



IoT in Action

#IoTinActionMS



Activating Microsoft Programs & Resources to Scale

Oliver Niedung

IoT Principal

Microsoft Consumer & Device Sales (CDS)

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

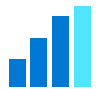
The co-sell business model

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

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+

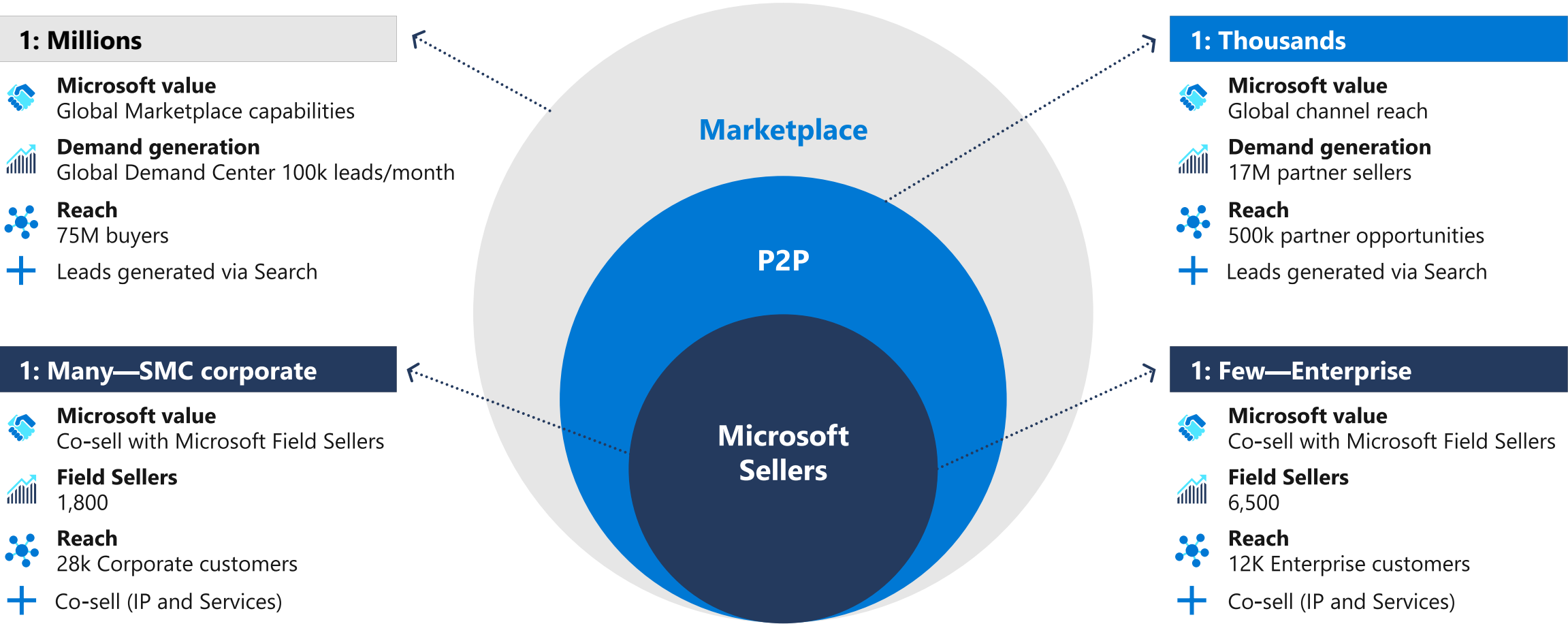
408% growth

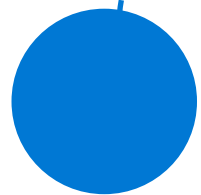
P2P IP co-sell wins

FY18= 700+, FY19= 3,600+

Millions of possibilities—selling with Microsoft

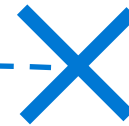
Connect with customers through Marketplace, partner channels, and Field Sellers





Path to becoming co-sell ready

It's a journey...



