



IoT in Action

#IoTinActionMS



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

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IoT in Action

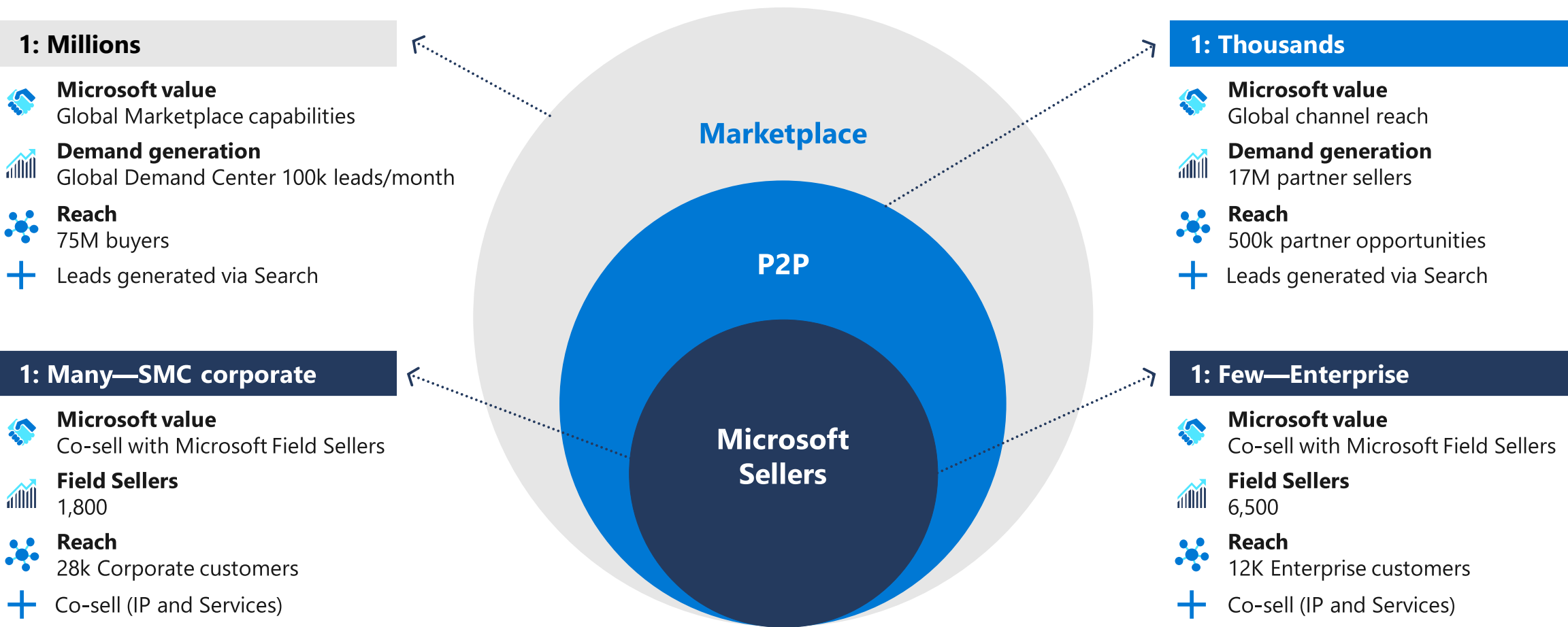


“Leading companies in every industry are partnering with us to build their own digital capability to compete and grow. This is creating broader opportunity for everyone, including our ecosystem. As one example, the co-sell program we introduced 18 months ago has already generated \$8 billion in contracted partner revenue.”

