"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**
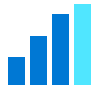
**New growth opportunities**

**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
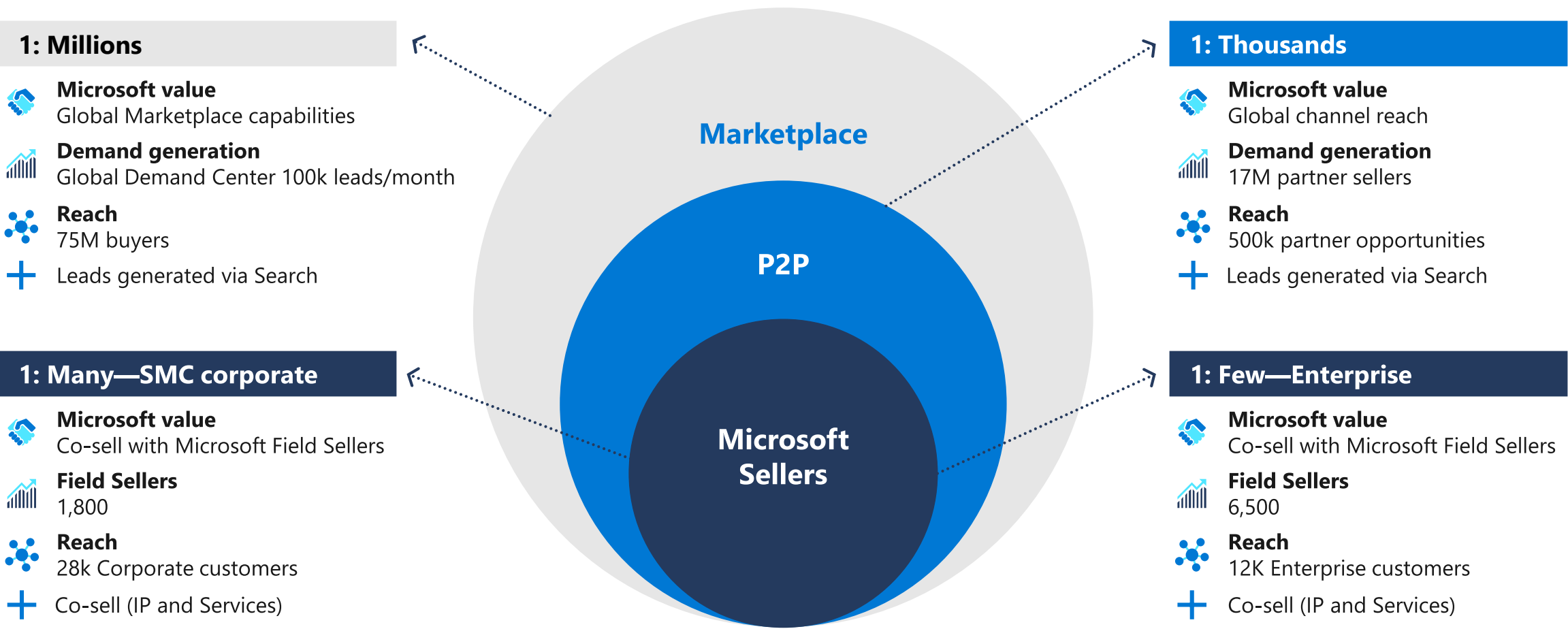**IP co-sell annualized contract value**
FY18= $2.6B, FY19= $5.8B

