



IoT in Action

#IoTinActionMS



Activating Microsoft Resources & Programs to Accelerate Time to Market and Co-sell

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Azure IoT
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“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

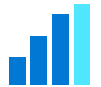
The co-sell business model

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

95%

Microsoft commercial revenue flows through partner

121% growth

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

114% growth

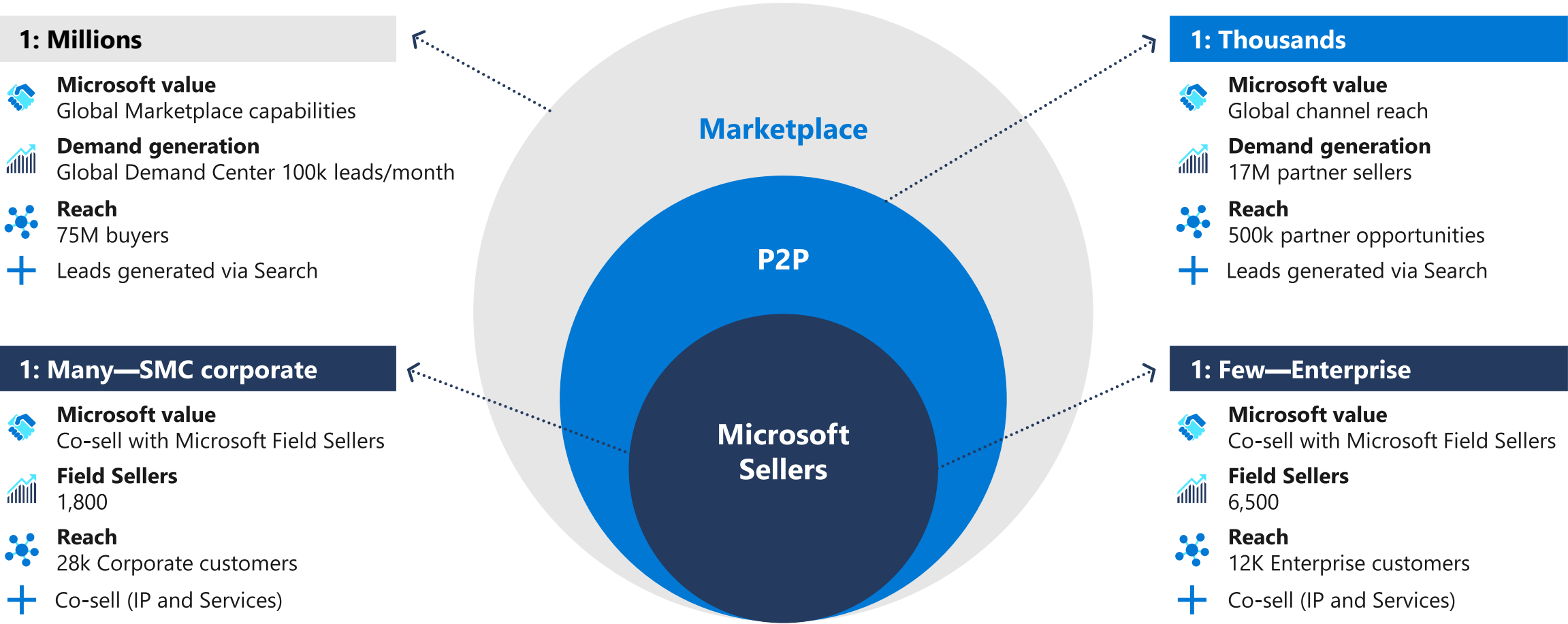
IP partner co-sell wins
FY18= 11,000, FY19= 22,000+

