

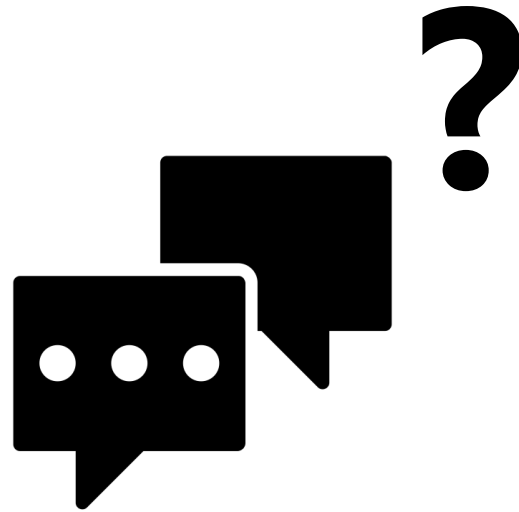


Microsoft Switzerland Partner Townhall

27th of May 2021



Teams Live Event Logistics



Chat and Q&A

Agenda

Microsoft Switzerland Partner Townhall

09:30 – 09:40 Opening

Thomas Winter

09:40 – 10:00 Marketing update & Employee Experience

Ralph Wirth & Stefanie Thommen

10:00 – 10:20 SMB update

Janaina Poeta Frey

10:20 – 10:30 Closing

Thomas Winter

IAMCP After-Townhall event



Topic	Speaker(s)
10:30 SMB update (in German)	Janaina Poeta Frey (Microsoft) & Marco Rast (IAMCP)

We invite you to deepen current aspects of SMB update Janaina Poeta Frey from Microsoft.

- Interactive format, in German, to deepen the topic dealt with in the Microsoft Switzerland Partner Townhall
- Possibility to ask your questions directly to Microsoft and receive first-hand answers
- Exclusive for IAMCP members, but the **first two** After-Townhalls are open to **everyone**

