



IoT in Action

#IoTinActionMS



Activating Microsoft Programs & Resources to Scale

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Americas Azure IoT Co-Sell Lead
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

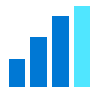
The Co-Sell business model

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

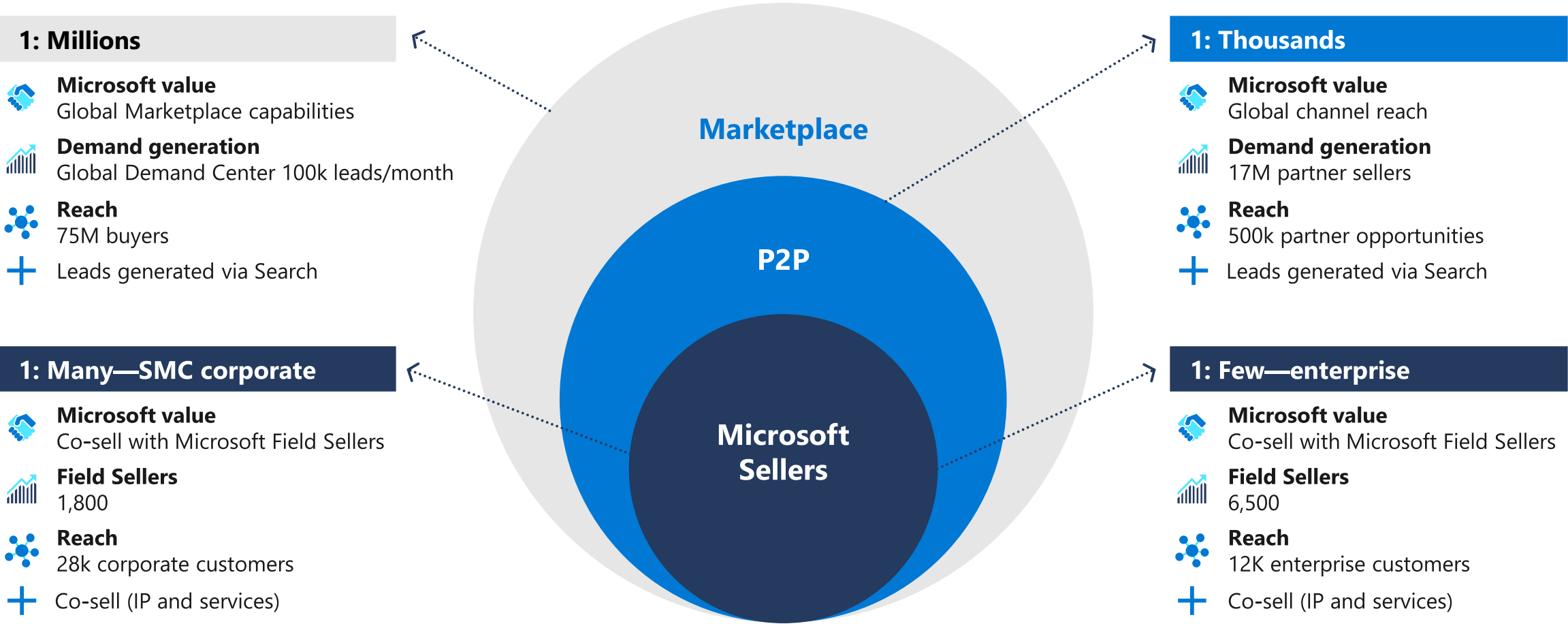
IP partner co-sell wins
FY18=11,000, FY19= 22,000+

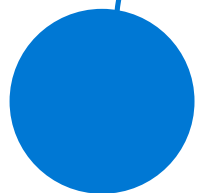
408% growth

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





Path to becoming co-sell ready

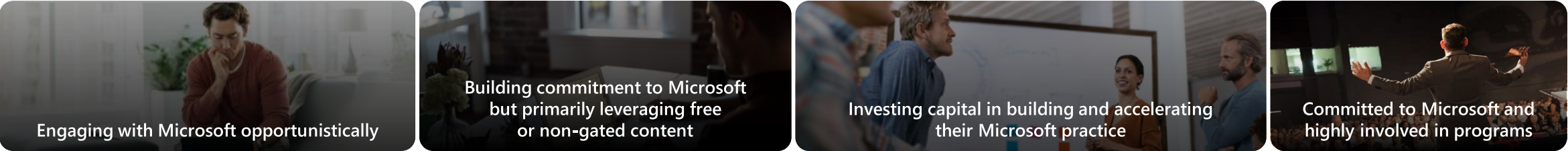
It's a journey...