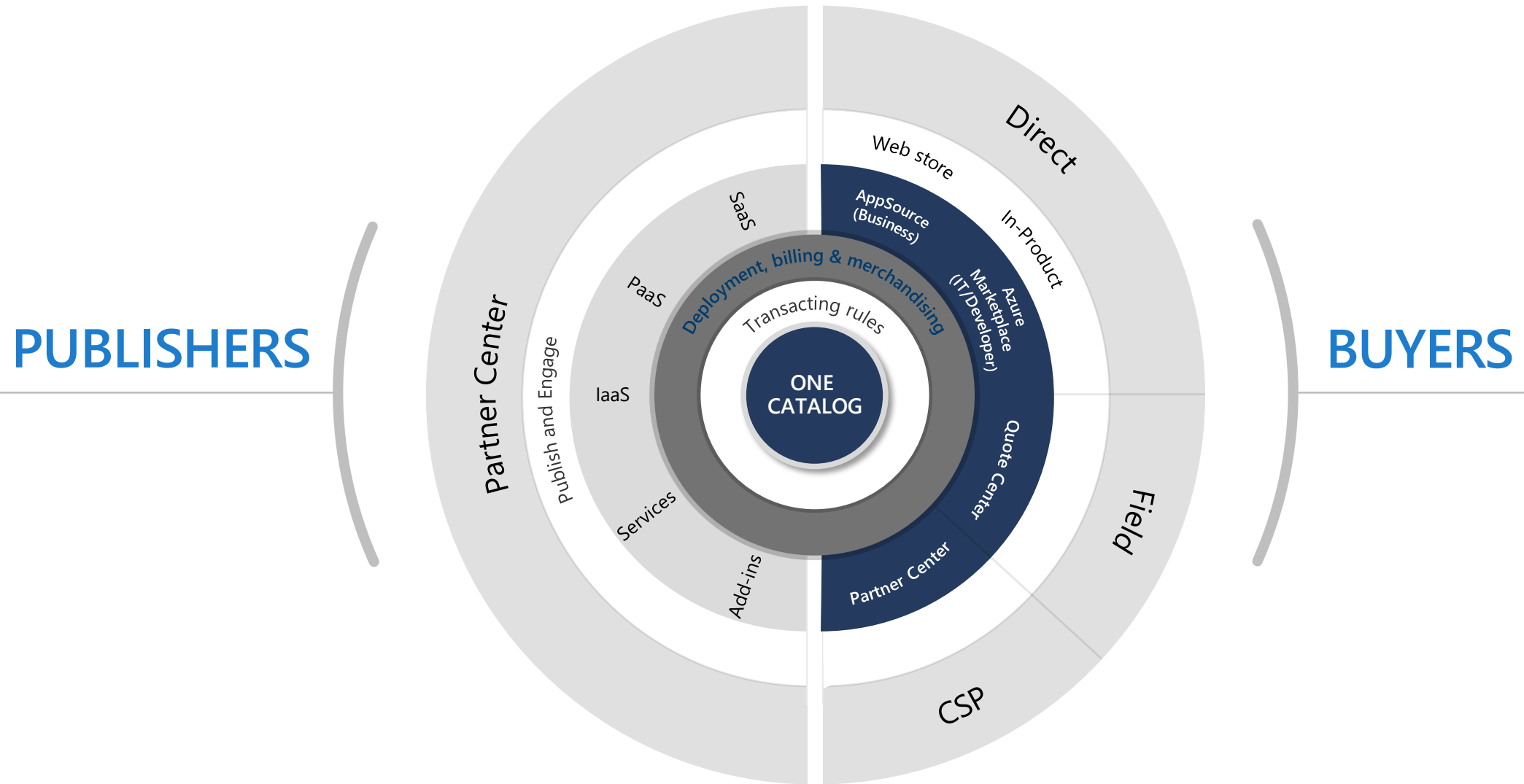
—Satya Nadella
CEO, Microsoft
January 2019

Millions of possibilities—selling with Microsoft

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



Microsoft's commercial marketplace



Microsoft Partner-to-Partner (P2P)

P2P is an agreement between two or more partners with defined, mutually beneficial business outcomes including entering new markets, differentiated offers, expanding customer base and/or increase of customer wallet share.

P2P co-sell is any number of partners working together with a Microsoft seller engaged.

