Microsoft

Microsoft Inspire

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Microsoft

LEAD10

Roadmap to transforming your partnerships

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Why transform the channel?

Transformation drivers

Marketing and sales shift	Differentiation and specialization	Professional services

Demand for customer innovation

Not new:

- Productivity needs of customers
- Customer experience drive customer loyalty
- Importance of partnering for speed and total solutions

New:

- How IT is consumed
- Solution not product
- Practice building
- Virtual delivery models
- Digital agencies and ISVs—Shadow channel
- Hyper-specialization

Changing the channel

Current challenges

Future

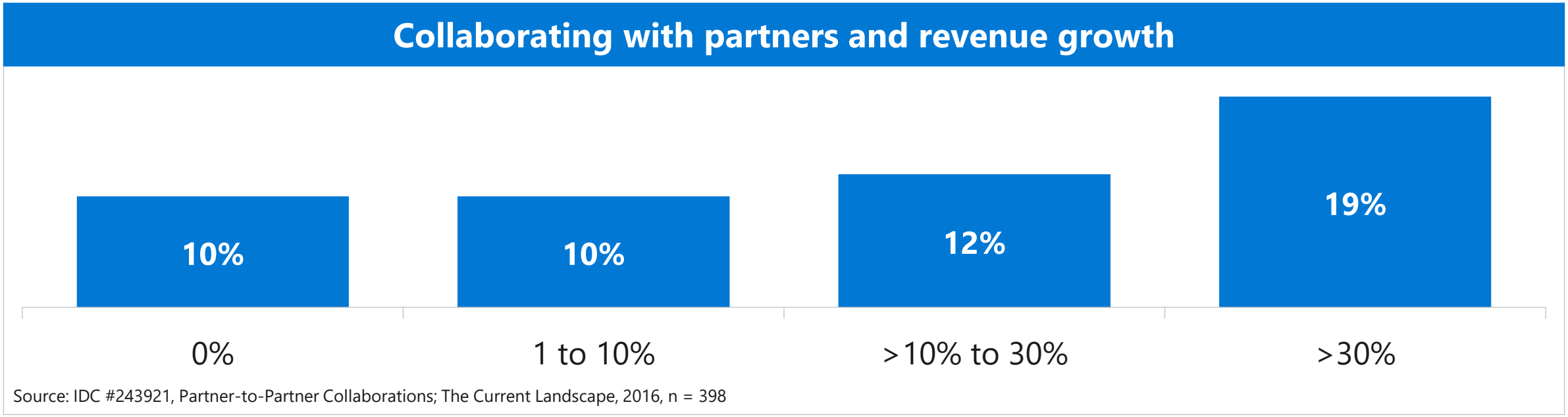
Sources: IDC

Follow the money

- Cloud
- Security
- Analytics
- Mobile
- Hyper Converged Infrastructure

- IOT
- AI
- GDPR and Privacy Frameworks

Partnering accelerates growth



Resource: [Microsoft Modern Partner e-book series]

"No man is an island."
John Donne

The power of partnering

"Joint Ventures, Alliances, and other Corporate Partnerings are fueling the growth of the world's most successful companies.

The demand to deliver more new products, more quickly and at lower prices has never been greater. Joint Ventures and other collaborative business arrangements are revolutionizing how winning companies compete. They are the quickest way to grow your company, particularly in times of change."

Curtis E. Sahakian

Author "*The Delphi Method*"
and Partnering Guru

The P2P journey stages

Partners on the P2P journey will connect with like-minded partners who offer complimentary solutions and are willing to build strong go-to-market value propositions to expand business, capture market share, and grow profits.

At each stage of the P2P journey, partners will find ways to engage in P2P activities to build and maximize strength of business relationships.

