Microsoft

Accelerating Time to Market and Co-Sell

Ella Cockerell
Principal Solution Specialist
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
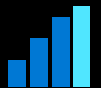
New growth opportunities

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
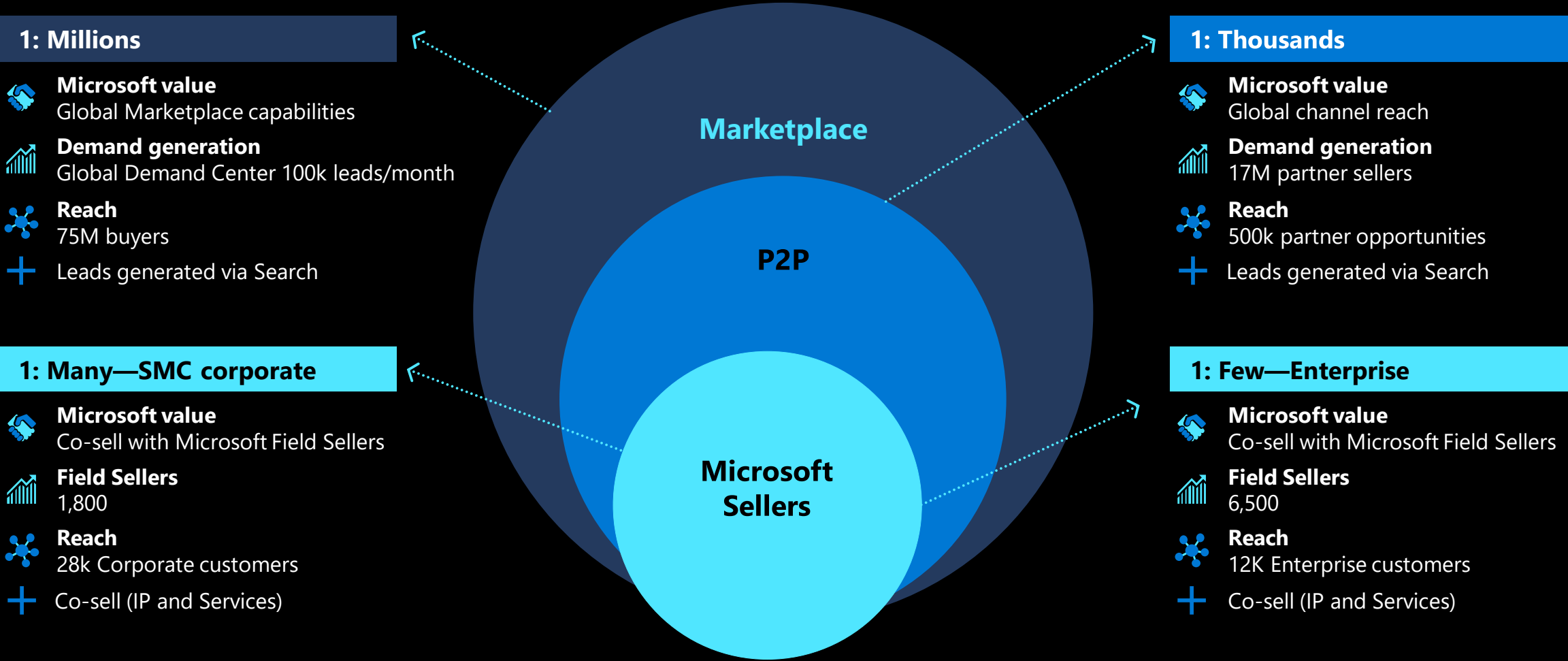FY18= $2.6B, FY19= $5.8B

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

Marketplace

P2P

Microsoft Sellers

1: Millions

Microsoft value
Global Marketplace capabilities

Demand generation
Global Demand Center 100k leads/month

Reach
75M buyers

+ Leads generated via Search

1: Thousands

Microsoft value
Global channel reach

Demand generation
17M partner sellers

Reach
500k partner opportunities

+ 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)

1: Few—Enterprise

Microsoft value
Co-sell with Microsoft Field Sellers

Field Sellers
6,500

Reach
12K Enterprise customers

+ Co-sell (IP and Services)

Your customers are changing the way they buy software and services

Microsoft AppSource and Azure Marketplace empower customers to seamlessly find, try, buy, and deploy every cloud solution that matters—including yours

73% of business buyers find the web more convenient for purchasing

By 2023, **17**% of all business-to-business transactions will happen through eCommerce

FORRESTER®

Source: Forrester Consulting on behalf of Microsoft, April 2019

We've heard them...