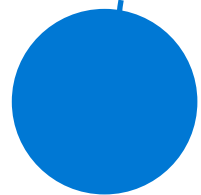
408% growth

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

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

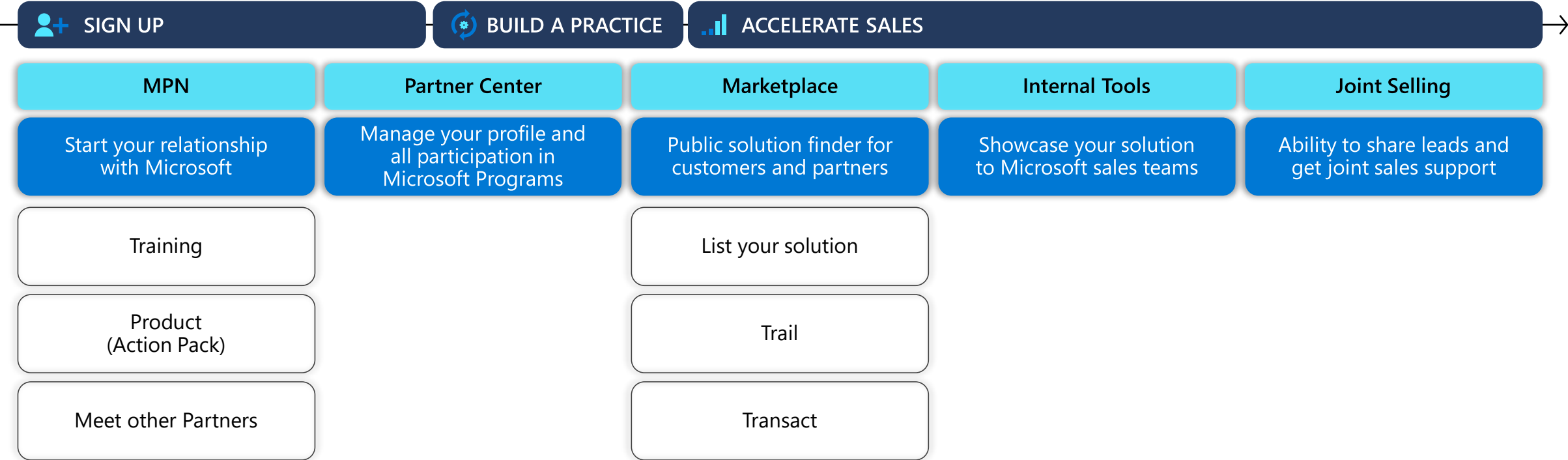
Solution Aggregators



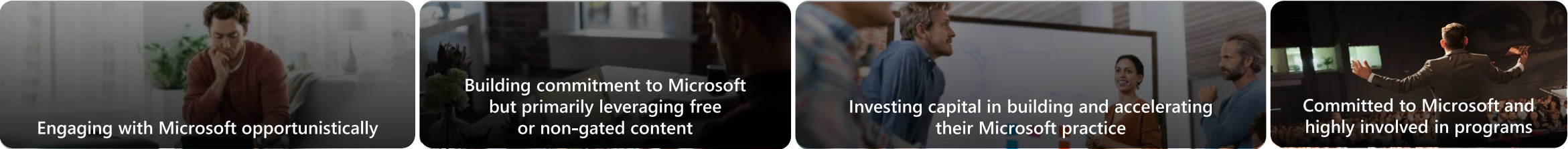
System Integrators & Advisors



Microsoft partner development journey for partners who have been assigned a partner development manager



PARTNER MINDSET



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:

