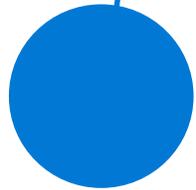
**408% growth**

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





# Path to becoming co-sell ready

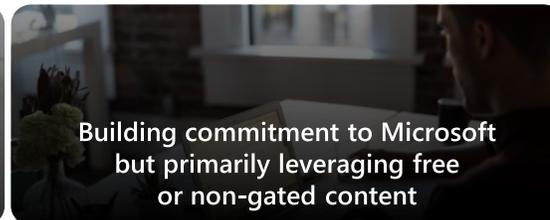
It's a journey...

# Microsoft partner development journey

## Unmanaged partners

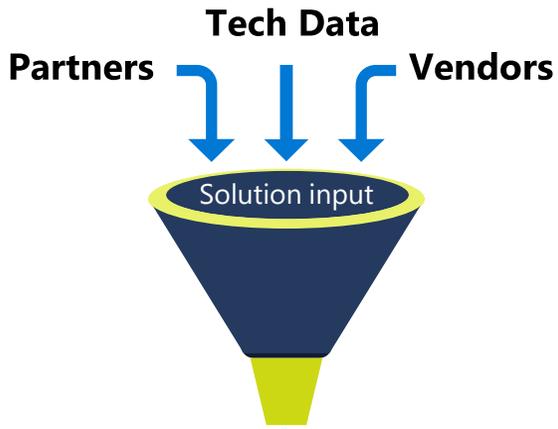


### PARTNER MINDSET



# Microsoft Solution Aggregator Partners





# Tech data solution aggregation

**Solution Factory** a comprehensive solution readiness methodology



# Cloud enablement desk

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



# 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



## 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

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

# Genetec—solutions for traffic & transit

Also co-selling with Genetec: solutions for traffic; solutions for justice and public safety; solutions for retail

## Keep everyone safe and on schedule

Genetec enables transit authorities to efficiently unify and manage their current and future security and safety systems from a single, highly scalable, IP-based platform, which supports video surveillance, collaborative decision-making, digital evidence management, and automatic license plate recognition.



### ABOUT GENETEC

Genetec is a pioneer and leading provider of IP-based, networked, open architecture physical security and public safety solutions. The strength of their end-to-end security systems are their flexibility and scalability, along with the ability to integrate existing surveillance equipment, and supplement systems as needs and technologies evolve.

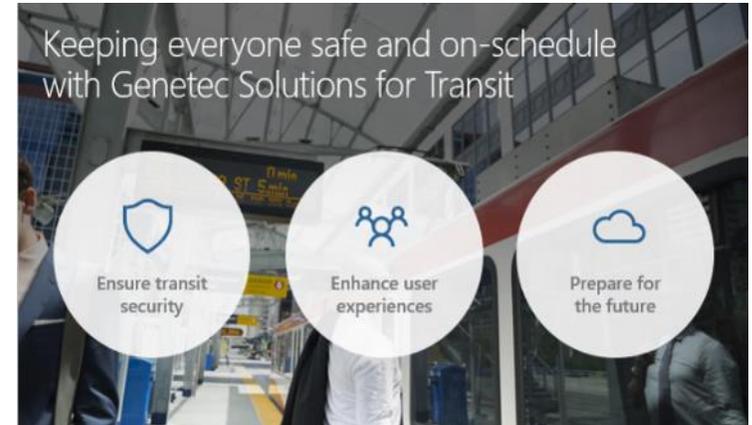
### BUILT ON AZURE

**IoT Hub:** Genetec Security Center has “hooks” into the cloud, including the following technologies:

- **Azure Traffic Manager:** Automatically load balances incoming traffic across datacenters
- **Azure Virtual Machines** and **Azure Load Balancing:** Increases flexibility by moving existing workloads from on-premises to the cloud
- **Azure Media Services:** Normalizes video from multiple sources, enabling footage to be viewed from a browser
- **Azure Media Analytics:** Speeds up locating video
- **Azure Data Lake Analytics:** Analyzes video footage, using technologies like facial and speech recognition
- **Azure Active Directory:** Simplifies sharing documents, resources, and applications
- **Azure Cloud:** Stratocast solution leverages Azure platform with built-in fault tolerance and redundancy

**TARGET BUYERS:** Transit authorities, transit law enforcement agencies, and government entities, which oversee transit systems, including buses, and trains (commuter, passenger).