So we're
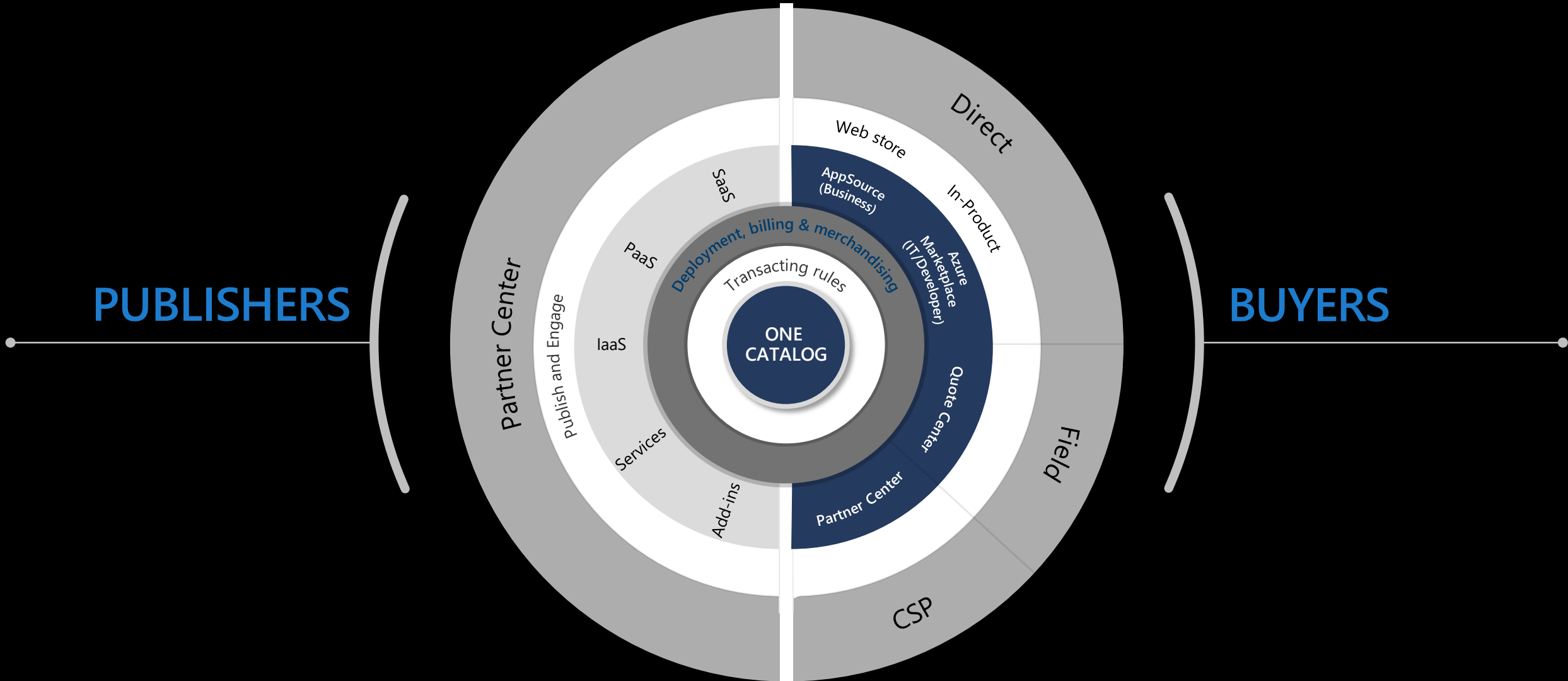enabling our marketplace
to do more