Start 1

Assess readiness
Initiate partnerships

- Build awareness
- Find and recruit partners
- Specialize and transform

Grow 2

Increase revenue through partnership

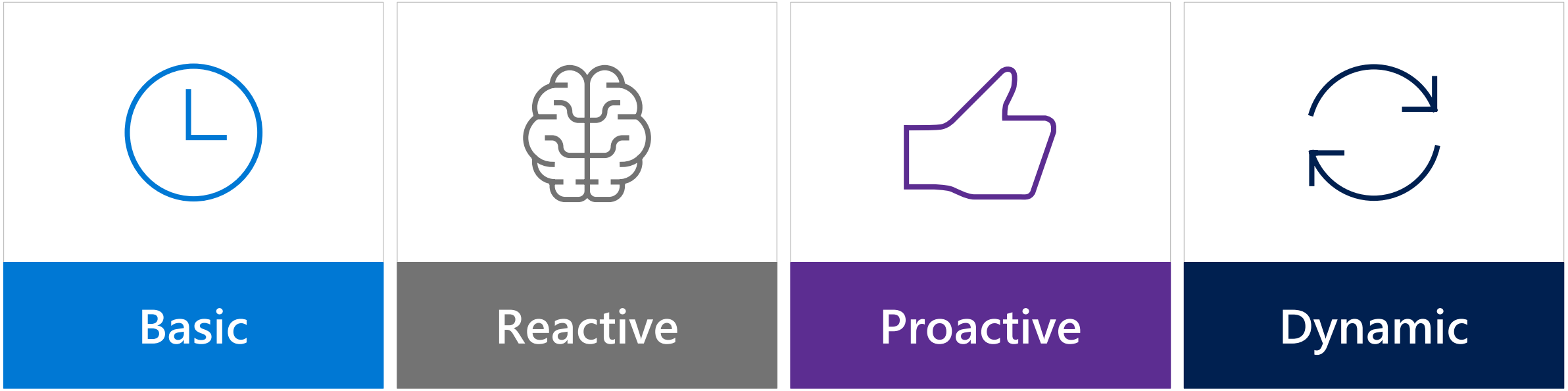
- Roadmap resources to find connections
- Sell in Microsoft marketplaces
- Launch joint go-to-market plans
- Broadcast successful partnerships

Optimize 3

Execute and win

- Streamline & execute P2P practices
- Building your channel
- Expand geography and industry

P2P Maturity Model—the gold standard



www.p2pmaturitymodel.com

Ten business functions in the P2P Maturity Model

- Joint business planning
- Leads and pipeline
- Agreement
- Sales compensation
- Market messaging
- Geography
- Resource utilization
- Readiness and certification
- Product and customer support
- Customer relationships and satisfaction

P2P Maturity Model framework

Visit p2pmaturitymodel.com

	Basic	Reactive	Proactive	Dynamic
Joint business planning	None	Ad hoc	**Activity based**	**Annual plan** with regular follow-up
Leads and pipeline	No sharing	Ad hoc, no structure	**Share specific campaigns,** some structure but outcome not measured	**Shared process** to **generate leads,** scheduled **pipeline reviews,** in-person meetings
Agreement	No template	Rely on **handshake** or **deal-specific** contract	Letter of intent	**Formal contract** that defines all aspects of the relationship
Sales compensation	No compensation for partnering	Ad hoc compensation for partnering	**Alignment of** referral and project-based **compensation**	Rationalized **campaign-based compensation**
Market messaging	None	Only when asked or **in response to** an **opportunity**	Ad hoc messaging; **recognition of partners and capabilities**	Fully **integrated marketing**
Geography	Locally only	Locally only	Gain **access** to **markets in other geographies**	Strategically use **partnering for** broader **geographical coverage**
Resource utilization	Subcontractor	Opportunity based	**Predefined rates** for shared resources; access to architects for sales activities	Integrated **resource planning covering multiple competencies**
Readiness and certification	No plan	Ad hoc, opportunity based	**Joint partner training** in overlapping areas, joint planning to reduce overlaps	**Formal plan to earn certifications,** use strength in combined advanced certifications to win customers
Product and customer support	None	Ad hoc as customers report problems; may have **spreadsheet tracking system**	Single point of contact **(SPOC) for support;** scheduled meetings to review customer and product issues	**SPOC for support with shared CRM** to proactively resolve and track customers and product issues
Customer relationships and satisfaction	None	Ad hoc, some **1:1 customer meetings** to understand experience with each partner	**Proactive management** of customer satisfaction; **shared references**	**Shared responsibility** and action for customer service regardless of fault

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Start the journey

Start
Channel transformation

1

- Take the P2P Assessment
- Build your channel plan
- Practice your value proposition
- Articulate “show me the money”
- Draft your “perfect partner” profile
- Identify and plan recruitment
- Meet partners - this week!!