Link to solution in OCP: [Genetec for Transit](#)



### RECENT CUSTOMERS INCLUDE:



IoT Sales Lead:  
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# L Squared Hub—corporate digital signage management

## Inform, involve, and empower employees

Hosted on Microsoft Azure and utilizing Windows 10 IoT, L Squared Hub improves corporate culture and reduces information overload by securely streaming the “right communications,” to the “right people,” at the “right time” by simplifying the creation, update and broadcast of relevant, engaging, and dynamic content on TVs across businesses and organizations.



## ABOUT L SQUARED

Founded in 2007, L Squared is a leading, worldwide provider of end-to-end digital corporate communications products and services, which offer businesses and organizations of all sizes quick, effortless, and flexible ways to engage employees, visitors, customers, and other audiences. The L Squared Hub uses the Microsoft Azure Cloud to effortlessly, and securely distribute content to IoT media devices located across customers’ businesses.

## BUILT ON AZURE

L Squared re-engineered the L Squared Hub to utilize Microsoft technologies. Previously, L Squared used the Google Cloud. Azure provides critical system security and secure content distribution, automatic recovery from critical faults, automatic updates, end-to-end encryption, and remote monitoring. Also leverages:

- Microsoft Power BI Desktop
- Microsoft Office
- Microsoft SharePoint

**TARGET BUYERS:** Key buyers are VPs and managers in corporate communications, internal communications, corporate culture, human resources, marketing, and health & safety.

**KEY INFLUENCERS:** CIOs, CTOs, and CEOs. These individuals have a need to share business intelligence metrics and dashboards.

Link to solution in OCP: [L Squared Hub](#)



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# Mariner – Spyglass Connected Factory

Also co-selling with Mariner: Spyglass Vision Analytics

## Improve product quality with AI-driven real-time insights

Spyglass Connected Factory Visual Inspection enables manufacturers to improve product quality while significantly reducing the costs associated with manufacturing flaws. Harnessing the power of image recognition, industrial internet of things (IIoT), and artificial intelligence (AI), the solution quickly and accurately detects product defects at every stage of the manufacturing process and offers robust analytics tools that help determine the root cause of product flaws. Spyglass AI Vision Defect Detection works with images from any device and takes a lean approach to implementing IIoT, vision, and AI technologies, speeding time-to-value without the risk of a large, upfront investment in software or IT infrastructure.

## BUILT ON AZURE

**Microsoft Deep Learning Virtual Machine** - Computer Vision API/AI Defect Detection neural network extracts rich information from images to identify defects.

**Azure IoT Edge** ingests images from industrial cameras on the production line and runs cloud artificial intelligence algorithms locally.

**Azure IoT Hub** receives images, meta data from images, and results from the defect detection analysis on the Edge.

**Azure Stream Analytics** enables users to create dashboards that offer deep insights into the types and causes of defects that are occurring across a massive number of variables.

**Azure Data Lake Storage/Blob Storage** stores the data. Because heterogeneous data from multiple streams can be stored, additional data types can be added to image-based analysis.

**Azure SQL DB** is used to store the business rules that define what a good or bad product is and what alerts should be generated in the analytics.

**Azure Functions/Service Bus** generates rules that trigger alerts so you can capture the most meaningful data for business users.

**Power BI** provides interactive dashboards that make data easy to access and understand.

**Power Apps** creates additional applications for manufacturers to act on the data and insights.



COMPLETED TUNE-UP  
APRIL, 2019

Link to Solution in OCP: [Spyglass Connected Factory](#)

Spyglass Visual Inspection: A rapid time-to-value QA optimization solution for manufacturers of any scale



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**TARGET BUYERS:** Automotive, Textile, Process Manufacturing

## ABOUT MARINER SPYGLASS

Spyglass Connected Solutions is an ISV that was launched in 2018 by the leadership team at Mariner – a 20-year Microsoft Gold Data Analytics Partner. Spyglass is rooted in data and the power of data to help manufacturers gain more insights and make better decisions. Spyglass solutions are unique because they were created specifically to solve the two biggest barriers to AI and IoT adoption for manufacturers: excessive cost and access to infrastructure. Spyglass is a lean approach to AI and IoT – starting small, thinking big, and going fast.



# 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.

# For partners and customers looking to start the journey today:



IOTA Matchmaking



IoT Solution Booklet



Azure Marketplace

# Call to action



## Partner

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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

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Visit Marketplace to get exposure to Azure-based IoT cloud solutions

Leverage your Microsoft account managers for prioritized solutions



Thank you!



Microsoft

