Go-To-Market Benefits

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Promote Your Business with Go-To-Market Programs

**ADVICE AND TRAINING**
Peer based research and training designed to support and coach your team throughout your marketing growth

**CONTENT AND RESOURCES**
Ready to use, customizable marketing, sales and readiness content to help you promote your business, save time and grow your customer base

**SERVICES**
Designed to support you in increasing awareness, generating leads and improving lead velocity for your app or service
Go-To-Market Resource Desk
The GTM Resource Desk works with you to execute Go-To-Market activities

Your **one point of contact** for Go-To-Market help, expertise, and guidance

**Global Operating Model** supporting 14 languages

Create a **Go-To-Market plan** in alignment with your marketing and sales objectives

GTM Consultant works with you to review and **execute GTM activities**

Email: [GTM@microsoft.com](mailto:GTM@microsoft.com)
Partner Go-To-Market Benefits

By partnering with Microsoft you get access to Go-To-Market benefits designed to help you increase awareness, generate qualified leads, and expand your business through partnerships.

**MEMBER LEVEL**
- Optimize your marketing capabilities through modern marketing education and ready-to-go campaign content.

**SILVER COMPETENCY**
- Launch and grow your business through marketing assets and digital optimization.

**GOLD COMPETENCY**
- Generate leads and increase your close rates through joint messaging and lead sharing opportunities.

**MARKETPLACE**
- Increase awareness and accelerate your success in the marketplace.
Partner Go-To-Market Benefits

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**SILVER COMPETENCY**

**Core**
- Partner Listing Optimization*
- Marketing Consultation with GTM Resource Desk (choice of one)*
  - Sales/Marketing Asset Review
  - Website Review
  - Value Proposition Review
  - Templated digital marketing campaign kits

**Paid**
- Social Promotion
- Mini Case Study
- PR Support
- Customer One Pager
- Customer Presentation
- Customer Case Study

*Available November 2018

**GOLD COMPETENCY**

**Silver level benefits**

**Core**
- Bi-directional lead sharing
- Priority Customer Matching
- Co-Sell Ready Listing Optimization*
- Marketing Consultation Services with GTM Resource Desk*
  - Selection of one review offered at Silver core benefit level
  - Customized, co-branded digital marketing campaign materials, including landing page in Microsoft PDC to support generating leads

**Paid**
- Lead Generation campaign in the PDC
- Animated Mini Commercial
- Partner Seller Readiness
- Secret Shopper
- Sales Enablement
- Global Expansion
- Telesales Campaign
- Workshops

*Available November 2018

**MARKETPLACE**

**List**
- AAD Integration + Onboarding
- Marketplace Listing Optimization
- Marketplace Blog w/ Newsletter + Social
- Marketplace Performance Insights

**Trial**
- All list benefits+
- Social Promotion Spotlight + Blog Post
- Press Release Support
- Mini Case Study
- Marketplace Feature + Category Promo
- Learning Media Webcast

**Consulting**
- All trial benefits+
- Azure Sponsored Accounts

**Transact**
- All trial benefits+
- Test Drive Sponsorship
- Microsoft Executive PR Endorsement
Member Level GTM Benefits
Self-Serve programs
Membership GTM Benefits: *Core*
Included in Membership level

**Education:** aka.ms/smartmarketing

Smart Partner Marketing is dedicated to helping you **transform your growth with digital marketing**. The site is built for you - with best practices and recommendations from other partner companies who are successful and credit some of that success to marketing

- Access market insights and research and **benchmark their capabilities** to help guide their strategies and growth
- **Guided digital marketing growth path** to assess where they are and how they can get to the next level
- Partners can **hear advice from other partners** and what they did to grow their business through marketing
- Partners can access **free digital marketing training** to train up their marketing person/team
- Partners can access **professionally developed marketing assets** to utilize in their campaigns

**Syndicated Content:** aka.ms/get.social

Microsoft Social Syndication platform connects with your social media accounts and email lists and enables you to select, customize, and share content.

