

Prime Foray Programs for Microsoft Focused ISVs

We are a boutique consultancy bringing more than 70 years of experience to Microsoft partners of all sizes. Programmatic and bespoke engagements are delivered to clients focused on the Microsoft key plays including Data+AI, Apps and Infrastructure, Business Apps, and Modern Workplace. All our clients add material value to the Microsoft platform. Our clients are our partners.

Leveraging the Commercial Marketplace

Assess Your Product and Business

The Commercial Marketplace opens a rich set of opportunities for partners. However, while it works for most businesses it might not work for all. The business and the product need to be right.

Roadmap to Implementation

Leveraging marketplace means making investments. The investment can start small and grow over time as experience is gained. Ultimately, becoming a transacted entry is the goal. There are steps along the way to get a business there. Its not just technology , its about business.

Roadmap to Azure

Whether you are SaaS or IaaS, you need to be on Azure. The roadmap exercise insures you are getting there in the way that makes the most sense for your business.

Building the Partnership

A big reason to do all of this is to become a true Microsoft partner unlocking many downstream benefits. We guide you through the process of becoming co-sell Ready and further shape your Azure, Business Apps, and Teams roadmaps to hit on the most important areas of focus.

Once our partner has achieved their targeted certification, a bespoke program is developed and executed focused on customer and revenue acceleration. Our team works with the partner on a regular basis to build a motion of partnering with their PDM to drive pipeline opportunities to closure.

- A strict focus on FYXX scorecard priorities is put in place.
- Specific and appropriate materials are created beyond what is called for in the OCP catalog.
- A process for first call post lead open through opportunity closure is put in place. This process is generalized but tailored to the capacity and capabilities of the partner.

Increasing or initiating exposure to product groups and their roadmaps are started with the intentions of leveraging new features as a first to market partner and to insure product group awareness of our partner's products and technology. Gaining product group awareness is critical for a variety of reasons:

- Avoidance of being collateral damage is maintained.
- In a build versus buy scenario, our partner can be positioned for the buy.
- As product groups meet with customers on their own, our partner can be positioned accordingly.

If our partner has a cluster of opportunities in an industry (ie. Financial Services, Retail, Manufacturing) our team will seek out headquarters opportunities for the partner to be part of go to market initiatives as they emerge. As the partner's ACR or other metrics and geographic coverage increase, we seek to expose the partner to international opportunities.