## 114% growth
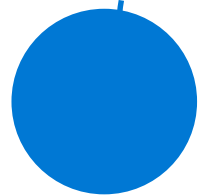**IP partner co-sell wins**
FY18=11,000,  FY19= 22,000+

## 408% growth
**P2P IP co-sell wins**
FY18= 700+,  FY19= 3,600+

* All numbers reflected on this slide are final FY19 numbers

# 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)

**Marketplace**

**P2P**

**Microsoft Sellers**

**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
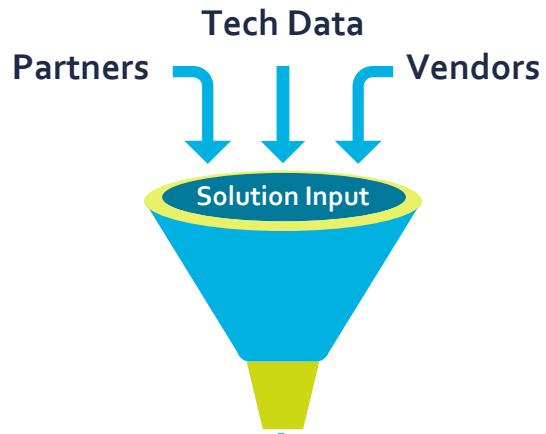Fully integrated into Microsoft sales tools

### AppSource Co-sell Solution Finder

Microsoft Sales and Marketing Teams

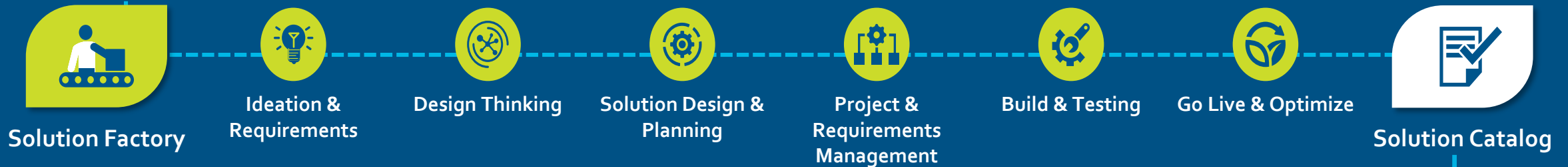Co-sell ready industry-focused line-of-business and productivity apps, plus software solutions and services offerings