Participation via Teams Link sent in the chat

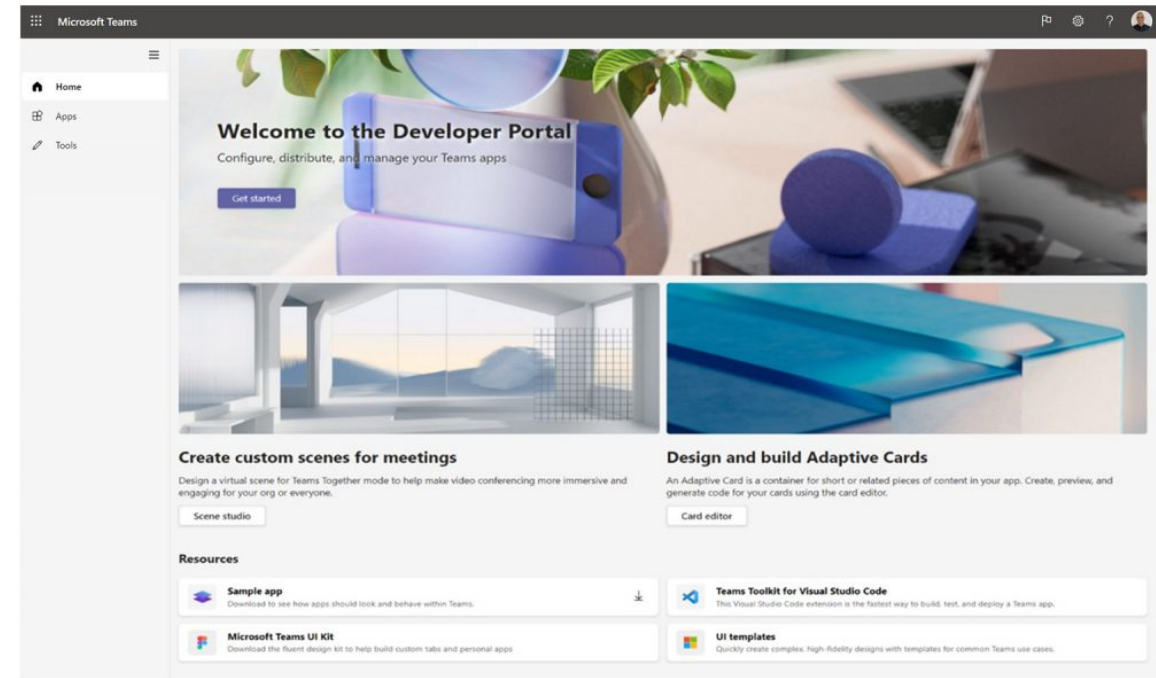
MS Build 2021



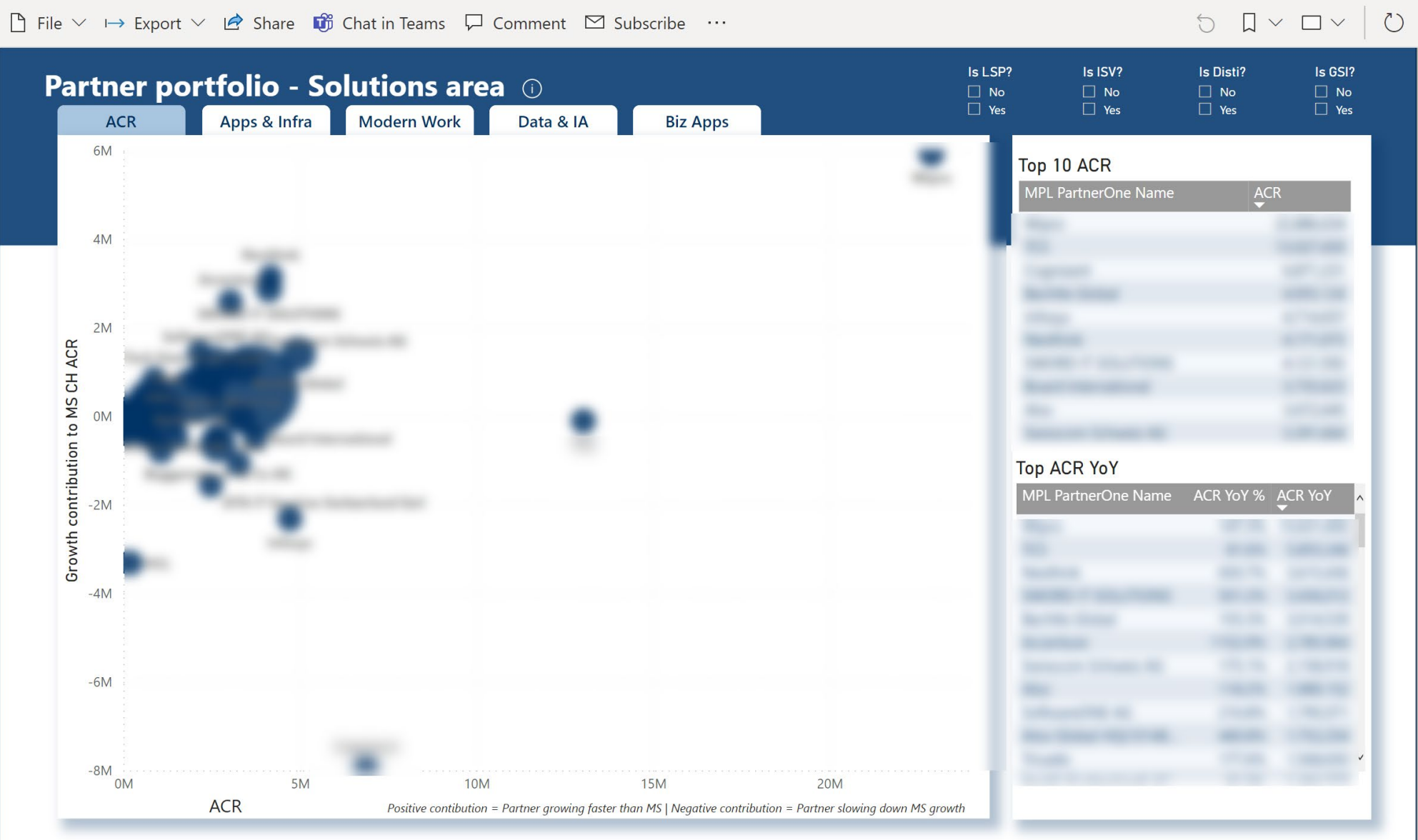
Low code opportunity

Use the input to describe what you want done. Place double quotes around the data sources and components you want to reference. [Learn more](#)

How you want your data displayed?



Rapid Digital Transformation



**Be a hero to your
customers**



Co-Funding of Partner Marketing Campaigns – Tender FY22



Step 1
START NOW:
Think about an
integrated, focused
marketing campaign
with a specific target
audience and
industry



Step 2
Read & Watch:
Videos for priorities,
PDF for instructions & guidelines,
links to Sales Plays, etc.

(will be published in July/August
on the Partner Community)

A screenshot of a web form titled "Microsoft Switzerland - Marketing Development Funds". The form is in a dark brown theme. It includes a "Dear Partner," greeting, a thank you message, and a section for "Partner and General Information". The first question is "1. Partner Name *", with a subtext "Please state the company name as it is noted in the MPV". Below the question is a text input field with the placeholder "Enter your answer".

Step 3
Admin Stuff:
Fill out Forms, sign
PDF electronically
& send it to
Maruscha and Ralph

([see example FY21](#))

How is marketing automation reshaping partner GTM experience

FY20

FY21 (current)

FY22 (post Toolbox launch)

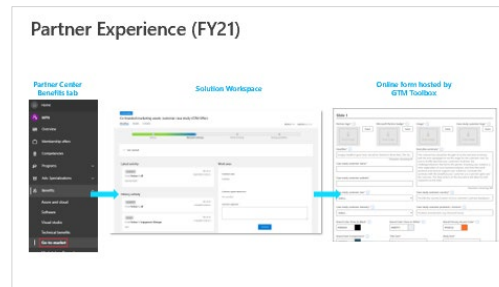
Manual

The result of the inefficiency issue is costly and time-consuming to our operations. SLA is three to eight weeks



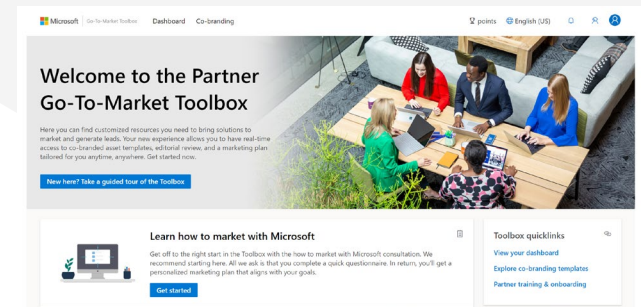
Partial automation

GTM Toolbox launched internally in Q1 FY21 and has been used by GTM desk to deliver co-branded marketing assets to our partners since that time.



Automation and Personalization

Drive personalized partner engagements across digital self-serve and high-touch to create better experience and achieve business success. **Co branding in real time is made possible for the first time.**




Vision: digitally transform how partners go to market with Microsoft through innovative marketing technology

GTM Toolbox DEMO

1 Welcome to Partner Go-To-Market Toolbox

Here you can find customized resources you need to bring solutions to market and generate leads. Your new experience allows you to have real-time access to co-branded asset templates, editorial review, and a marketing plan tailored for you anytime, anywhere. Get started now.


[New here? Take a guided tour of GTM Toolbox](#)



2 Learn how to market with Microsoft


Get off to the right start in GTM Toolbox with the how to market with Microsoft consultation. We recommend starting here. All we ask is that you complete a quick questionnaire. In return, you'll get a personalized marketing plan that aligns with your goals.

[Get started](#)



3 Toolbox quicklinks

- [View your dashboard](#)
- [Explore co-branding templates](#)
- [Partner training & onboarding](#)




4 Your points

Your points can be used to submit your customized co-branded assets for editorial review. We want to help ensure your marketing assets have been reviewed by a marketing specialist and are compliant. You have 15 points annually since you achieved Gold competency and/or ISV with incentive eligible offer status. Thank you for partnering with Microsoft.

[Explore customizable co-branded templates](#)

0 available




5 Co-branded assets

You have unlocked access to customizable co-branded templates with editorial review to assist your marketing efforts. You could work on one or multiple templates.

- [One-pager](#)
- [Customer case study](#)
- [Social Marketing Asset](#)
- [Customer presentation](#)

[Learn about co-branding](#)



Why is this new tool important for you?



Easy sign-in via Azure AD

No complicated sign-up process. Get started today with just one click.



Self-serve

Leverage our innovative marketing technology to create your co-branded marketing materials.



Drive demand

Use the assets you create to drive demand to your offer listed in the Microsoft commercial marketplace, and to support campaigns, events, customer sales conversations, and more!



Editorial review

Need an editorial review? No problem! We offer an editorial review option for your assets.



Create assets in 10 languages

English, Spanish, French, Portuguese, Italian, German, Dutch, Korean, Japanese, and Chinese.



Robust photo library

Select images from our robust photo library to use in your co-branded assets.



Professionally designed templates

Messaging is already aligned with Microsoft solution areas.



Centralized dashboard

Track the status of your co-branded assets or marketing plan in progress, view completed assets, and track saved templates.

GTM Toolbox Session

Please register!

Subject matter experts explore a new topic and partners have an opportunity to get their GTM questions answered on an interactive Microsoft Teams meeting. Webinars are announced on the [Go-To-Market with Microsoft Partner Community Forum](#). Coming up next:

Ask Me Anything: Introducing the new Partner Go-To-Market Toolbox, designed to help you market faster and smarter

When: Wednesday, June 2, 2021, 17.00 CET

What: We are digitally transforming how partners go to market with Microsoft through innovative marketing technology. Launching in June, the new Partner Go-To-Market Toolbox is designed to provide the support you need to effectively co-market with Microsoft. Partners with a gold competency and/or ISVs with a co-sell incentive eligible offer will be the first to access it.

Join us to discover how this online platform can enable you to create an unlimited number of co-branded assets that are already aligned with Microsoft solution messaging through customizable templates—anytime, anywhere, and in 10 different languages—based on your marketing initiatives.