- Comprehensive 10-week customer-focused digital campaigns that include to-customer content (videos, emails, e-books/whitepapers, thought leadership articles) and to-partner resources (demo videos, teleguides, brochures, pitch decks)
- Gated Content enables partners to gather leads directly from engagement on their social media accounts
- Auto-Update allows the tool to push content to partners’ social media accounts without partner action

**Marketing and Sales Content:** Aka.ms/pmc

Microsoft Partner Marketing Center offers you customizable marketing, sales, and readiness assets

- Customer pitch decks
- Copy blocks for use on websites or social media
- Customizable pre-written emails

**List of Recommended Marketing Agencies:** gtm@Microsoft.com
Hi Ashleigh,

We have new content ready for you to share. Our most successful partners post content every week, and we are here to help. Email or call 781-444-7000 with your questions.

Would you like this content to be posted automatically for you each week?

Click Here To Turn On Automated Posting.
Silver Level
Executed through GTM Resource Desk gtm@Microsoft.com
Silver GTM Benefits: **Core**

Included in Silver competency attainment

**Member Core Benefits+**

**Partner Center and Marketplace Listing Optimization**

**Marketing Consultation with GTM Resource Desk:** A personalized consultation with a marketing specialist that includes a review of your go-to-market materials and provides actionable recommendations for optimizing your materials.

Select **one** review:

- **Sales + Marketing Bill of Materials:** The review of sales or marketing BOM spans a range of your materials including product/solution brief, sales deck, credentials, business case, product/solution video demo and customer references. Any applicable materials will be reviewed during the allotted time, with each asset assessed against a tailored list of criteria for compelling customer communications.

- **Website:** A Website review focuses on just that: evaluating the current website to identify ways it could better support GTM efforts.

- **Value Proposition:** This review option centers on the value proposition and its efficacy in positioning the unique elements of the solution, and the benefits in opting to work with the you

- **Templated Campaign kits:** Ready-to-go digital customizable marketing campaign kits aligned to solution areas. The GTM Resource Desk will provide the campaign kit with a campaign playbook to support you in customization, will review assets and provide actionable recommendations for optimization. Campaign kits include:
  - Landing page template
  - Social promotion templates (LI, FB and Twitter)
  - Demand Gen and Nurture email headers
  - Acquisition asset template(s), with ability to customize with logo and case study
  - Campaign playbook and best practice guide
Silver GTM Benefits: *Paid*
Requires funding

**Press Release Support ($500 USD):** Includes Microsoft approval of a partner-drafted press release and quote attributed to a Microsoft representative.

**Mini Case study ($500 USD):** Showcases your solution and how it has benefited from development on the Microsoft cloud platform, in a one slide format

**Social Promotion ($500 USD):** Social Promotion showcases the your solution and its use of Microsoft technology in a tweet on a Microsoft Twitter outlet with up to hundreds of thousands of global followers, including on @Azure, @Office365, @MSFTDynamics365, and @MSPartnerApps. Additional outlets, like Financial Services, Health, Government, Public Safety & National Security or other outlets, can be requested

**Co-Sell Bill of Materials**

**Customer presentation ($500 USD):** Partner-drafted deck introducing your solution to new customers.

**Customer one-pager ($500 USD):** Showcases to potential customers the features of the your solution and the Microsoft cloud platform on which the solution was built. It can be used to fulfill the Customer One-Pager requirement for a GTM Ready or Co-Sell Ready listing in OCP Catalog

**Customer Case Study ($500 USD):** Partner-drafted customer, Microsoft reviewed case study showcasing the success of a customer using a your solution.
Partner Quote: “The co-branded datasheet and mini case study definitely helps with credibility; there are companies that wouldn’t have done business with us if we didn’t have the bond with Microsoft. We’ve also formed new connections with other Microsoft partners.” - Mark Voermans, Chief Business Development, iReckon
Databarracks provides Backup as a Service to Egmont UK

30 April 2018 – Databarracks has announced that a major implementation of its Backup as a Service solution, using Commvault into Microsoft Azure, was launched with Egmont, one of the largest specialist children’s publishers in the United Kingdom. Egmont, which sells more than 1 million books and magazines every month, required a large volume of data to be protected, but needed it to be done cost effectively.

Ashley Clement, Network Infrastructure Analyst for Egmont UK, said: “From the software to the storage and overall management from Databarracks, we now have a backup solution that I can trust. We chose Microsoft Azure Blob Storage specifically because it supports our broader strategic objective of moving production systems to Azure.”