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

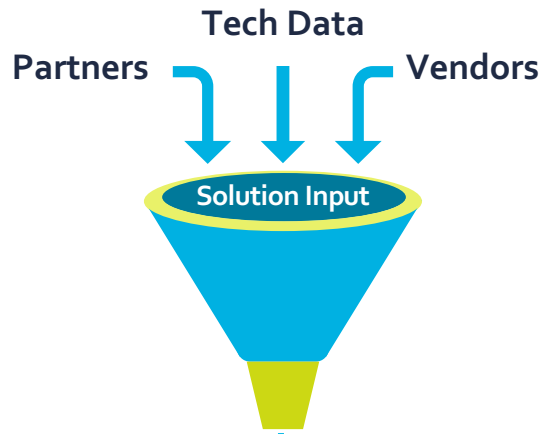
OCP Catalog

Microsoft Sales and
Marketing Teams

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

Microsoft Solution Aggregator Partners





Tech Data Solution Aggregation

Solution Factory a comprehensive solution readiness methodology



Healthcare



Industrial



Retail



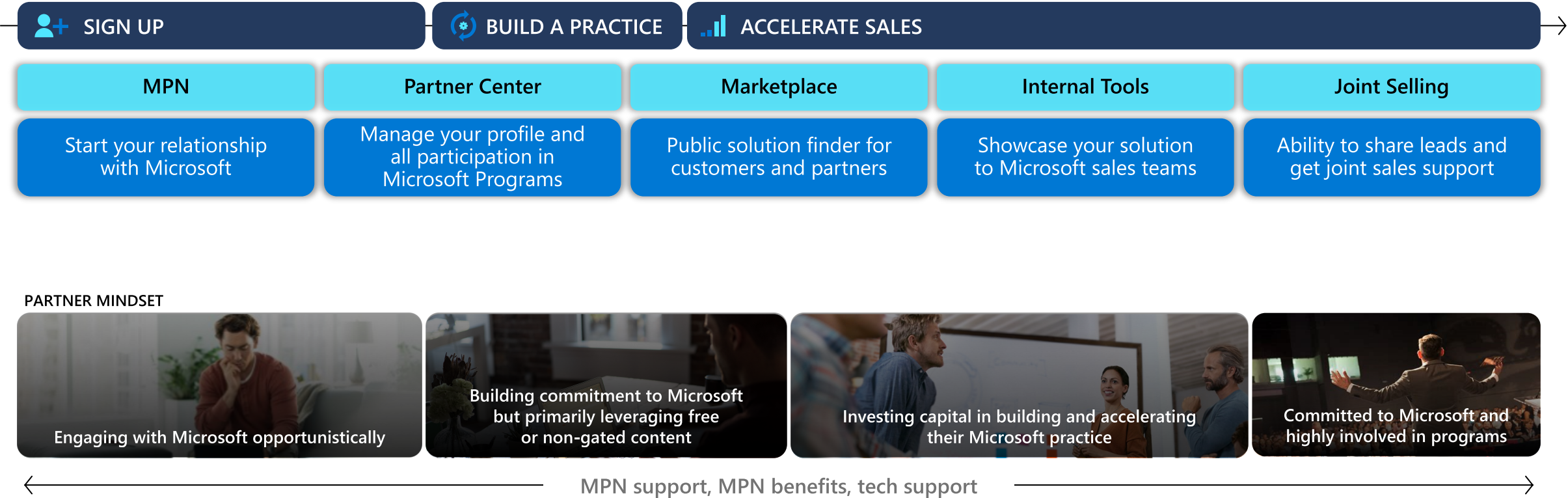
Smart Cities

TechData

Practice Builder™ Methodology for accelerated time to market

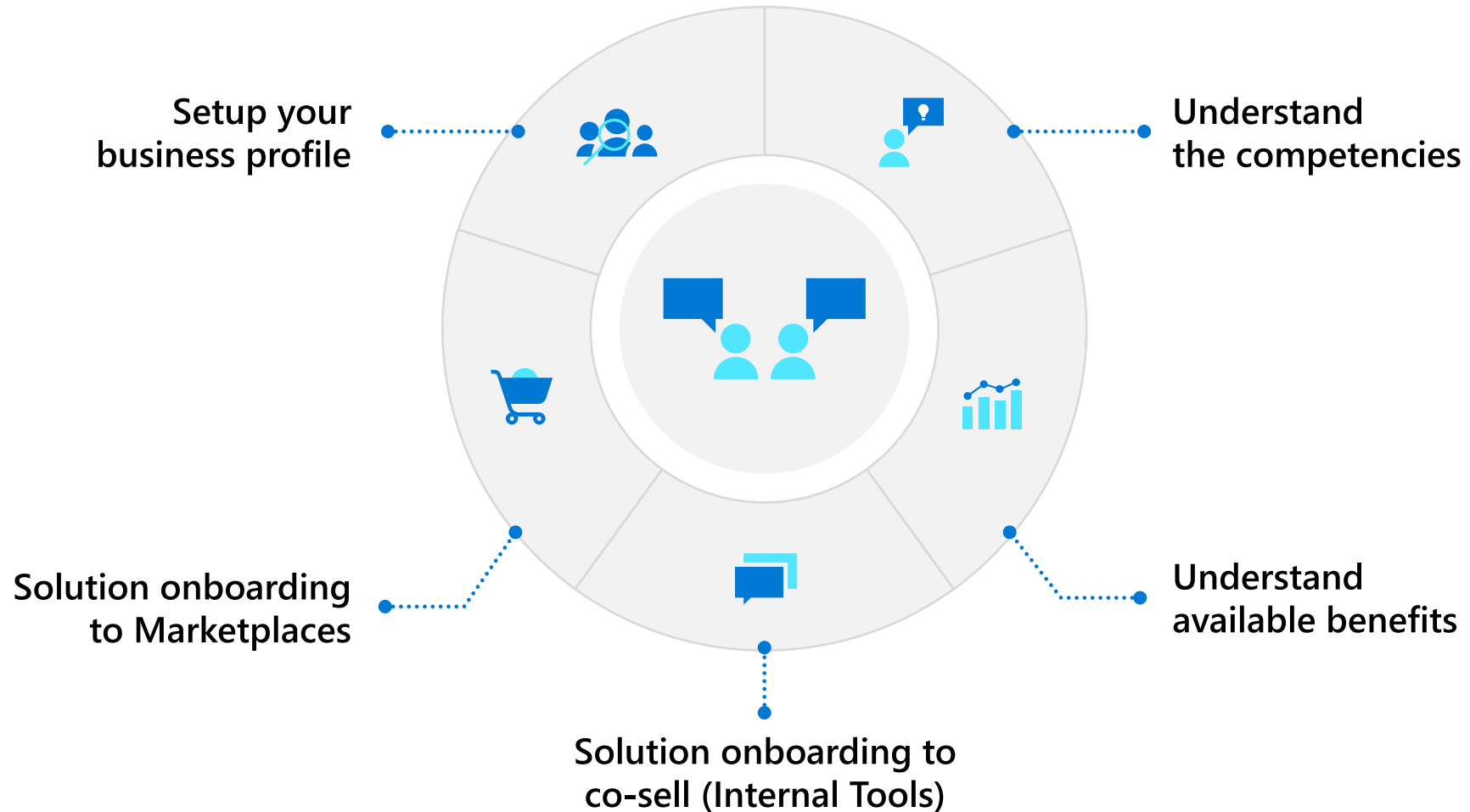
Microsoft partner development journey

Unmanaged Partners



Cloud Enablement Desk

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



CDS tools to help you scale your solution



Reference Architecture

Technical component map of the end-to-end solution



Tune-up

Sales and marketing materials meet requirements for OCP catalog and accelerate your Co-Sell activities



OCP Catalog + Co-Sell Ready Submission

Drive solution awareness with facilitated support for posting to the OCP catalog and submitting for approval to become Co-Sell ready



Case Studies

Showcase Azure-based IoT solutions with the strongest outcomes



Broad Partner Enablement

Opportunities to introduce IoT solutions to broad partner, industry, and customer communities



Amplification

IoT solution awareness via Microsoft marketing engines including social and other marketing channels

Tune-up examples

Foundational document providing guidance for how to message the partner solution to customers.