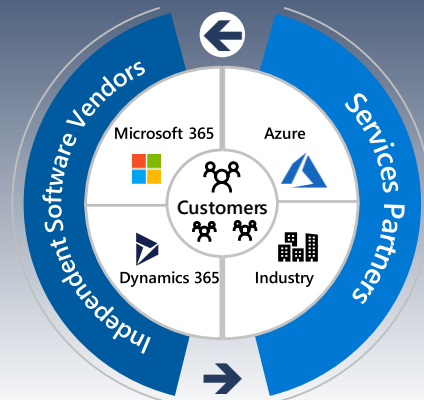
1.7 Trillion total addressable market

▶ Mission

Our commitment to help partners build and sustain successful partnerships that accelerate their businesses, unlock opportunities and drive digital transformation both for themselves and their customers.

••• Opportunity

Thousands of potential connections & partnerships



••• Connect



Drive revenue impact



Create new channels



Innovate new solutions



Accelerate time to value

◆ Key offerings



Playbooks



Play-in-a-Box Kits



Platform



Partner Demand
Generation Campaigns

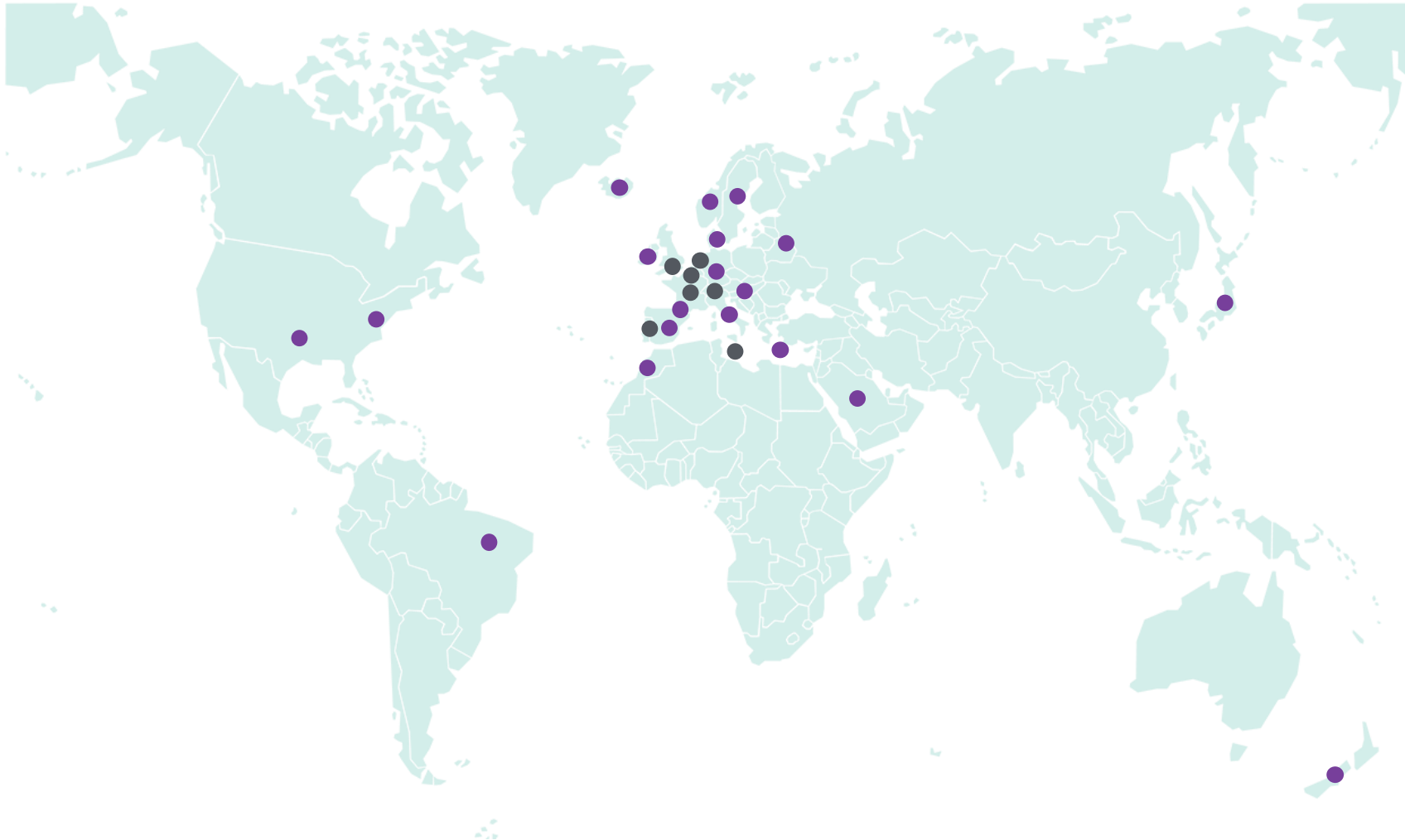
Get Started:<https://partner.microsoft.com/en-US/connect/build-partnerships>