Azure data center regions in the UK provide data backup for business continuity and disaster recovery. Databarracks began the installation by creating the local “Media Agent” virtual machine that acts as the on-site backup server. Once configured, the Commvault Media Agent and individual server agents (DataAgent) are installed and the initial backups are transferred to Azure.

“With Microsoft Azure as part of our solution, we reduce the risk of downtime and its associated costs for Egmont,” said Peter Groucutt, Managing Director at Databarracks. “Using Azure Blob Storage, Egmont keeps storage costs down without sacrificing recoverability.”

Partner Quote: "Assisted by the Microsoft GTM Services team, our press release drew nearly 107 million unique visitors, helping Veeam to attract customers." - Ratmir Timashev, CEO, Veea
Gold Benefits
Executed through the GTM Resource Desk gtm@Microsoft.com
Gold GTM Benefits: *Core*
Included in Gold competency attainment

**Silver Core Benefits+**

**Bi-directional lead sharing through Partner Center Sales Connect**

**Partner Center Priority Customer Matching**

**Marketing Consultation with GTM Resource Desk:** A personalized consultation with a marketing specialist that includes a review of your go-to-market materials and getting you enabled in the Microsoft Partner Demand Center (PDC). The PDC runs lead generation campaigns aligned to key solution areas that are partner first, Microsoft supported campaigns and target Microsoft customers.

- Selection of one review offered at the Silver core benefit level
- PDC Enablement: Lead capture landing page in the Microsoft Partner Demand Center
- Customized, co-branded campaign bill of materials aligned to solution area campaigns designed to drive demand for partner solutions in the Partner Demand Center. Campaign BOM includes:
  - Lead capture landing page, instrumented in the Microsoft Partner Demand Center
  - Editorial review of an existing partner asset
  - A set of automated nurture emails to further qualify leads
  - Campaign playbook and best practices guide
Gold GTM Benefits: *Paid*

Requires funding

**Lead Generation Campaign in the PDC ($30,000 USD):** Generate qualified leads for your solution with a co-branded, co-messaged digital marketing campaign executed through the Partner Demand Center (PDC). All campaigns are aligned to key solution areas that and are partner first, Microsoft supported.

**Partner Seller Readiness ($8,500+ USD):** Revolutionize your approach to selling cloud services and increase sales pipeline velocity. Microsoft partner CSG Services delivers a customized 3- to 4-day training workshop to help partners accelerate sales for their solution built on the Microsoft platform.

**Secret Shopper ($10,000 USD):** Optimize your profitability and grow your revenue by improving your customer buying experience through a comprehensive secret shopper assessment and improvement plan.

**Sales Enablement ($15,000+ USD):** Increase sales with materials that position the offering value, target audience, and differentiator.

**P2P Workshop ($20,000 USD):** Expand your business by learning how to effectively leverage partnerships.

**Global Expansion ($5,000+ USD):** Partners who have proven themselves domestically to scale their business through international expansion. In order to support partner expansion in prioritized countries, we have partnered with AIM International, a consulting agency, to provide a Global Expansion Enablement program to help partners get ready and enter new markets.

**Workshops ($8,000+ USD):** Learn from experts, train your sale teams, and grow your business through multi-day workshops including: Envisioning Workshop, Business Design Workshop, Solution Definition Workshop, Launch Planning Workshop, Sales Readiness Workshop, Pipeline Acceleration Workshop, Sales & Marketing Campaign Workshop, Customer Journey Analysis Workshop.

**Animated Mini Commercial ($2,500 USD):** Partners can increase awareness of their solution through execution of a 60-90 second Animated Mini Commercial highlighting the solution's benefit.

**Telesales ($10,000+ USD):** Develop and grow your qualified sales pipeline with outbound telesales resources.

**Customer Case Study ($2,500 USD):** Two page customer case study written by Microsoft showcases success of a customer using a your solution. The case study will be published on the primary Microsoft customer reference outlet, customers.microsoft.com.
Marketplace GTM Benefits
Executed through GTM Resource Desk gtm@Microsoft.com
# Marketplace Go-To-Market Benefits

Earn GTM benefits just by listing your solution or service in Azure Marketplace or AppSource. The more you offer in the marketplace, the greater your benefits.