And introducing new ways
to do business
for **you** and your **customers**

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

Independent Software Vendors

Services Partners

Microsoft 365
Azure
Customers
Dynamics 365
Industry
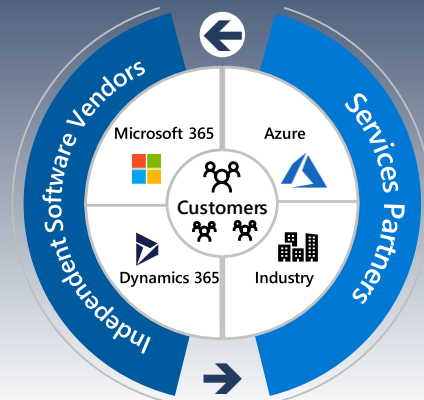
Connect

Drive revenue impact

Create new channels

Innovate new solutions

Accelerate time to value
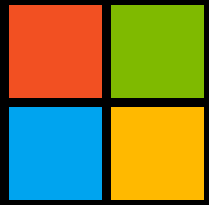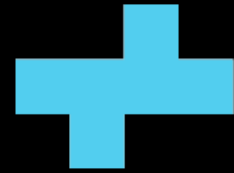
Key offerings

Playbooks

Play-in-a-Box Kits

Platform

Partner Demand Generation Campaigns

Get Started: https://aka.ms/buildpartnerships

An unfortunate state of reality

McKinsey & Company

70% of digital transformation projects fail

CISCO

76% of IoT projects fail

Forbes

84% of digital transformation projects fail

Microsoft

30% fail at the POC stage

Why?

The primary root causes of failure

#1 Lack of necessary skills

#2 Siloed and resistant corporate culture

#3 Data/IT infrastructure

Why is "data first" difficult in the industrial sector?

Traditional databases and infrastructure technologies have not been built for the machine data world and for IoT scale.

Applications and users have forced database innovation in the past, however, the machine data world has outpaced the database industry.

Legacy/Relational DB

The IT Environment
- Mainframes, client server, workflow automation, enterprise-wide applications (e.g. ERP)