[PARTNER SOLUTION NAME]
MESSAGING & POSITIONING FRAMEWORK

ELEVATOR PITCH
(10 words or less)

MARKET LANDSCAPE

TARGET CUSTOMERS

CUSTOMER CHALLENGES & NEEDS

SOLUTION DESCRIPTION

SOLUTION INTEGRATION

ABOUT THE COMPANY

CORE SOLUTION MESSAGING

Questions to consider when writing/refining the value prop (aim for 50 words or less):

- How does this solution solve the customer's problem or improve their situation?
- What specific benefits does this solution deliver?
- Why should the customer buy from this (S) and not from the competition?

PILLAR MESSAGE	PILLAR 1	PILLAR 2	PILLAR 3
BENEFITS	Benefit messages <ul style="list-style-type: none">These benefit statements should directly correlate to the claims made in the value prop.They should be written as messages that could be lifted in part or in their entirety and used in marketing materials and product-related conversations.Whenever possible, incorporate any data point outcomes or claims that can be made (and attributed) for the partner solution.	Benefit messages	Benefit messages
COMPETITIVE ADVANTAGE	Summarize the way this solution stands out from the competition. Answer: What is different about this one?		

MESSAGING FRAMEWORK

Customer-facing one-pager summarizing key points about the solution and communicating solution value—great for e-mailing to customers.



CONTOSO

Inform, involve, and empower employees

Hosted on Microsoft Azure™ and utilizing Windows® 10 IoT, Contoso improves corporate culture and employee engagement by simplifying the creation and broadcast of dynamic content on ordinary TV monitors across businesses and organizations.

CONTOSO

Improves consistency of communications

Extends reach of timely information

Enhances security of content

Efficiently communicate consistent messaging across dispersed enterprises with custom TV channels.

Instantly stream and update content based on location, audience, and other criteria.

Minimize trickle-down communications by sharing real-time information and alerts.

Consistency at lower cost

Being able to communicate across our locations has been helping reduce misinformation and decreased executive travel.

Hal Helton

Effortlessly distribute content across your organization

Learn about how Contoso can help you

Request a demo 1-888-888-8888

About Contoso

Founded in 1982, Contoso is a fictitious company.

CUSTOMER LEAVE-BEHIND

Customer-ready slides with a strong solution story, intended to start the conversation with customers, help drive interest in the solution, highlight differentiators, and communicate business value.

CONTOSO

Growth of enterprise communications

33% U.S. employees who are engaged at work compared to 70% of employees at the world's best organizations¹

\$37.71B Growth of digital signage market to USD 37.71 billion by 2025²

400% More video content consumed by employees

Microsoft

CUSTOMER PRESENTATION

Helps sales teams quickly understand the partner solution. It includes:

- Elevator pitch
- Understanding the scenario
- Types of accounts to target
- Next steps
- Partner sales contacts

Contoso

Solution elevator pitch

Build to meet the unique communication needs of organizations, Contoso Hub uses the Microsoft Azure Cloud to effortlessly and securely distribute content to IoT media devices, which display on TV screens located across customer businesses to foster corporate culture, and inform, involve, and empower their employees, visitors, and customers.

Top accounts to target

Top that should be targeted in the next 1-3 months:

Finance: Wells Fargo, JP Morgan Chase
Healthcare: CVS Health, Medtronic
Consumer: General Electric, Pepsi

Technology: AT&T, Cognizant Technology Solutions
Professional Services: JP Morgan
Oil and gas: Exxon Mobile

1. Market. Start the conversation; understand the need.

Conversation starters	Top Customer Needs
<ul style="list-style-type: none">How are you currently communicating with employees, and are these methods proving effective for accurately distributing information, and fostering engagement?What is your current strategy for engaging your audiences, improving transparency, fostering corporate culture, and sharing business intelligence?How often do you need to simultaneously update employees in multiple locations? How do you currently do this?Are you concerned with overwhelming employees with information or peppering them with numerous communications from multiple departments or groups?	<ul style="list-style-type: none">Reach and capture audience attention: Email, intranet, and posters aren't consistently effective at reaching the breadth of people in an organization, from executives to temporary workers.Enable visibility of communications: Employees tend to ignore or inconsistently refer to email, posters, intranet, and other means of communicating, making it difficult to get information.Provide timely and accurate updates: It's expensive and time-consuming to update communications, and quickly and easily correct errors in existing content.Foster engagement: Ineffective communications negatively impact ROI. Don't boost participation, improve corporate culture or clarify understanding.