## ALL LISTINGS
- White-glove AAD Integration and Onboarding
- OCP Catalog Listing
- Marketplace Listing Optimization
- Marketplace Blog with Newsletter and Social Amplification
- Marketplace Performance Insights

## TRIAL
- All listing benefits+
  - Social Promotion Spotlight
  - Press Release Support
  - Mini Case Study
  - Marketplace Featured Apps and Category Promotion **
  - Learning Media Webcast **
  - Industry Blog Post **

## CONSULTING
- All listing benefits+
  - Social Promotion Spotlight
  - Press Release Support
  - Mini Case Study
  - Azure Sponsored Accounts *
  - Marketplace Featured Apps and Category Promotion **
  - Learning Media Webcast **
  - Industry Blog Post **

## TRANSACT
- All listing benefits+
  - Social Promotion Spotlight
  - Press Release Support
  - Mini Case Study
  - Marketplace Featured Apps and Category Promotion **
  - Learning Media Webcast **
  - Industry Blog Post **
  - Test Drive Sponsorship **
  - Microsoft Executive PR Endorsement **

* Requires MPN Silver or Gold Competency
** Requires MPN Gold Competency and/or Co-Sell Ready OCP Catalog Listing

GTM RESOURCE DESK SUPPORT
gtm@microsoft.com

Only applicable to Azure Marketplace
Browse apps

Results in Networking (320)

Featured (317)

NetScaler ADC: Load Balancer, SSL VPN, WAF & SSO
By Citrix
NetScaler VPX Application Delivery Controller version 12.0
Software plans start at Free
Get it now

Palo Alto Networks VM-Series
By Palo Alto Networks, Inc.
VM-Series Next Generation Firewall
Price varies
Test Drive

Barracuda CloudGen Firewall for Azure
By Barracuda Networks, Inc.
Cloud Generation Firewall for Distributed Enterprises
Software plans start at $0.60/hour
Free software trial

LoadMaster Load Balancer ADC Content Switch
By KEMP Technologies Inc
Layer 4-7 Application Delivery Controller (ADC) Load Balancer, Content Switch and Traffic Manager
Software plans start at $0.29/hour
Test Drive

IBM DataPower Virtual Edition 7.6
By MidVision Ltd
Software plans start at $1.00/hour
Get it now
Marketplace GTM Benefits

**White-glove AAD Integration and Onboarding:** Support with Azure Active Directory integration

**OCP Catalog Listing:** Listing showcasing your solution to Microsoft sellers and marketers

**Marketplace Listing Optimization:** Personalized support for improving your solution listing

**Marketplace Blog with Newsletter and Social Amplification:** Feature in a marketplace blog post with additional promotion

**Marketplace Performance Insights:** Dashboard showcasing visitor activity for your marketplace listing

**Social Promotion Spotlight:** Post on Microsoft Twitter outlet highlighting your solution

**Marketplace Press Release Support:** Approval of partner-drafted press release and Microsoft representative quote

**Mini Case Study:** Single-slide about your solution and how it benefits from development on the Microsoft platform

**Marketplace Featured Apps and Category Promotion:** Promotion in featured spots in Azure Marketplace or AppSource

**Learning Media Webcast:** Reach Microsoft sellers via a live recorded webcast featuring your speakers

**Industry Blog Post:** Guest post on Microsoft product and industry blog properties

**Test Drive Sponsorship:** Featured promotion, higher search positioning, and improved sales conversion rates

**Microsoft Executive PR Endorsement:** Executive endorsement for your new marketplace listing

*Requires MPN Gold Competency and Co-Sell Ready Listing in OCP Catalog*
GTM Go-To-Market Lifetime to Date

- 5,204 Partners Utilized GTM Activities
- 15,281 GTM Activities Utilized
- 4.3 out of 5.0 PSAT
- 86 GTM Success Stories published
- 1,722 Partner published assets
Best of Microsoft Go-To-Market Services

Showcasing results, impact and partner examples

6 in 60 minutes - mid October
Next Steps

Contact me
Pip.Simeon@Microsoft.com

Email GTM Resource Desk with questions
gtm@Microsoft.com

Access resources to get started

Advice and Training
Smart Partner Marketing
aka.ms/smartmarketing

Content and Resources
Partner Marketing Center
aka.ms/pmc
NZ Partner Hub
partner.microsoft.com/en-nz/community/partner-hub/

Services
GTM Services
microsoftgotomarket.com
Social Syndication
aka.ms/get.social