Attributes of Data
- Volume: Low-medium
- Velocity: Low
- Variety: Low

Key Benefits Required
- Consistency
- Reliability
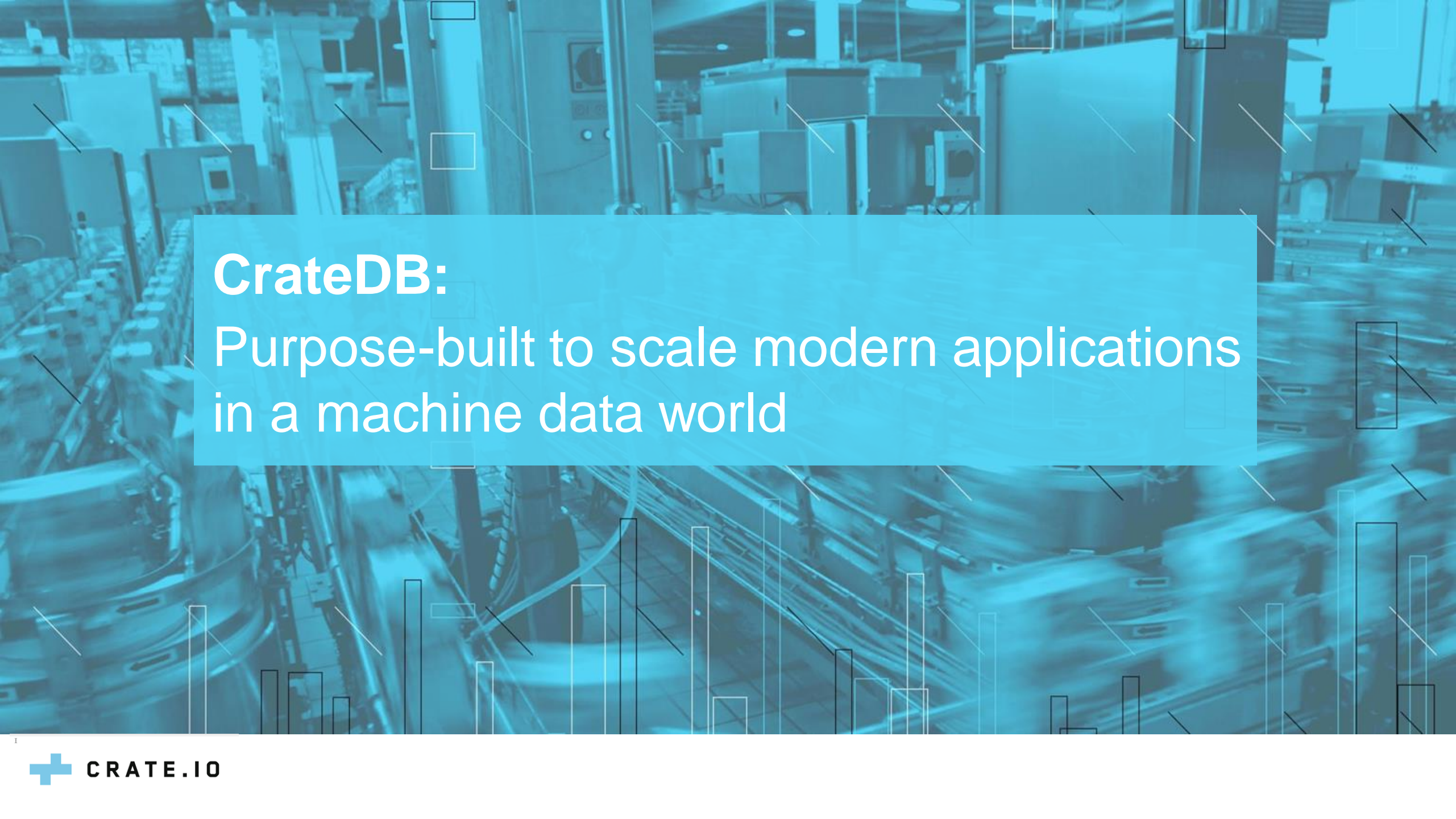- Standardization

Vendors

Oracle, IBM, Teradata, Sybase

Applications and users have forced database innovation in the past, however, the machine data world has outpaced the database industry.

	Legacy/Relational DB	**Next-gen/Modern DB**
The IT Environment	● Mainframes, client server, workflow automation, enterprise-wide applications (e.g. ERP)	● Internet, cloud, PC/mobile proliferation, open source, big data
Attributes of Data	● Volume: Low-medium ● Velocity: Low ● Variety: Low	● Volume: High ● Velocity: High ● Variety: Low-medium
Key Benefits Required	● Consistency ● Reliability ● Standardization	● Availability and redundancy ● Agile/fast app development ● Support massive numbers of concurrent users
Vendors	Oracle, IBM, Teradata, Sybase	Hadoop, MongoDB, Splunk, Microsoft, Amazon

Applications and users have forced database innovation in the past, however, the machine data world has outpaced the database industry.

	Legacy/Relational DB	Next-gen/Modern DB	Digital X/IoT DB
The IT Environment	● Mainframes, client server, workflow automation, enterprise-wide applications (e.g. ERP)	● Internet, cloud, PC/mobile proliferation, open source, big data	● Connected things, edge, convergence of OT and IT, interoperability, machines become users
Attributes of Data	● Volume: Low-medium ● Velocity: Low ● Variety: Low	● Volume: High ● Velocity: High ● Variety: Low-medium	● Volume: Very high ● Velocity: High ● Variety: Very high
Key Benefits Required	● Consistency ● Reliability ● Standardization	● Availability and redundancy ● Agile/fast app development ● Support massive numbers of concurrent users	● Fast data ingestion and real-time analysis ● Easily scaled to many locations/lines/machines ● Flexibility to operate at cloud or edge
Vendors	Oracle, IBM, Teradata, Sybase	Hadoop, MongoDB, Splunk, Microsoft, Amazon	

CrateDB:
Purpose-built to scale modern applications in a machine data world

CRATE.IO

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...