Register: <https://aka.ms/AMA-GTM-June2021>





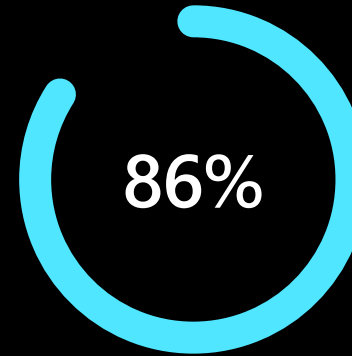
**“Everything becomes more complex,
not less complex, in hybrid work.”**

—Satya Nadella

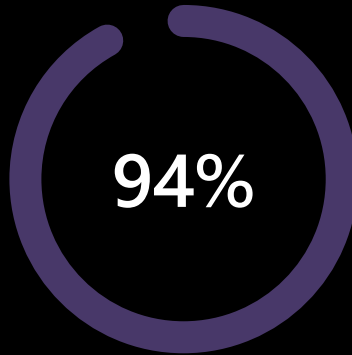
The driving force for any business is its people.



Organizations with highly engaged employees have **21%** greater profitability.⁴



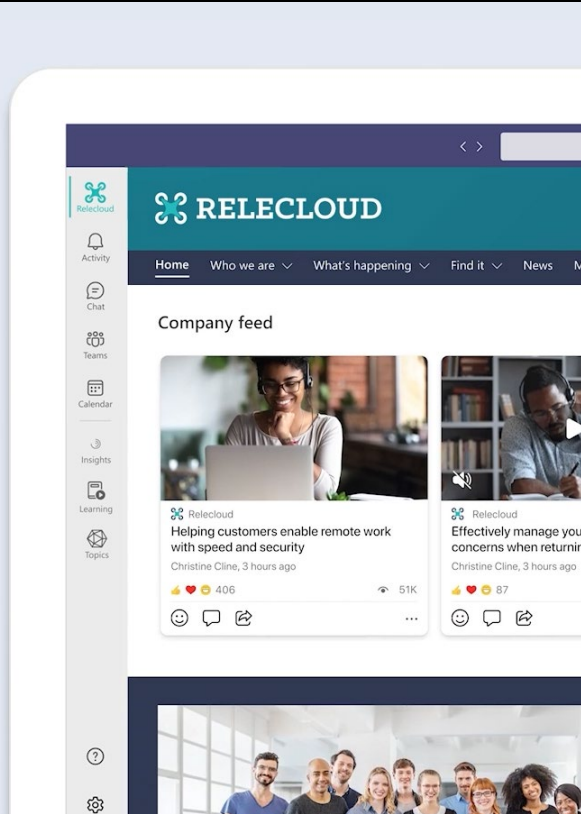
86% of top-performing companies reported that digital training programs boosted employee engagement and performance.²



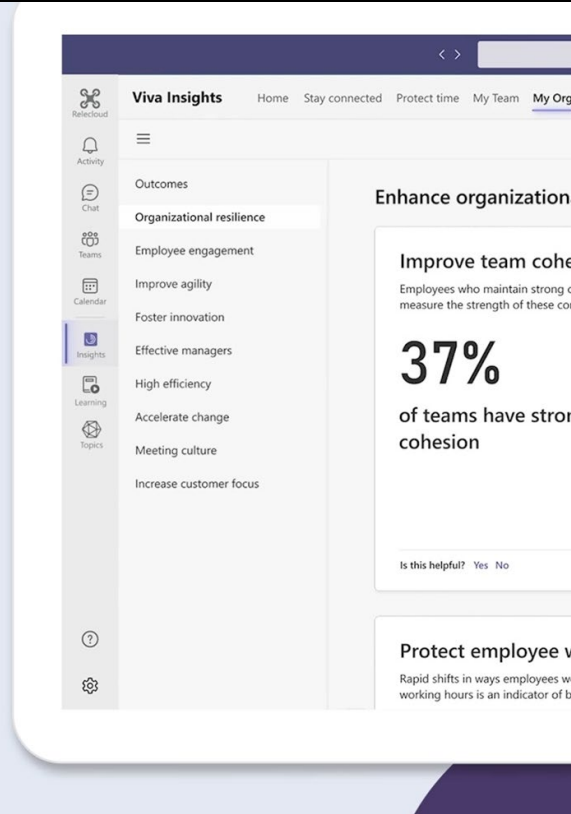
94% of employees say they would stay at a company longer if it invested in their learning and development.³

Highly engaged employees are **12x** less likely to leave their company than those who are not engaged.¹