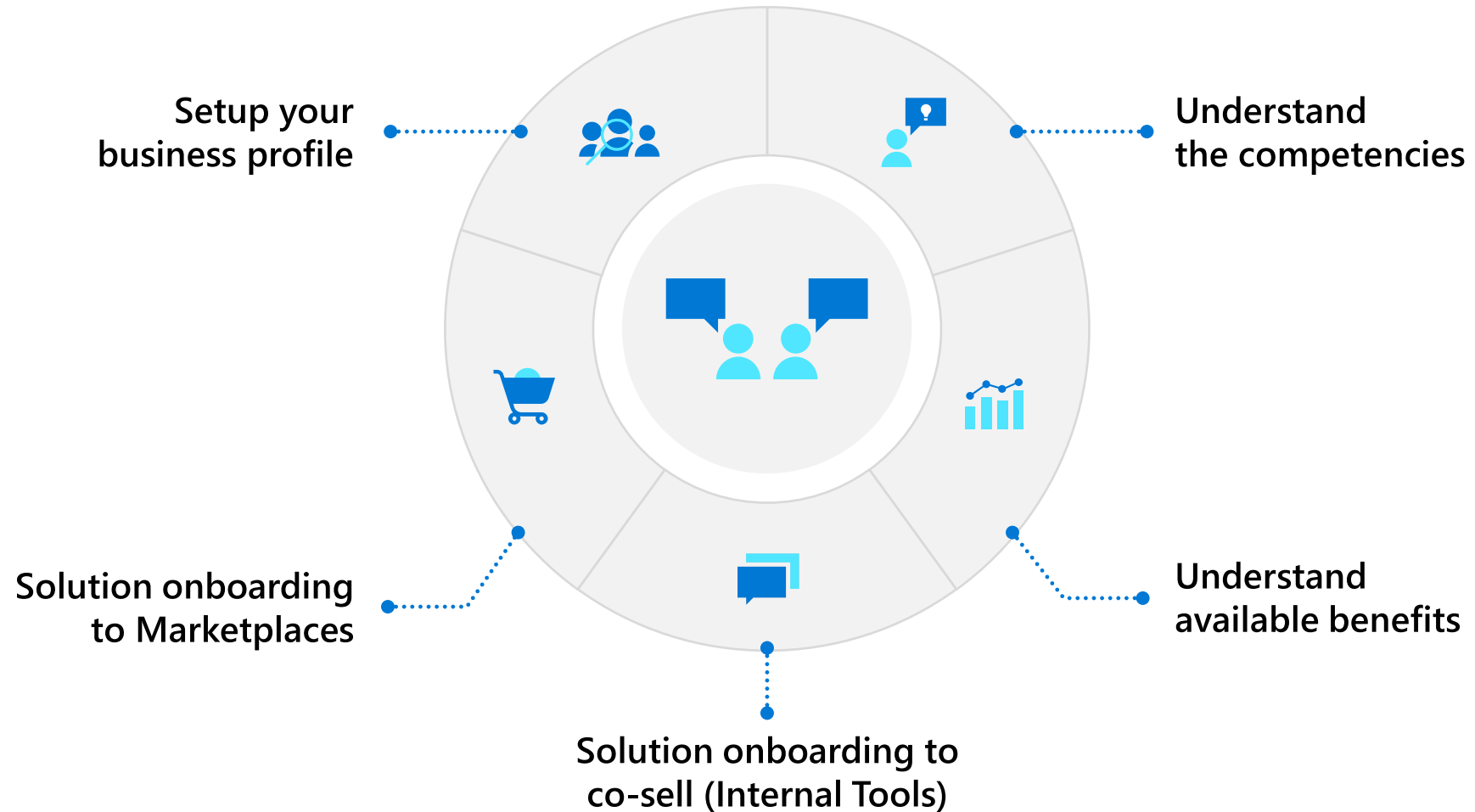
Solution discoverable by sellers in OCP Catalog

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>



Avalue – Qser

Smart retail Solution for your business

QSer is an intelligent solution for hospitality. Hosted on Microsoft Azure. By digitalizing the service processes into IoT. With a Bluetooth Enabled, the solution can increase the operation efficiency, lower operation cost, evaluate staff performance, boost revenue and increase your customers satisfaction with your service.

BUILT ON AZURE

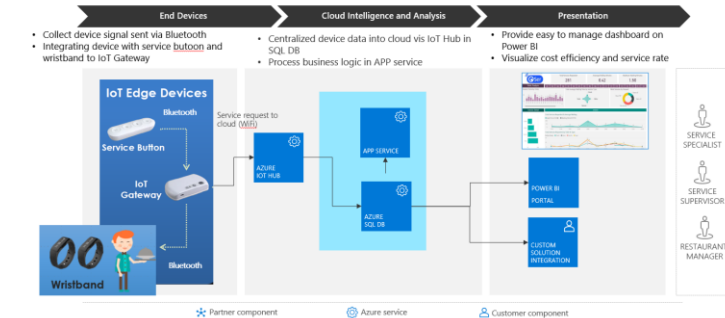
- Power BI: As visualization dashboard to present telemetry data and service rate and KPI
- Azure IoT Hub: Collects sensor data in the edge devices so that it can be sent to the Azure cloud
- Azure App Services: Runs on edge devices to collect sensor data
- Azure SQL DB: Collects and stores sensor data in a relational database

TARGET BUYERS: Retails, Hospitality



Solution Architecture

Smart retail - QSer



RECENT CUSTOMERS INCLUDE:



CDS POC:
Allen Hsu

ABOUT Avalue

Avalue Technology Inc. designs, manufactures, and sells various embedded PCs, industrial PCs, panel PCs in vehicle computers, and peripherals and accessories internationally. It also offers Smart IoT solution for Retail, Restaurant, Medical, Factory via Azure, comprising POS terminal, Digital Signage, Fanless BOX PC. Avalue provides integrated service including Hardware, Software & Cloud.





