



IoT in Action

#IoTinActionMS



Activating Microsoft Programs & Resources to Scale

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Americas Azure IoT Co-Sell Lead

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

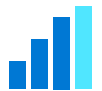
The Co-Sell business model

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 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

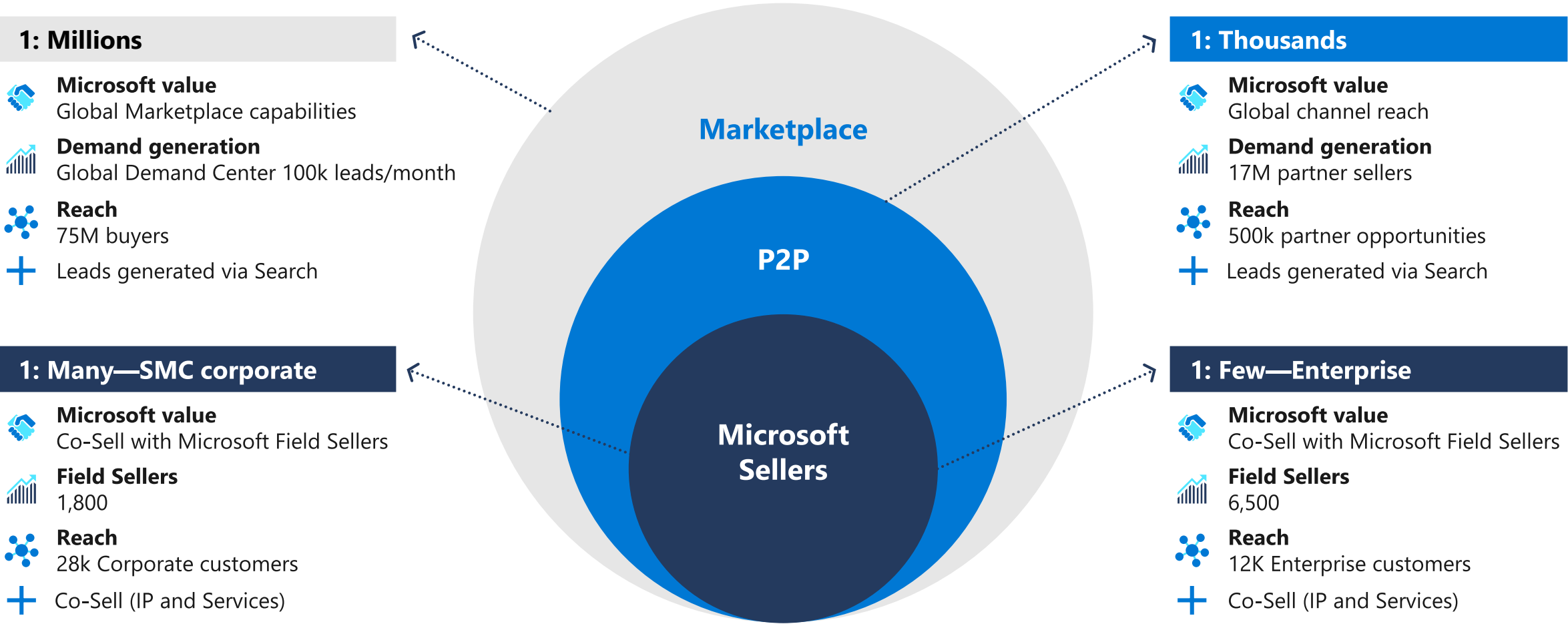
IP partner Co-Sell wins
FY18=11,000, FY19= 22,000+