Microsoft partner development journey

Unmanaged partners



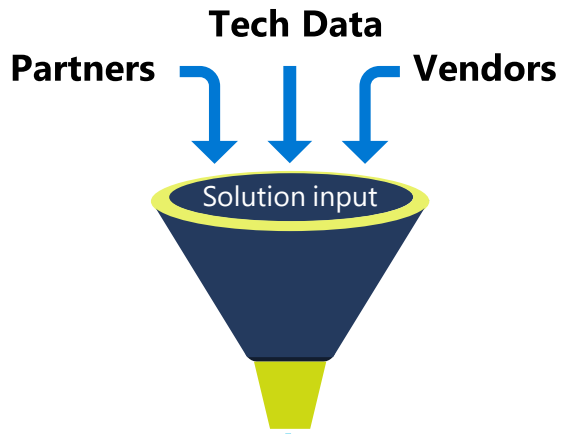
PARTNER MINDSET



← MPN support, MPN benefits, tech support →

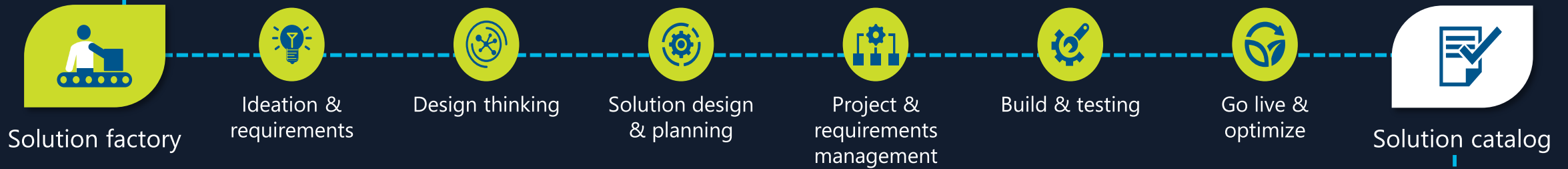
Microsoft Solution Aggregator Partners





Tech data solution aggregation

Solution Factory a comprehensive solution readiness methodology

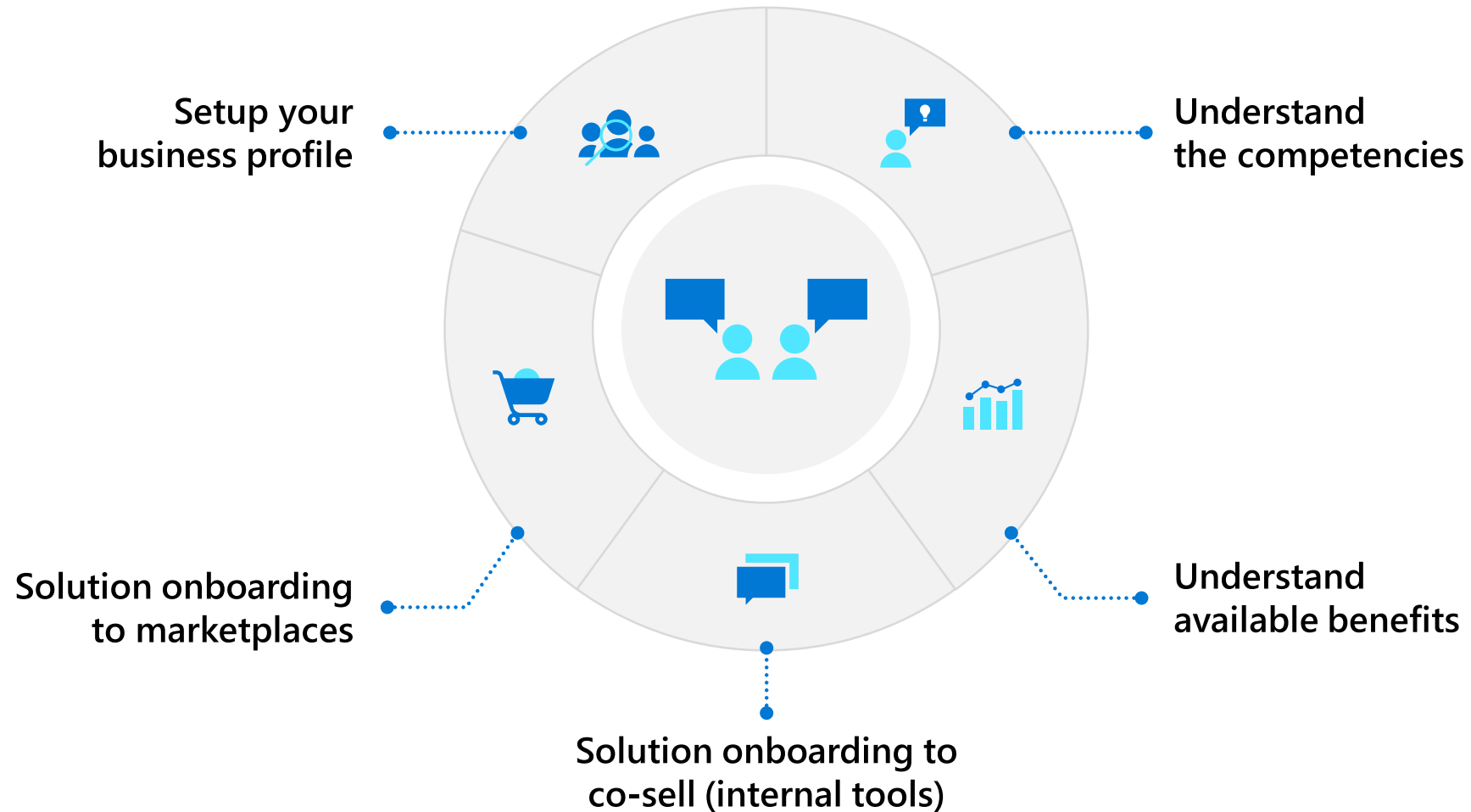


TechData

Practice Builder™ Methodology for accelerated time to market

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

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

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.

Marketplace
AutoVu
License Plate
Reading
Solution

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.

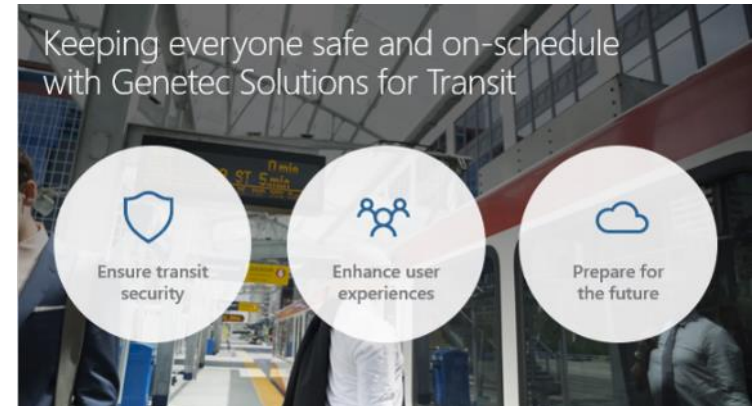
BUILT ON AZURE

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:



CDS POC:
[Michelle Kositch](#) (Americas co-sell lead)

Genetec

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](#)



RECENT CUSTOMERS INCLUDE:



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Honeywell—Outcome-Based Service & Vector Occupant App

Also co-selling with Honeywell Vector Occupant App and Honeywell SpaceSense

A smarter way to run your building

Building owners and facility managers are focused on outcomes like energy cost reduction and a minimum number of user complaints. But they also want bottom line benefits fast. They are requesting solutions that can help them rapidly respond to incidents, enable compliance with local standards, and improve their key performance indicators (KPI). Honeywell Outcome-Based Service uses the growing connectivity in today's facilities to deliver greater return on investments and enhance the experience for those who visit and work inside these facilities.

Co-selling
Microsoft
Enterprise
Account
Teams

ABOUT HONEYWELL

