



Microsoft Partner Network

Marketing Tools and Resources

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**Ekaterina
Voropaeva**

Vice President, Operations, GMCS Verex

Competencies include:

Gold Portals & Collaboration

Gold Business Intelligence

Drive to close.

Use the latest
products
internally

Increased market
presence with
Pinpoint

Drive demand
and lead gen
utilising the
Partner Marketing
Centre

Increase
profitability with
Deal Registration

Close deals with
Partner Advisory
Hours

Microsoft
Partner Network

Use the latest technology.

Get firsthand experience with the latest Microsoft products:

- Action Pack Subscription
- Gold or Silver Competency
- Cloud Essentials
- Cloud Accelerate



Pinpoint – a growing, global Microsoft initiative.

Pinpoint provides business customers with a single, trusted source for finding Microsoft technology experts.



Pinpoint works.

Over 7 million visits to Pinpoint in FY12



> 30 % of all customer RFI forms sent through Pinpoint result in an actual sale



45 % of inquiries are from customers who are ready to purchase



With an average transaction value of US \$16K

Pinpoint – drives results.

"...we are probably averaging about a lead per day coming out of the Microsoft Dynamics Marketplace, which I think is quite a significant lead generation engine..."



<http://pinpoint.microsoft.com>

Pinpoint – drives results.

"Pinpoint has been an excellent source of generating enquiries. Within days of updating our profile, we noticed an increase in enquiries through both phone and web, and have subsequently closed a number of deals providing us with over \$100,000 in additional revenue."

<http://pinpoint.microsoft.com>



Pinpoint – drives results.

"We've received a number of very qualified leads from Pinpoint. Pinpoint is one of the fundamental planks of our marketing platform... we use it ensure we stay in touch with new potential customers, and we're updating our solutions on a weekly basis"



<http://pinpoint.microsoft.com>

Microsoft
Partner Network

Partner Marketing Centre – create demand.

Marketing & Sales Materials:

Campaign materials for demand generation.

Sales presentation decks.

“Leave behind” documents.

PR tips and release templates.

Digital marketing tips and guidance.

Partner logo builder.

Continuous Refresh of Content

<http://readytogo.microsoft.com/en-au>



Deal Registration - grow profitability.

Get discounts on more products:

Available February 4th – March 30th 2013

A tiered discount system – 5% for registering a deal, 5% extra for closing within 15 days



*Eligible license types Open L, L+SA, OV, OVS

45 day deal expiry in tool

Limit of 10 deals per partner at one time

For more information and specific Terms & Conditions - <http://aka.ms/partner-rewards>

*On commercial, academic and government license types (excluding charity).

*Resellers can only have 10 active deals registered at a time

Partner Advisory Hours – get help to close the deal.

Technical Presales Assistance

Feature overview, business value and competitive guidance
RFP assistance and POC guidance

Practice Accelerator

Set of reusable tools and resources to support you building a new Microsoft practice.

Advisory Services

Help you deploy and develop with Microsoft solutions.
Guidance to help you save time, mitigate risks, and leverage best practices

Get Current Offerings

Deploy the latest Microsoft products and technologies internally.
Be better equipped to understand, sell, and deploy to your customers

Next Steps

Deploy internal-
use licenses

Create /
rejuvenate your
Pinpoint profile

Access the
materials in the
Partner
Marketing
Centre

Sign up for Deal
Registration

Close deals with
Partner Advisory
Hours

Microsoft
Partner Network

Thank you

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