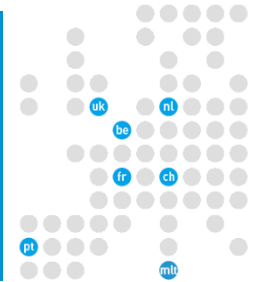
Microsoft

codit|

About Codit



2000 Belgium
2004 France
2013 Portugal
2016 Switzerland
2016 UK
2016 The Netherlands
2017 Malta



180
worldwide



Largest Microsoft
partner in Europe
for integration, API
management, IoT
and Azure Solutions

Microsoft
Partner



Gold Application Development
Gold Application Integration
Gold Cloud Platform
Gold Data Analytics
Gold Datacenter

Working Together



Offering



Marketing



Sales



Scale



Connecting remote
& roaming assets



Track & Trace of Fresh Goods





Retrofitting Industrial Equipment

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.



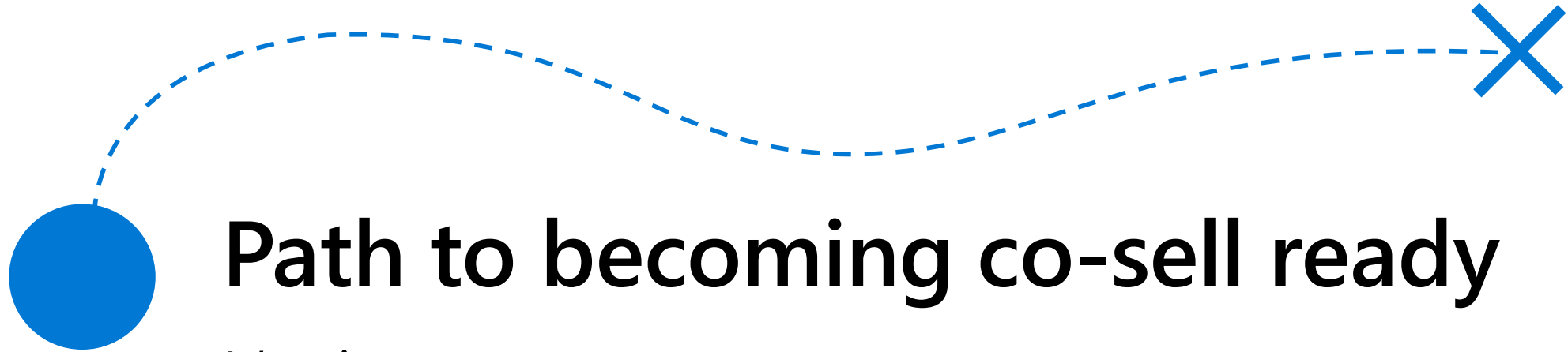
Relevant case studies

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.