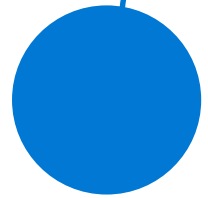
408% growth

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





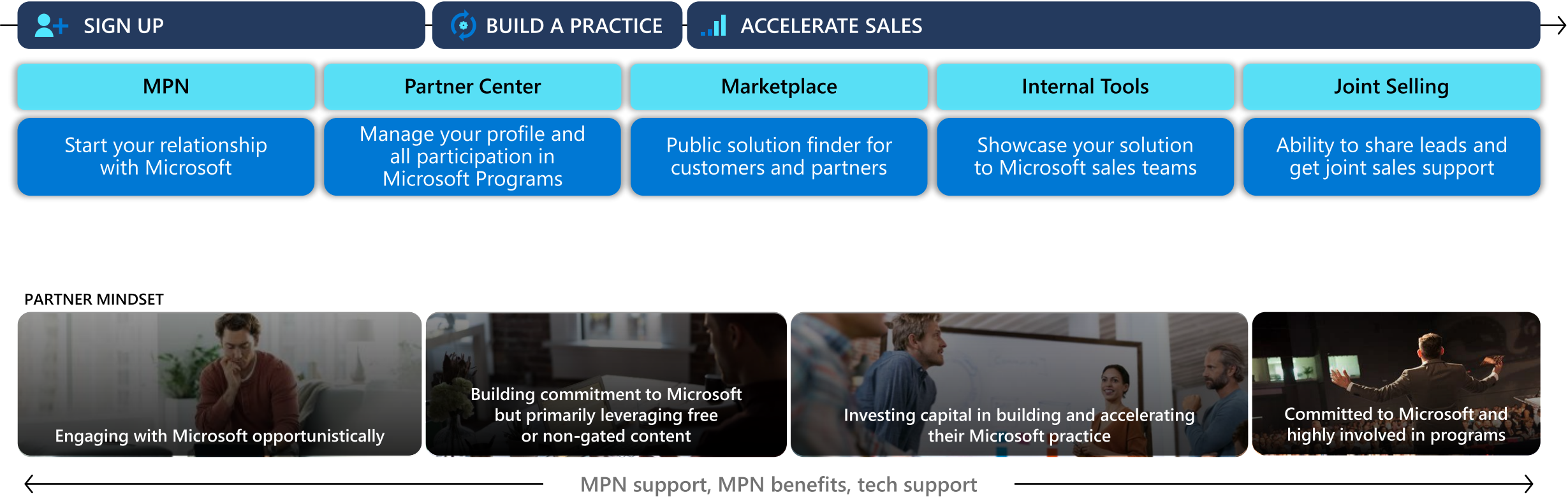
Path to becoming Co-Sell ready

It's a journey...



