

### Drive to close.

Use the latest products internally

Increased market presence with Pinpoint

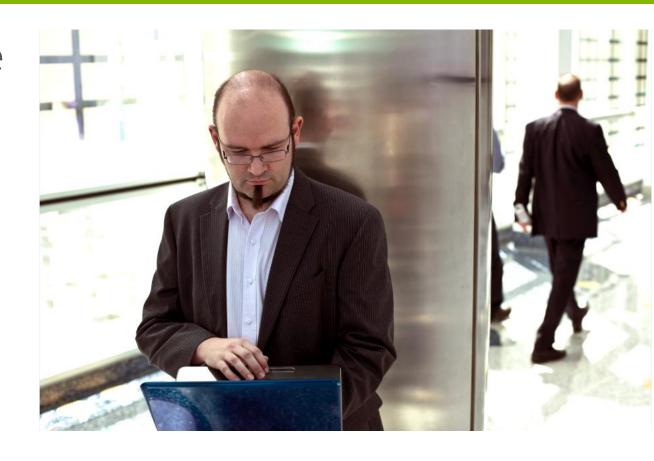
Drive demand and lead gen utilising the Partner Marketing Centre

Increase profitability with Deal Registration Close deals with Partner Advisory Hours

# 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

# Partner Marketing Centre – create demand.

### Marketing & Sales Materials:

Campaign materials for demand generation.

Sales presentation decks.

"Leave behind" documents.

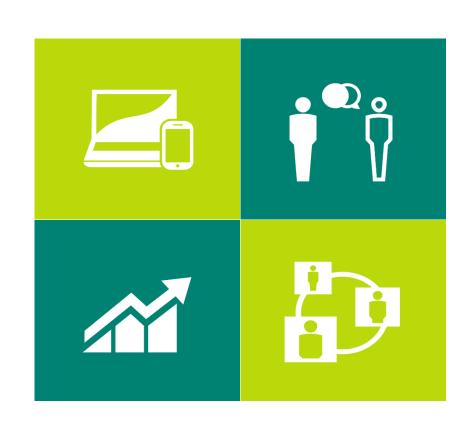
PR tips and release templates.

Digital marketing tips and guidance.

Partner logo builder.

#### Continuous Refresh of Content

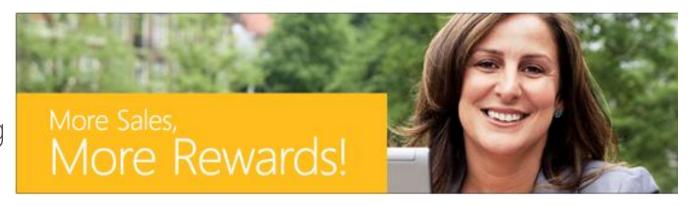
http://readytogo.microsoft.com/en-au



# Deal Registration - grow profitability.

## Get discounts on more products:

Available February 4<sup>th</sup> – March 30<sup>th</sup> 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 - <a href="http://aka.ms/partner-rewards">http://aka.ms/partner-rewards</a>

<sup>\*</sup>On commercial, academic and government license types (excluding charity).

<sup>\*</sup>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 internaluse 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 sophies@microsoft.com



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