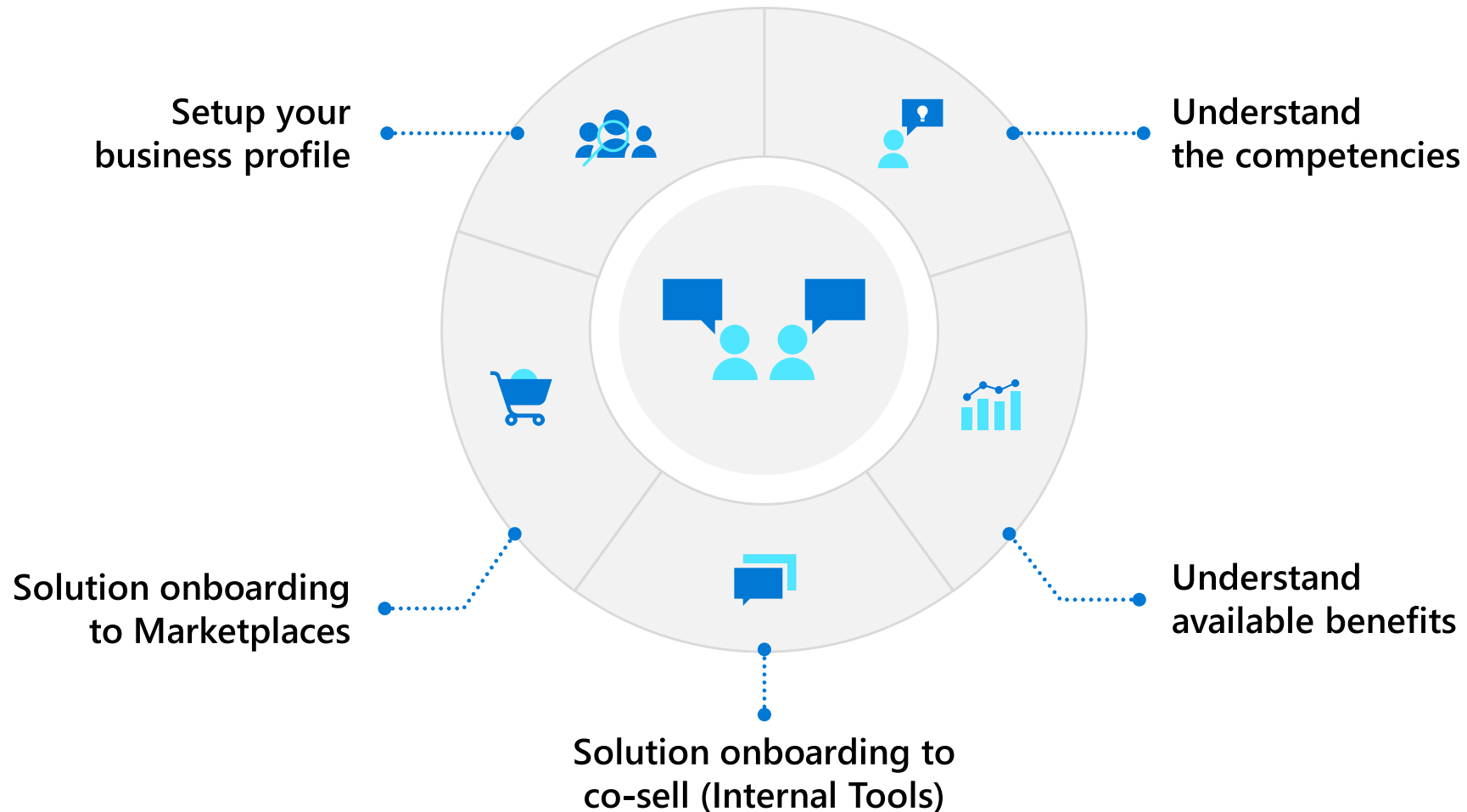


Path to becoming co-sell ready

It's a journey...

Cloud Enablement Desk

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



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!