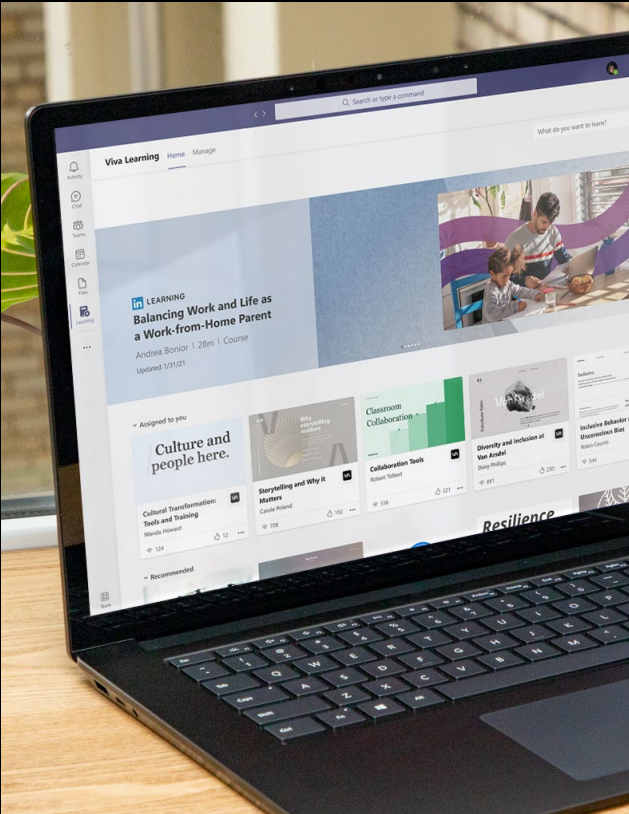




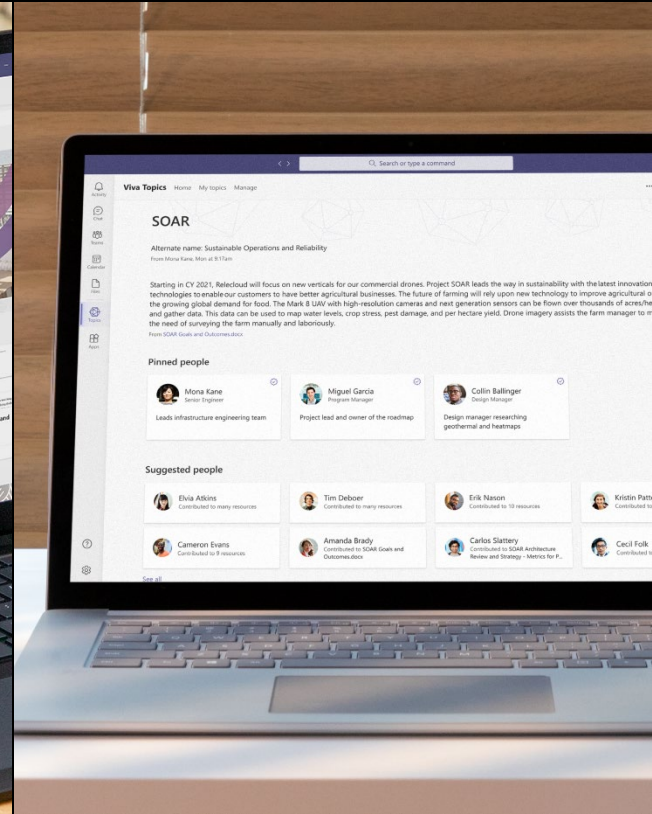
Connections



Insights



Learning



Topics

Viva Connections Communications and culture

Keep everyone connected

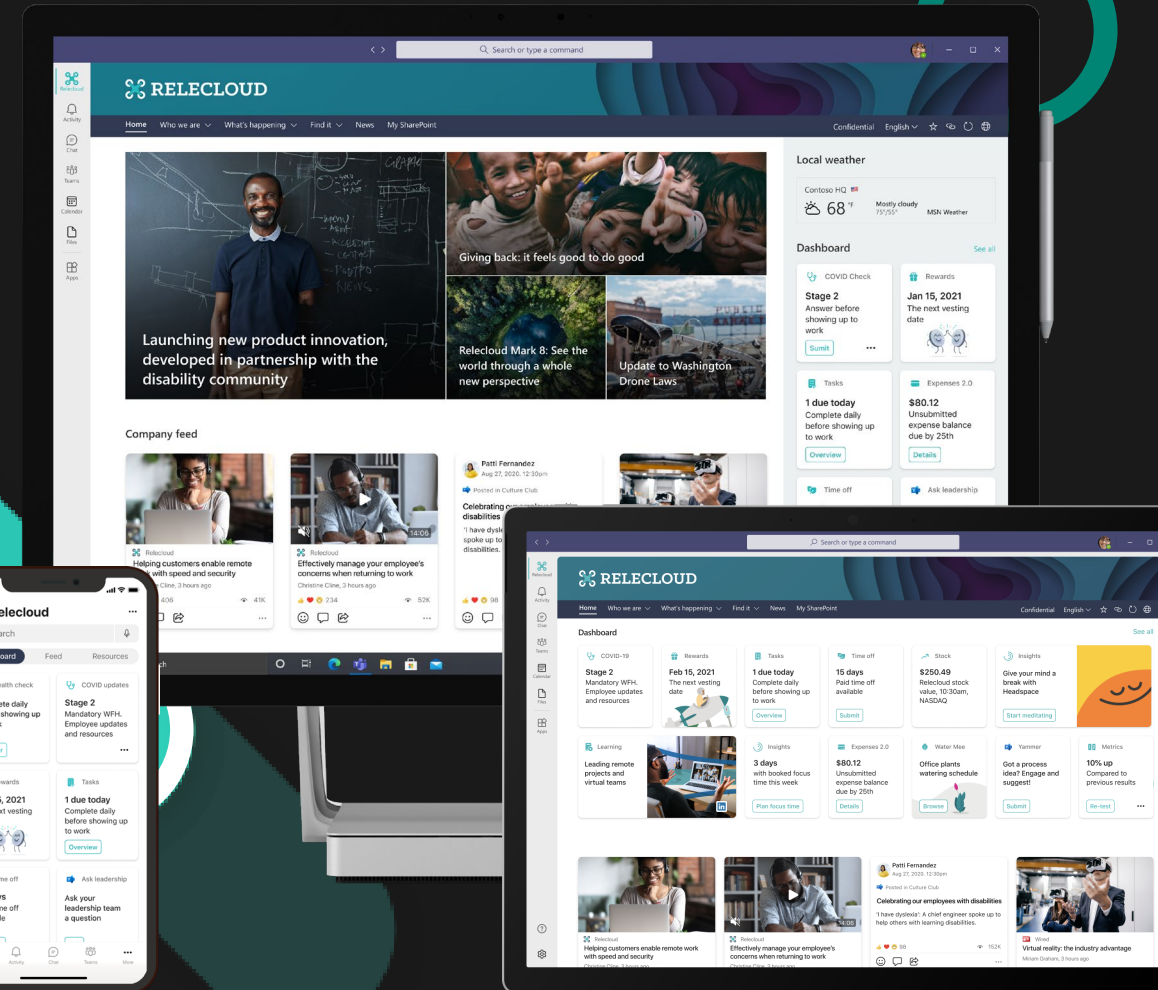
Encourage meaningful connections across the organization by enabling employees to easily discover relevant communications and communities.

Make it easy for people to contribute

Foster a culture of inclusion by empowering every employee to contribute ideas and share feedback.

Unite and inspire your organization

Align the entire organization around your vision, mission, and strategic priorities.



Viva Insights

Productivity and wellbeing

Deliver personalized and actionable insights

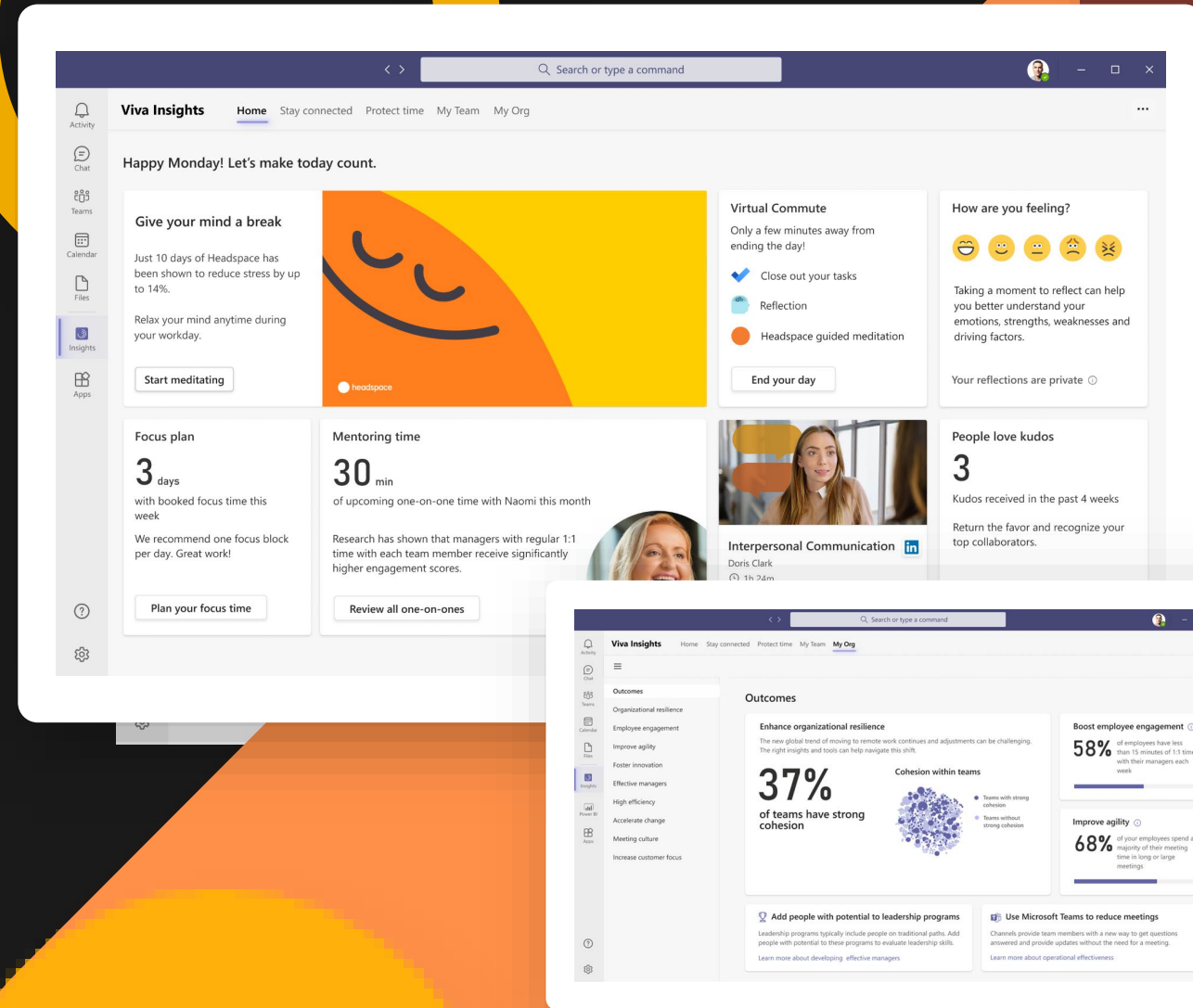
Empower individuals, teams, and orgs to achieve balance, build better work habits, and improve business outcomes with personalized insights and recommended actions.