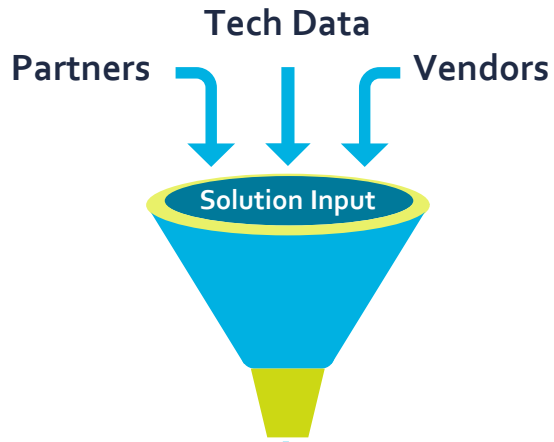
Microsoft partner development journey

Unmanaged Partners



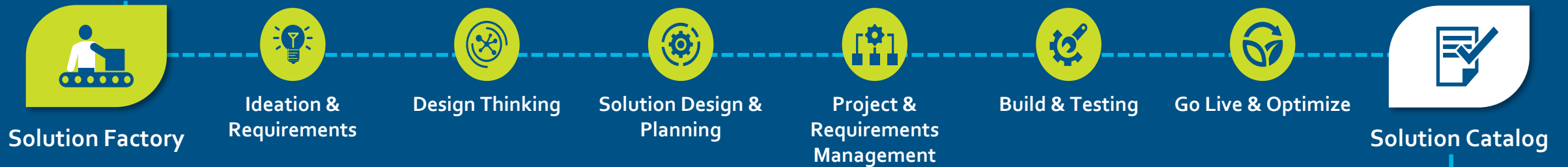
Microsoft Solution Aggregator Partners





Tech Data Solution Aggregation

Solution Factory a comprehensive solution readiness methodology

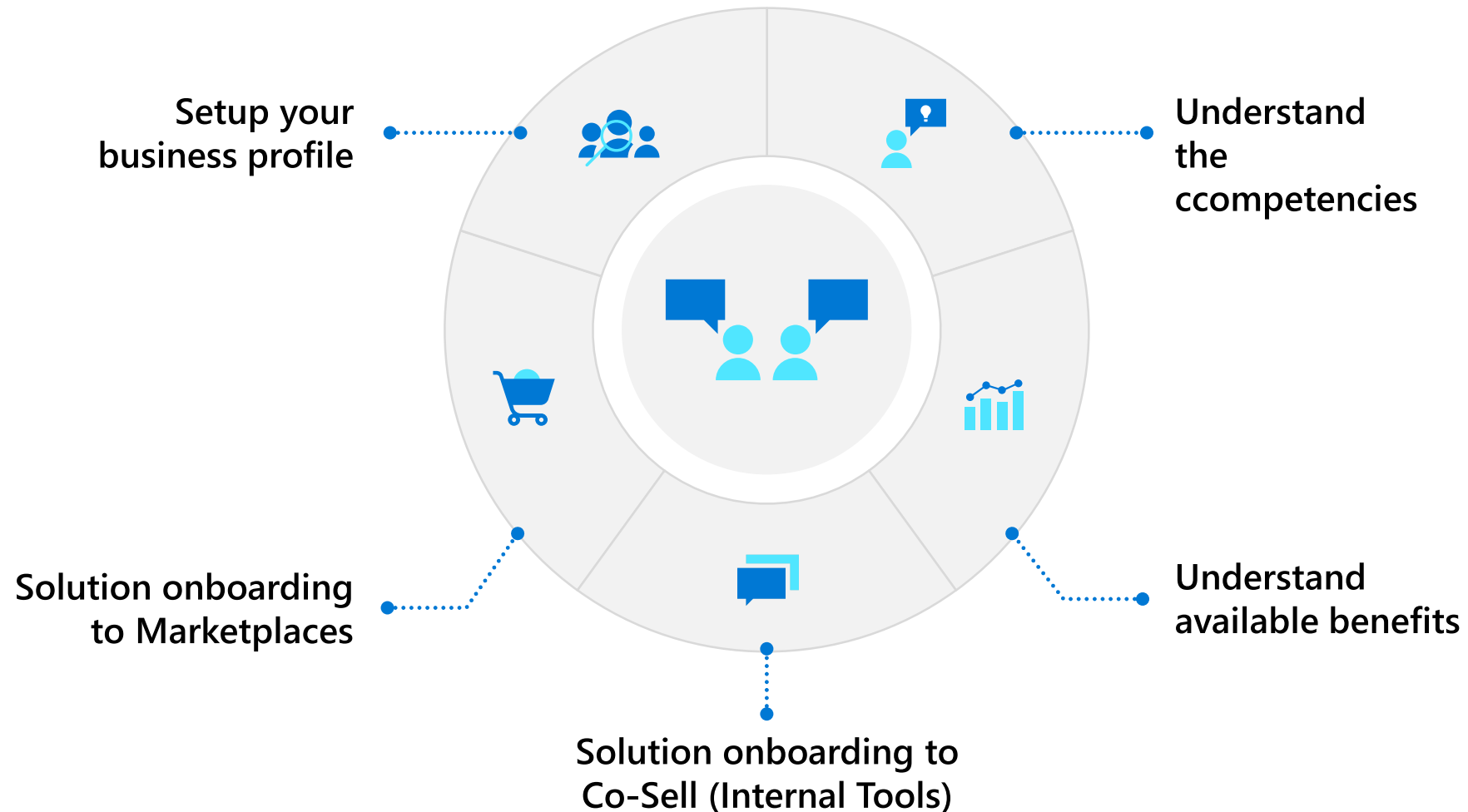


TechData

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



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.

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 Loading Balancing:** Increases flexibility by moving existing workloads from on-premise 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).



C-Sell Ready Since
MAY, 2018

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



Co-Sell Ready Since
MARCH, 2017

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.