Jason Liu
Senior BDM, Smart Retail



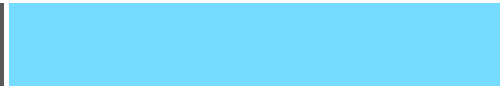
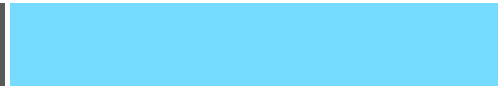
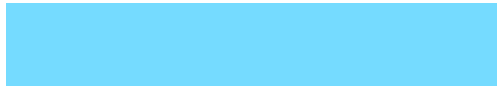
Empowering a
SMART FUTURE

Avalue Technology Introduction

2019

Fact Sheet

2000
Established



Headquarters at Taipei,
Taiwan



2010
Public on Taiwan **OTC**
Market



Alliance

Intel IoT Membership
Microsoft IoT Partner



Branch
New Jersey, USA
California, USA
Shanghai, China
Tokyo, Japan



Certification

ISO-9001 : 2015
ISO-13485:2016
ISO-14001: 2015
OHSAS 18001:2007



Focused IoT Segments



Digital Healthcare/ Medical



Smart Retail



Smart Manufacture



Intelligent Transportation

IoT-Ready Solutions

Smart Retail



- People Counting
- Interactive Digital Signage
- Queue System
- Smart Shelf
- QSer Smart Service

Digital Healthcare/ Medical



- Registration /Clinic/
Pharmacy
- Health Station/
Exam Room/
Operating Room
- Nurse Station
- Smart Ward
- Fitness Center

Smart Manufacture



- Acoustic/Vibration
Machine Monitoring
- Predictive
Maintenance

Intelligent Transportation



- Fleet Management
- Traffic Enforcement
- AI Recognition
Safety Warning
- Marine/In-Vehicle
Equipment

For Various Industries



- Real Time Indoor Positioning and Tracking Solution (UWB/Bluetooth Beacon)
- Intelligent Video Solutions/Cloud Video Management