Quantify the impact of work on people and business

Gain data-driven, privacy-protected visibility into how work patterns affect wellbeing, productivity, and results.

Address complex business challenges

Use advanced tools and additional data sources to perform deeper analysis, address challenges important to your business, and respond quickly to change.



Viva Topics

Knowledge and expertise

Turn content into usable knowledge

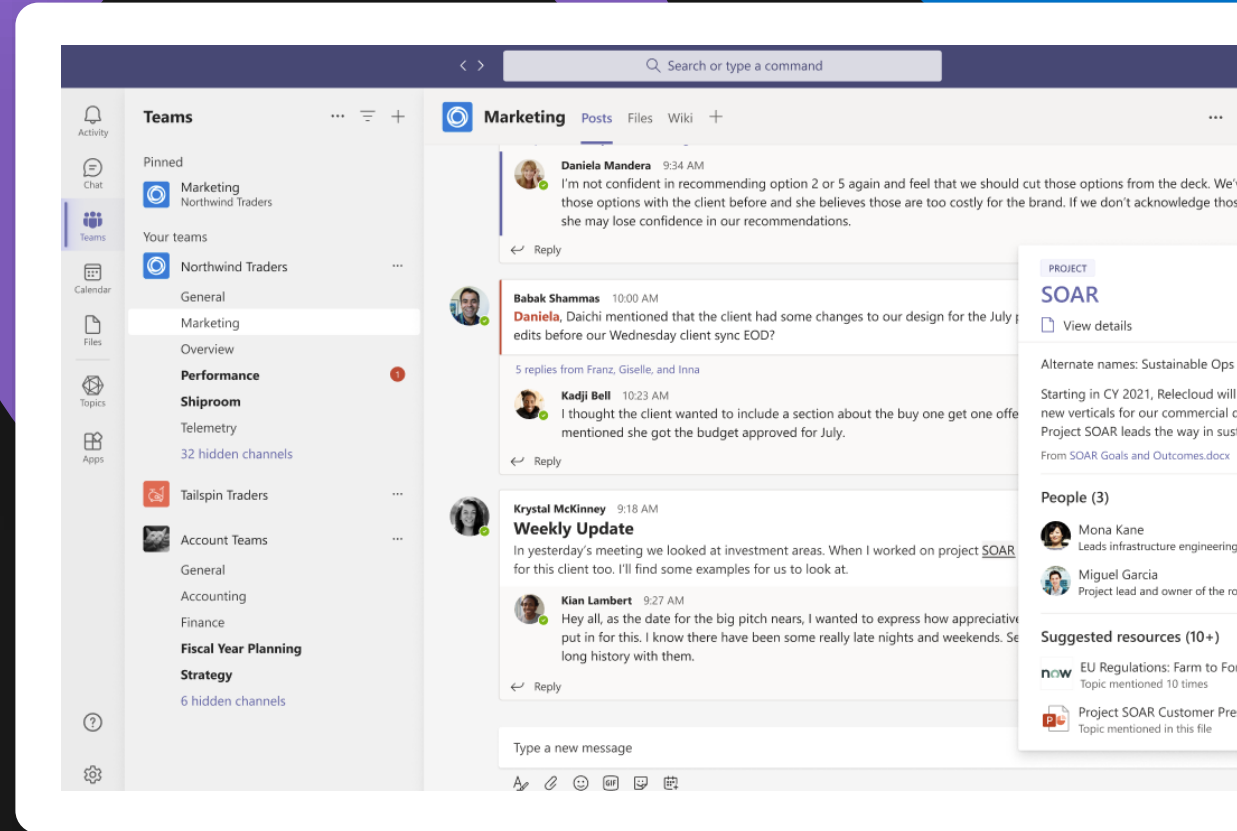
Use AI to reason over your organization's content and automatically identify, process, and organize it into easily accessible knowledge.

Organize knowledge into topic pages

Enable your organization's experts to share and refine knowledge through curated topic pages, automatically generated and updated by AI.

Make knowledge easy to discover and use

Deliver relevant topic cards in the apps people use every day.