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:



CDS POC:

Michelle Kositch (Americas IoT Co-Sell Lead)

ABOUT L SQUARED

Founded in 2007, L Squared is a leading, world-class provider of end-to-end digital corporate communications products and services, which offer businesses and organizations of all sizes quick, efficient 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.

P2P
Arrow
Intel
Best Buy
Microsoft



Honeywell – Outcome Based Service & Vector Occupant App



Co-Sell Ready Since
JUNE 2019

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

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

in Action Canada Case Study:



London Health
Sciences Centre

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

Honeywell Outcome Based Service

Deliver greater return on investment and enhance the experience for those who visit and work inside these facilities.

Boost and Maintain Operational Performance	Better Business Decisions and Cost Optimization	Enhance the Occupant Experience	Secure, Supported and Current
<ul style="list-style-type: none">Real-time analytics continually monitor and analyze mechanical asset performance to enhance operational performance.The combination of early fault identification and dynamic preventative tasking, focusing on high impact activities, helps reduce the risk of downtime.Transparent outcomes are aligned with KPIs to offer a smarter approach to building maintenance.Alerts on mobile devices using the Pulse app make it simple to receive, forward, and share critical alarms and events in near real-time.	<ul style="list-style-type: none">Building energy performance tends to drop 1% to 7% each year if not monitored closely. Outcome Based Service screens for faults in the building and mechanical systems to help make buildings more energy efficient without compromising comfort.Performance data informs strategic repair versus replace decisions, lowering the risk of failure and enabling free cash flow.Operational insights help drive productivity of maintenance and energy efficiency.	<ul style="list-style-type: none">Aligning with industry standards on wellness, Outcome Based Service promotes improvement to the comfort experience and productivity of those who live and work in your buildings.The Comfort dashboard provides absolute transparency and when integrated with Vector Occupant App the feedback loop is completed.	<ul style="list-style-type: none">Honeywell Sentience™ cloud platform, powered by Microsoft Azure cloud-based infrastructure reassures customers about cybersecurity and data privacy.ICT health checks including anti-virus, back-up rigor and monitoring to reduce risk of downtime.Full lifecycle approach.



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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.

Honeywell

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 with the low risk of a large, upfront investment in software and 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 accessible and understandable.

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

AppSource
Co-Sell
Solution
Finder

Our teams
from Mariner

ABOUT MARINER SPYGLASS

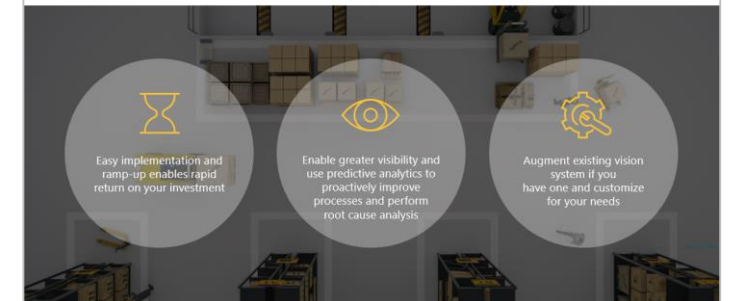
Spyglass Connected Solutions is an ISV that was founded in 2018 by the leadership team at Mariner – a 20-year Microsoft Gold Data Analytics Partner. Spyglass is rooted in data and the power of data to help manufacturers gain more insights and make better decisions. Spyglass solutions are unique because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



Co-Sell Ready Since
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



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.



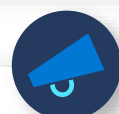
Goal alignment and seller relationship is key

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.



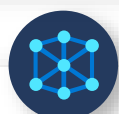
Microsoft seller-ready Co-Sell materials

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

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, glowing digital pattern. It features a series of interconnected dots and lines that form a wave-like structure, reminiscent of a data network or a digital landscape. The dots are primarily blue and green, with some white highlights, and they are connected by thin, glowing lines. The overall effect is a sense of depth and movement, with the pattern appearing to flow across the frame.



IoT Continuum
IoT Community
IoT Chasm

Survey
Solution Showcase & Reception

Thank you