Honeywell is a Fortune 100 technology company that delivers industry specific solutions that include aerospace products and services; control technologies for buildings and industry; and performance materials globally. Its technologies help everything from aircraft, buildings, manufacturing plants, supply chains, and workers become more connected to make our world smarter, safer, and more sustainable.

BUILT ON AZURE

Key Azure technologies used by Honeywell Outcome-Based Service include:

IoT Gateway with cloud connector: A piece of software which collects the data from building automation systems and sends it up to the cloud

Azure IoT Hub: helps managing connectivity to thousands of sites and ingesting huge amount of data from these sites

Azure data stores including SQL Azure: Helps in storing the customers' data in a secure way in a multi-tenant environment

Analytics with HD Insights: Customers data is being analyzed for anomalies in these analytics servers

Azure App services: Our web apps and APIs are written as app services which provide highly reliable and auto-scalable deployments

TARGET BUYERS: Premium Commercial Real Estates, Hospitals, Airports, Hospitality

IoT in Action Canada Case Study:



Link to solution in OCP: [Honeywell—Outcome-Based Service](#)

The screenshot shows the Honeywell Outcome Based Service dashboard. At the top, it says 'Honeywell Outcome Based Service' and 'Honeywell THE POWER OF CONNECTED'. Below this, a headline reads 'Deliver greater return on investment and enhance the experience for those who visit and work inside these facilities.' The dashboard is divided into four main sections: 'Boost and Maintain Operational Performance', 'Better Business Decisions and Cost Optimization', 'Enhance the Occupant Experience', and 'Secure, Supported and Current'. Each section contains a list of bullet points detailing the service's capabilities and benefits.