Viva Learning

Skilling and growth

Make learning a natural part of your day

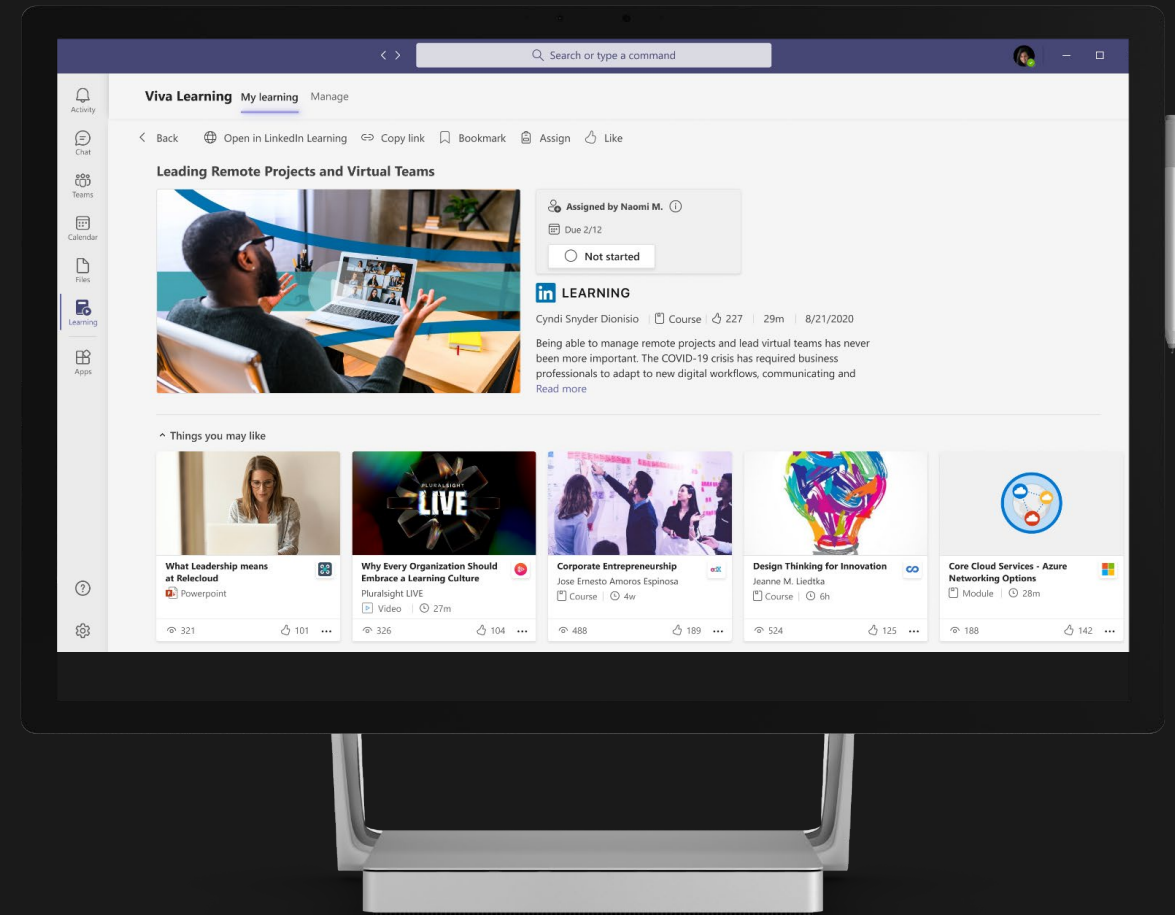
Foster a culture of learning by enabling people to easily discover, share, and engage with learning integrated into Microsoft Teams.

Make your learning content available in one place

Simplify the learning experience by bringing together world class content from LinkedIn Learning, 3rd parties, Microsoft Learn, and your own content.

Drive results that matter

Empower your leaders and employees to organize, recommend, and track learning aligned with business outcomes.



Viva Partner Resources

[Employee Experience Partner Resource Center - Microsoft Tech Community Resource Center](#)

[Partner-ready Resources for Microsoft Viva and SharePoint Syntex - Microsoft Tech Community](#)

[Introduction to Microsoft Viva Learning \(Preview\) | Microsoft Docs](#)

[Install Viva Connections today - Microsoft Tech Community](#)

[Hybrid Work Guide](#)

Availability

Product	Availability	Pre-Requisites
Viva Insights	GA	Personal insights in Teams and the Daily Briefing email are available for users with Exchange Online, and will be included in most E3 / E5 O365 plans Manager/Leader Insights require WpA License, currently at \$2PUPM
Viva Topics	GA	SPO: add-on license to E3/E5 at \$5pupm Can be extended with Graph API's Currently offers English language support, German and French in the second half of 2021
Viva Connections	GA for Desktop; Summer for Mobile	Customer has SPO
Viva Learning	Summer	Pricing announced prior to GA: Viva Learning private preview is full, but customers can go to aka.ms/vivalearning and click "sign up for updates"