Microsoft partner development journey
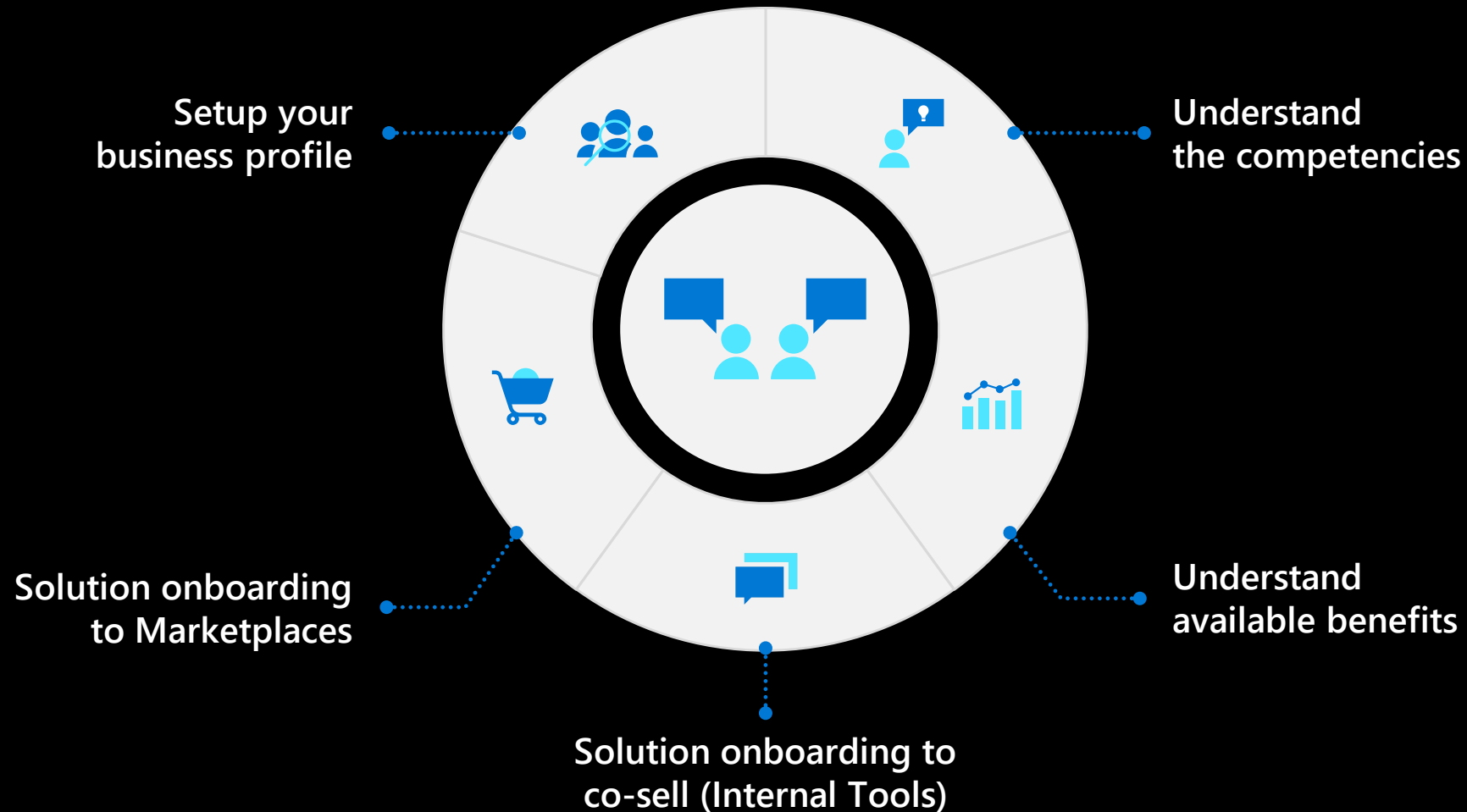
Unmanaged Partners

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

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

Microsoft Solution Aggregator Partners

Cloud Enablement Desk

Setup your business profile

Understand the competencies

Solution onboarding to Marketplaces

Understand available benefits

Solution onboarding to co-sell (Internal Tools)

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!