3. Handle objections.

We don't currently have an organization-wide communications solution in our budget.	We already have a corporate TV solution for communicating with employees (in other audiences).	I don't see the benefits and value of having an internal corporate communications solution.
---	--	---

I understand. We can set up a trial of the solution at your head.

That's great, then your company already realizes the need and

Did you know that only 33% of US workers consider themselves

4. Next Steps.

Schedule a demo: 1-888-888-8888

Customer profile

Key buyers are VPs and managers in corporate communications, internal communications, corporate culture, human resources, marketing and health & safety who want to foster high quality, more consistent communications across their organizations, and also increase employee (or audience) engagement, productivity, and satisfaction. Key influences are CIOs, CTOs, and CEOs. These individuals have a need to share business intelligence metrics and decisions.

2. Sell the right solution. Recommend a good fit for customer scenario.

Multiple Locations	Multiple Audiences	Multiple Users
Organizations that have offices and facilities in multiple locations, or large campuses with numerous buildings for employees, visitors, and temporary workers. Other customers could be chains and franchises such as office supplies, real estate, retail chains and lodgings.	Organizations struggling to keep their many audiences informed and updated on the latest, most accurate information. Traditional communications like email, intranet, posters, and bulletin boards have proved ineffective for engaging and consistently informing targeted audiences.	Organizations that want to enable users in multiple departments or locations to share information and communicate business intelligence to keep employees and other audiences informed. These organizations also realize the value of mission-critical information in real time.
Benefits <ul style="list-style-type: none">Scale from one to tens of thousands of monitors in hundreds of locations, such as a large franchise or multinational corporationEnable administrators to have unique content and schedule for each monitorInstantly stream content across an entire organization, such as urgent and emergency updatesStream live data feeds—news, traffic, transportation location	Benefits <ul style="list-style-type: none">Present the "right" content to the "right" audience, at the "right" time and placeCreate TV channels that can be customized by location (i.e., cafeteria, audience (i.e., employees), and information (i.e., menu, upcoming events, sales event)Easy design content, pre-designed templates, banners, and updatesVideo, images, and audio on all devicesSchedule content to air on all devices	Benefits <ul style="list-style-type: none">Assign users to specific contentMonitor user engagement on all devicesMonitor user engagement on all devices

4. Next Steps.

Schedule a demo: 1-888-888-8888

SALES GUIDE

CDS “Tune-up” Program

Support partners to create the marketing assets to enable co-sell

The process is simple:

- 1: **Introduction** – Review project overview and process
- 2: **Asset tune-up** – Refresh existing partner marketing materials
- 3: **Finalize + deliver** – Finalize assets & deliver to Partner and Microsoft field for co-selling
- 4: **Hand off + amplification** – Completed materials posted to OCP catalog and actions taken to raise solution awareness among sales field and partner communities

Final assets include: Positioning & messaging framework; sales presentation; customer brochure; sales guide, and reference architecture.



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.



Take control
of your traffic

Genetec solutions for traffic operations help traffic authorities better manage traffic flow, more decisively respond to expected and irregular incidents, and improve driving safety. Genetec solutions unify traditional operational systems, aggregate data feeds and analytics, automate workflows, and provide a comprehensive view of what's occurring on roads, highways, bridges, border crossings, and other transportation corridors.



Prevent catastrophic
failure in oil pumps

Insight Connected Resources for Energy uses IoT sensors and technology from the edge to help companies extend equipment lifecycles of their pumps and keep their investments up and running at peak performance.

 Insight



Requirements

- Managed Partner
- Must have MSX ID
- Repeatable IoT Solution
- Partner Solutions Profile started
- PR release form



Benefits

- Professional sales materials
- Expose solution to Microsoft field
- Solution showcase amplification

Contact CDSIoTtuneUp@microsoft.com to get started.