SMB Update

Switzerland



1

SMB
Operating
Model

2

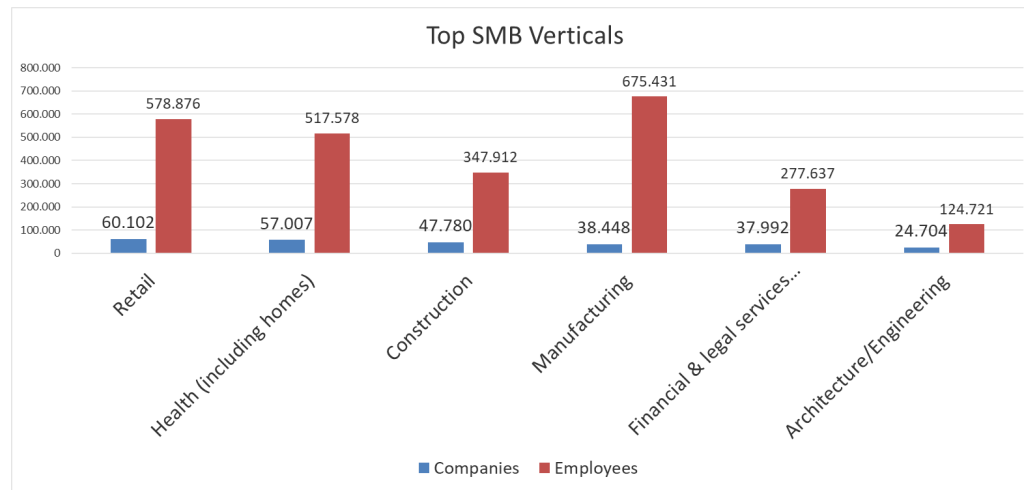
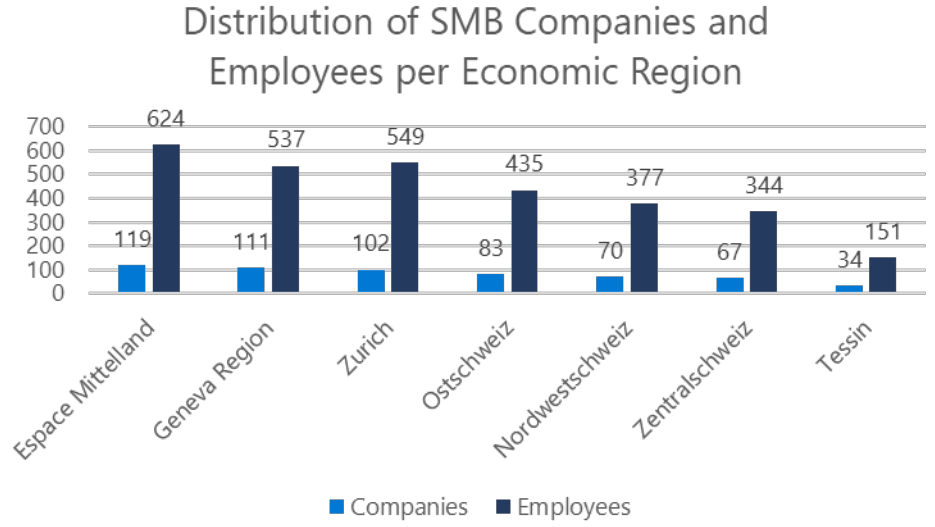
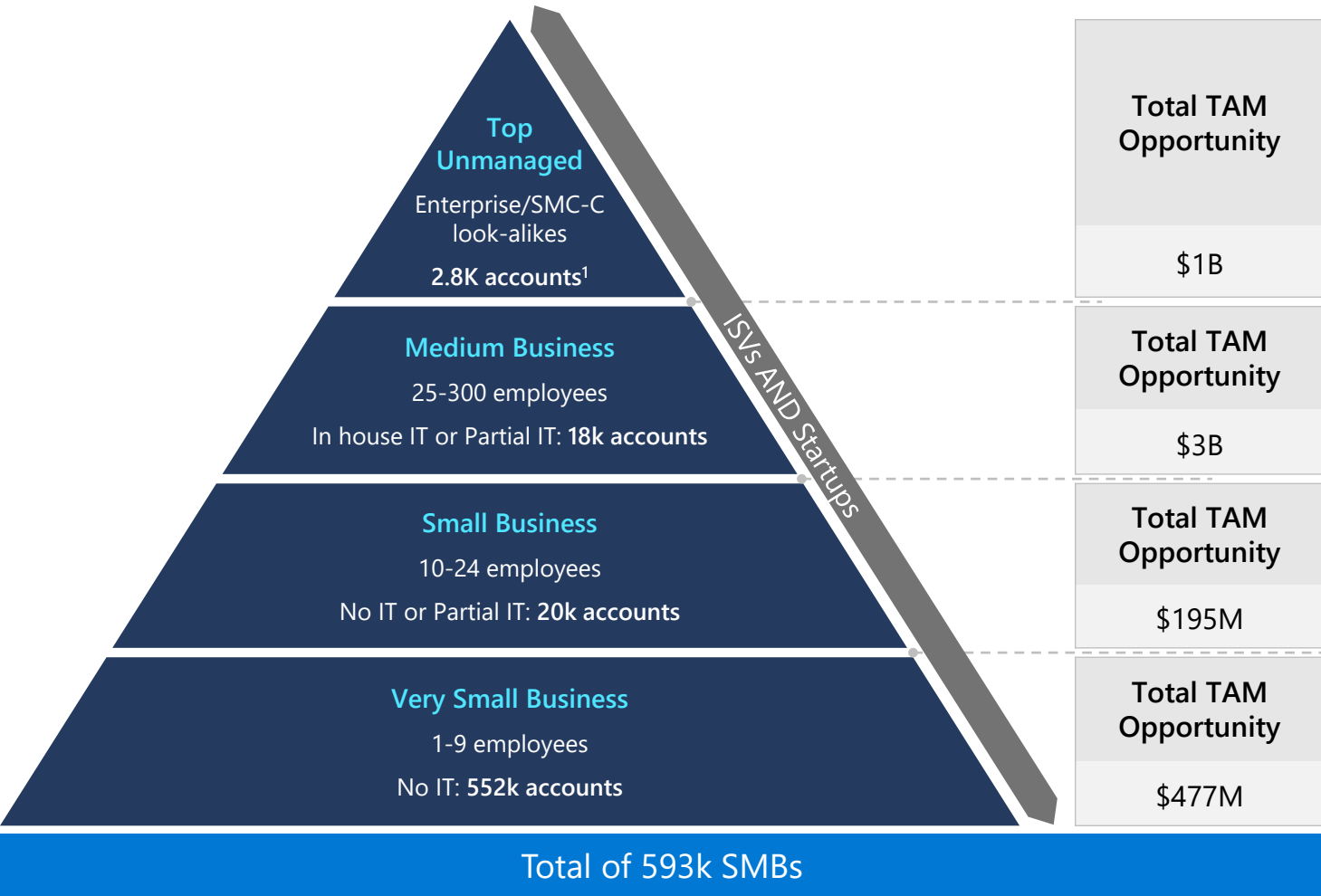
Support to
grow your
cloud
business in
SMB

3

How to stay
informed?

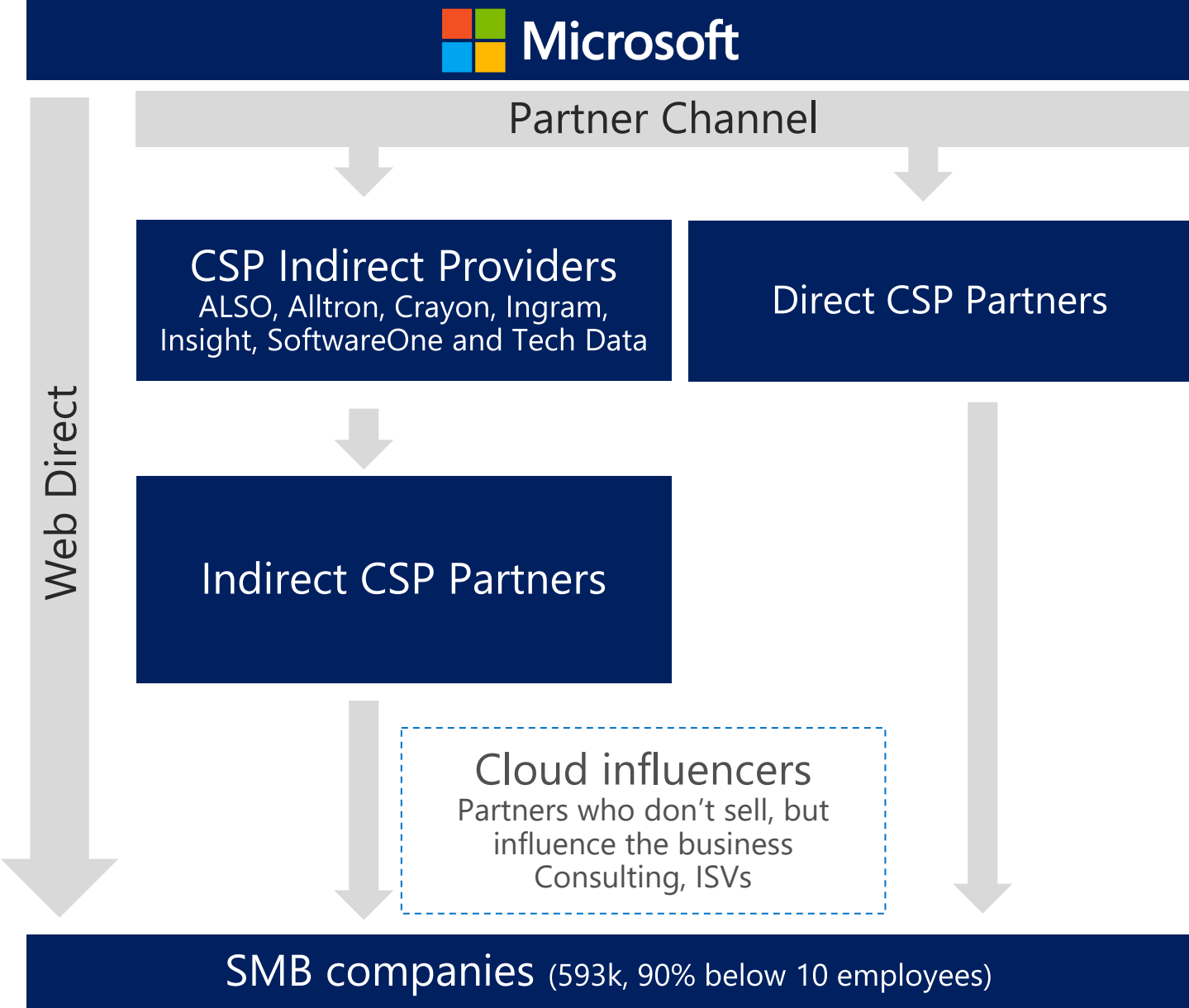
SMB Swiss Market Opportunity

Total addressable market of \$4.6B



SMB business model

Almost 100% of the SMB business goes through partners!