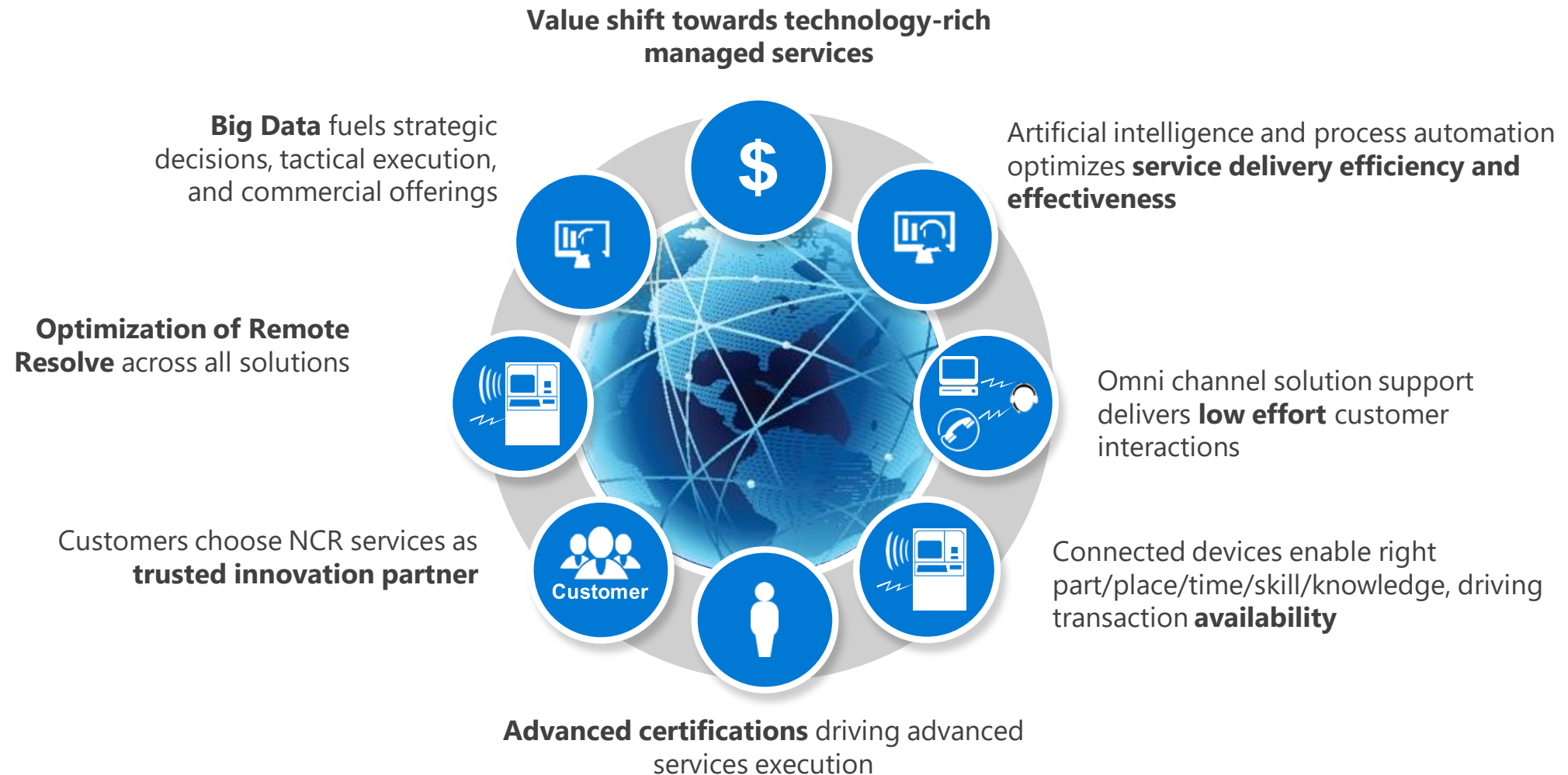


CDS POC: Michelle Kositch
(Americas IoT Co-Sell Lead)

Honeywell

NCR Digital Connected Services

Strengthening core competencies to **DEPLOY, MAINTAIN, MONITOR, MANAGE & SECURE**



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.

For partners and customers looking to start the journey today:



IoT Matchmaking



IoT Solution Booklet



Azure Marketplace

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, deep blue gradient. A complex, glowing network of white and light blue dots connected by thin lines stretches across the middle of the frame, creating a sense of depth and movement. Below this network, there are several out-of-focus, glowing blue and white circular bokeh lights. The overall aesthetic is futuristic and technological.