Go-to-Market

Grow

Increase revenues

2

- Sell in Microsoft marketplaces
  - AppSource
  - Azure Marketplace
- Deliver joint digital marketing Go-to-Market campaigns
- Participate in events and networking experiences
- Provide partner readiness content
- Build evidence: broadcast successful customer and partnership wins

Co-Sell

Optimize
Execute and win

3

- Microsoft Partner Network (MPN)
- Roadmap your competency & benefits
- Align sales engagement models
- Co-sell planning and execution
- Plan “rhythm of business” meetings/reviews
- Leverage Microsoft Technology Centers, MS Stores, Campus, regional & industry conferences
- Lock in services and support agreements

P2P success

Success stories

Learn from partners who have applied an effective strategic partnering strategy to increase their profitability and business growth.

Revera

Read Revera's plan to help your business adapt and prosper in a cloud-first world—and see how it's grown from humble beginnings.

Explore case study >

BitTitan

Learn about BitTitan's commitment to engaging with other Microsoft partners to educate, automate, and deliver lifetime value.

Explore case study >

Win Technologies

Discover how Win Technologies leverages MPN technical benefits to help its reseller and solutions provider partner grow.

Explore case study >

Resources

- **P2P Assessment App in Windows store**
  https://www.microsoft.com/en-us/p/p2p-assessment/9nblggh4qfzv
- **P2P Maturity Model**
  http://p2pmaturitymodel.com/
- **Microsoft Partner Case Studies**
  https://partner.microsoft.com/en-us/connect/build-partnerships
- **Partner of Year awards–Redmond Channel Magazine**
  Find it Here!
- **Social/Partner Community–Partner to Partner**
  Find it Here!

Call to action

Practice Practice Practice	Be generous: Joint success	Specialize & stick to it

SAL04 - Grow SMART partnerships

Thursday, July 19

8:30 AM - 9:30 AM

MBCC North, Level 0 - South Pacific Ballroom H

THANK YOU!

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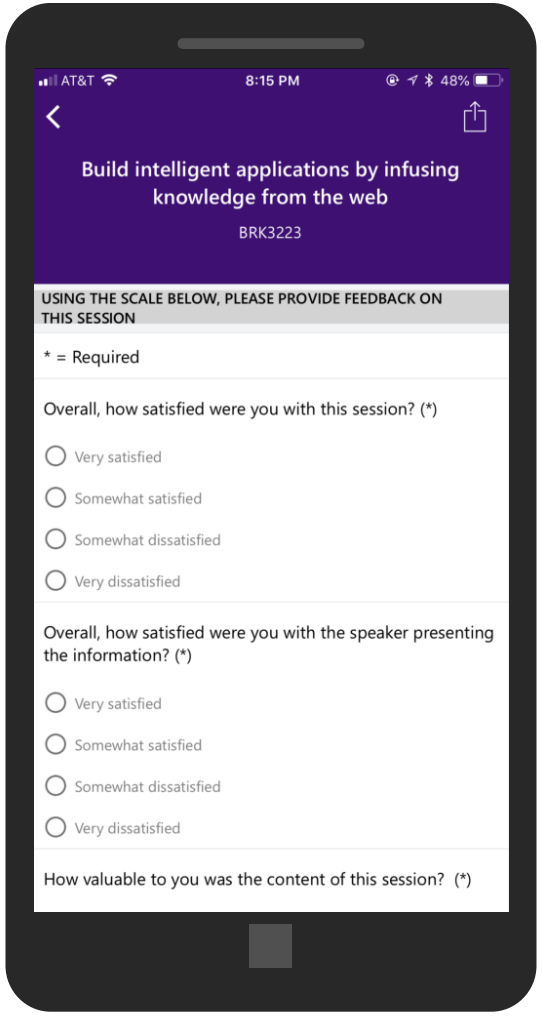

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