Digital Experience for Customer

**Customer
Traffic &
Behavior**



**People
Counting
Heatmap**

**Intelligent
Digital
Signage**



**Facial
Recognition
Signage**

**Intelligent
Shelf
Solution**



**Interactive
Signage
Solution**

**Facial
Recognition
Notification**



**VIP Service
Black &
White List**

**Smart
Service
Solution**



**Innovative
Digital
Hospitality**

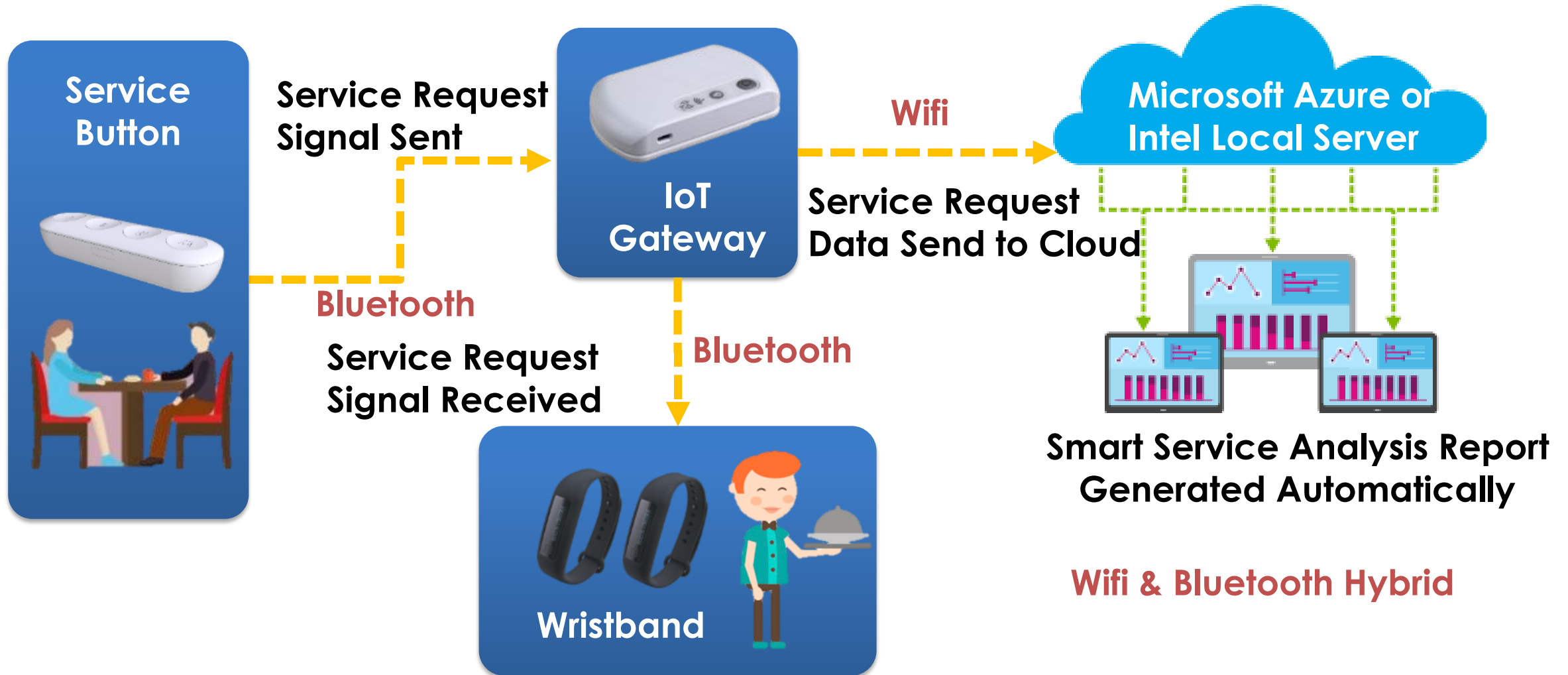
**Integrated
Business
Intelligence**



**Auto Updated
Visual Report**

Digital Management Tool for Store Manager

QSer Smart Service Solution



Microsoft Co-Sell

Alliance Partner
Mutual Cooperation

Regional SI/ISV
Value Added Solution

Pilot Sites
On-Site Testing
Key Reference

Retail EU
Direct Feedbacks

Awareness
IoT Brand



Successful Story — Chained Thai Restaurant



- **Location: Taiwan**
- **Type: Hospitality**
- **Application: Smart Service**

Advantages:

- **Increase Service Efficiency**
- **Big Data Analysis**
- **Intuitive UX**
- **Increase Customer Satisfactory**

Successful Story — Chained Chinese Restaurant



- **Location: Taiwan**
- **Type: Hospitality**
- **Application: Smart Service**

Advantages:

- **Increase Service Efficiency**
- **Upgrade VIP Lounge Service**
- **Intuitive UX**
- **Increase Customer Satisfactory**

Successful Story — Chained Electronic Store



- **Location: Taiwan**
- **Type: Retail**
- **Application: Interactive Digital Signage**

Advantages:

- **More Accurate Advertisement**
- **Interactive Promotion**
- **Data Collection**
- **Customer Behavior Analysis**

Successful Story — German Drugstore



- **Location: Taiwan**
- **Type: Retail**
- **Application: Smart Retail**

Advantages:

- **More Accurate Advertisement**
- **Interactive Promotion**
- **Data Collection**
- **Customer Behavior Analysis**



Empowering a **SMART FUTURE**

Thank You For Listening

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.

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. A glowing, interconnected network of white and light blue dots and lines forms a wave-like pattern across the middle. Below this, there are numerous out-of-focus bokeh lights in shades of blue and white, creating a sense of depth and digital activity.