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

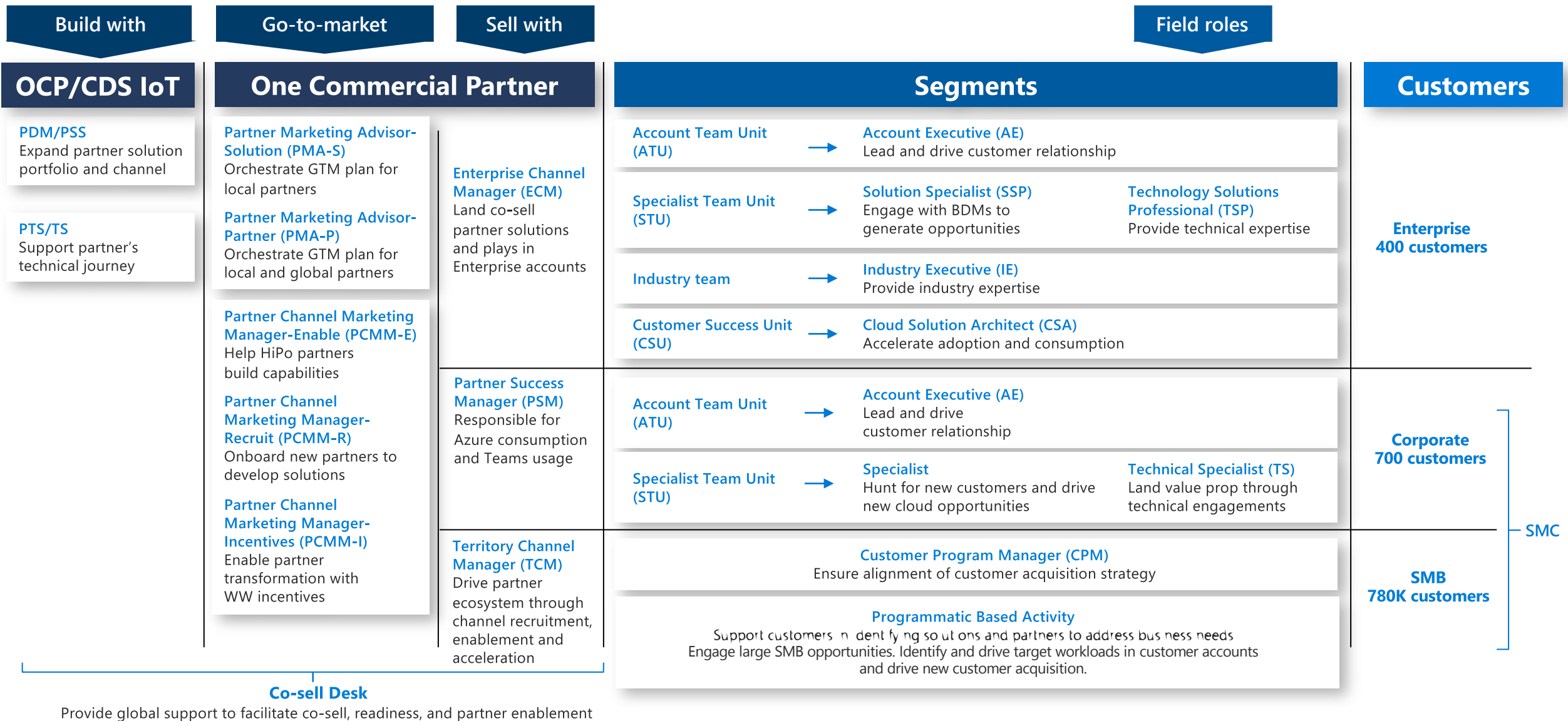
Customers listen acutely when there is a concrete example of a successful engagement with your solution. Alignment to industry, technology domain or a decision maker persona will yield accelerated results.



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.

Microsoft roles and responsibilities defined



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!

The background is a dark blue gradient with a complex network of glowing lines and dots. The lines are thin and connect various points, creating a mesh-like structure that flows across the frame. The dots are small and vary in brightness, with some appearing as sharp points of light and others as soft, out-of-focus bokeh. The overall effect is a sense of digital connectivity and data flow.