# Microsoft Solution Aggregator Partners

Partners
Tech Data
Vendors

Solution Input

# Tech Data Solution Aggregation

**Solution Factory** a comprehensive solution readiness methodology

Solution Factory

Ideation & Requirements

Design Thinking

Solution Design & Planning

Project & Requirements Management

Build & Testing

Go Live & Optimize
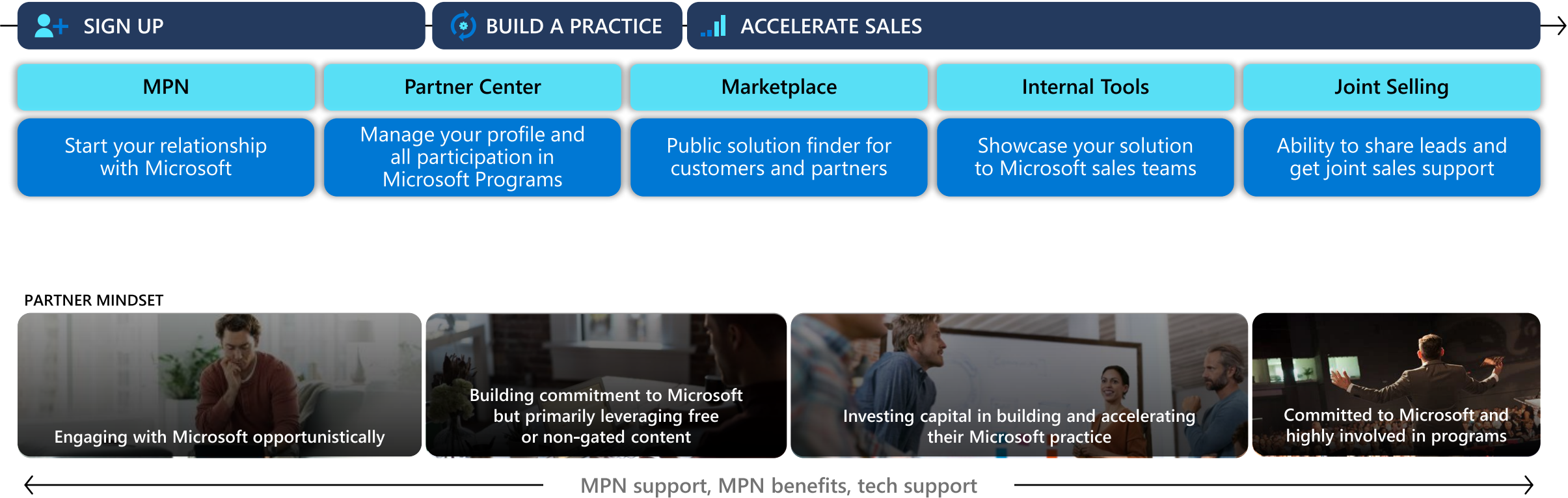
Solution Catalog

Healthcare

Industrial

Retail

Smart Cities

**TechData** Practice Builder™ Methodology for accelerated time to market

# 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**


Engaging with Microsoft opportunistically


Building commitment to Microsoft but primarily leveraging free or non-gated content


Investing capital in building and accelerating their Microsoft practice


Committed to Microsoft and highly involved in programs

MPN support, MPN benefits, tech support

# Cloud Enablement Desk

Setup your business profile

Understand the competencies

Understand available benefits

Solution onboarding to co-sell (Internal Tools)

Solution onboarding to Marketplaces

# 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

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

IOTA Matchmaking

IoT Solution Booklet

Azure Marketplace

# Stealth Power – Mobile Idle Reduction Technology

## Smart mobile energy for your fleet

Stealth Power provides smart energy solutions that deliver turnkey power without engaging your engine. The mobile energy system operates all auxiliary electrical loads, including beacon lights, radio, laptops, cameras, power tools and more, without idling an engine or requiring access to power. The solution comes with its own enclosure, master control unit, batteries, related accessories and charger.

## BUILT ON AZURE

Stealth Power mobile idle reduction solution is built on top of Azure, the only consistent hybrid cloud in the market that offers maximum portability and value from your existing investments. Azure Storage offloads the heavy lifting of datacenter management. Plus, no more capital expense for new hardware, just flexible cloud options you pay for as you need them. Azure Machine Learning helps you build intelligent solutions, analyze data, build better models faster, and orchestrate your machine learning development lifecycle—with the confidence that your data is protected with enterprise-grade security.

**TARGET BUYERS:** City, state and federal government departments and agencies including Law Enforcement, Fire, Emergency Management Services (EMS), military, utilities, services, schools and universities.

Companies that operate fleets including oil and gas, construction, communications, cable and delivery companies

**Link to solution in OCP:** Stealth Power



### Stealth Power
Dependable mobile power for fleets that allows them to run the lights, radios, laptops, cameras, and electrical equipment when the vehicle's engine is off reducing idling while lowering emissions and keeps them operating at peak performance.

COST SAVINGS | INCREASED OPERATIONAL CAPABILITY | PREDICTIVE ANALYTICS

## RECENT CUSTOMERS INCLUDE:

CenterPoint Energy | CITY OF AUSTIN

**CDS POC:** Denis Foucher

## ABOUT STEALTH POWER

Stealth Power is the innovative leader in mobile power and idle-reduction technology. We develop and produce smart mobile power systems for fleets seeking mobile auxiliary power or idle-reduction solutions. Our solutions have prevented the release of thousands of tons of hazardous emissions into the atmosphere, and preserved millions of gallons of fuel for our client partners.

STEALTH POWER

# 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.
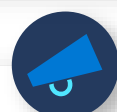
## Relevant case studies

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.

# 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!

IoT Continuum
IoT Community
IoT Chasm

Survey
Solution Showcase & Reception

Thank you