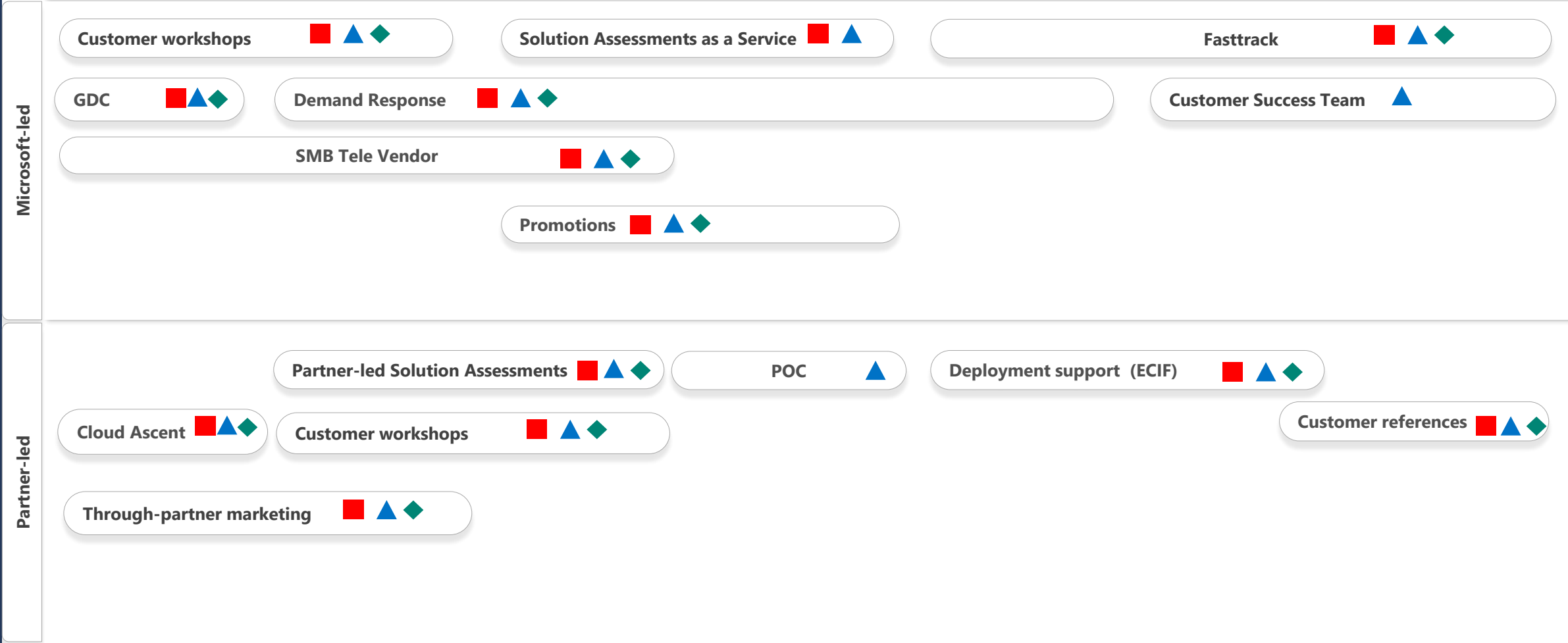


SMB V-Team



Support to grow your
cloud business in SMB

Customer acquisition engines in SMB



Support to grow your cloud business in SMB

Deal Acceleration through co-selling

Engagement with TCM:

- Microsoft direct touch
- SMB/SMC Management meeting
- Funds for Top unmanaged security workshops
- ECIF
- POC funds (Azure)

Contact:
cosellsmbch@microsoft.com

Solution Assessment as a Service

Microsoft-led free assessment to help your customer understand the move to the cloud with the following scenarios:

- Data & Infrastructure
- Cybersecurity
- Application Modernization
- Workplace Modernization

Nominations through this [form](#)

Promotions

Promotions:

- Modern Work: [Microsoft 365 Business Voice and Microsoft 365 Audio Conferencing](#) (25%-33% discount)
- Azure: [Windows Virtual Desktop](#) (30% to new customers in the first 90 days)
- BizApps: [Sales Pro and Customer Service](#) (100% discount in the first 4 months)

[Guidance](#) to find promotions on Partner Center






Go to market

New customer acquisition through marketing:

- [Go to Market Services](#)
- [Marketing Advisory \(Tele-PMA\)](#)
- Cloud Ascent propensity model via [Partner Center](#)
- Getting leads via [Partner finder](#)









Solution Assessments as a Service - Azure

	Azure Express Shorter time frames, more high-level outcomes for business cases and board approval	Data & Infrastructure Helps customers modernize their server, data centers and provide recommendations for migration to Azure	Azure Foundations Moving additional workloads to Azure	Application Modernization Assess specific applications for PaaS in Azure	Azure Cost Optimization Deeper insight for customers already in, or looking to migrate to Azure
 Ideal Candidate	Early in cloud journey No cloud presence	Ready to migrate to Azure on Infrastructure of Data Low or No cloud presence	Considering options for Digital Transformation to cloud	Established Azure user considering PaaS solutions	New Azure Customer or fast growth Azure Customer interested in managing cloud spend
 Timing	4-10 days	4-6 weeks	4-6 weeks	4-6 weeks	4-6 weeks
 Tools	MAP/CloudRecon	Azure Migrate, Movere, Block64, Cloudamize, CloudRecon	Azure Migrate, Movere, Cloudamize	CloudPilot, CAST	Movere
 Inputs	Fast scan of server hardware and software inventory	Server hardware and software inventory with performance metrics	Server hardware and software inventory with performance metrics Customer stakeholder interviews	Initial scan of all customer applications Agreed scope for analysis of 3-5 applications' source code	Server hardware and software inventory with performance metrics Consideration for cloud maturity
 Deliverable	Provides early-in-stage customers with a fast data driven analysis, recommendation plan to start the move to Azure	A report detailing Azure readiness for Windows and SQL Server, including a TCO analysis and migration plan	Key guidance on how to meet business and technology objectives leveraging Microsoft's cloud platforms, including a cloud maturity assessment, business case and migration plan	A report highlighting applications' readiness to move to Azure, including cost consumption estimates, reference architecture design, and a modernization plan	A custom-built report that evaluates a customer's ability to operate their current Azure environment in a secure, well-managed, and cost-effective manner

Solution Assessments as a Service – Modern Work

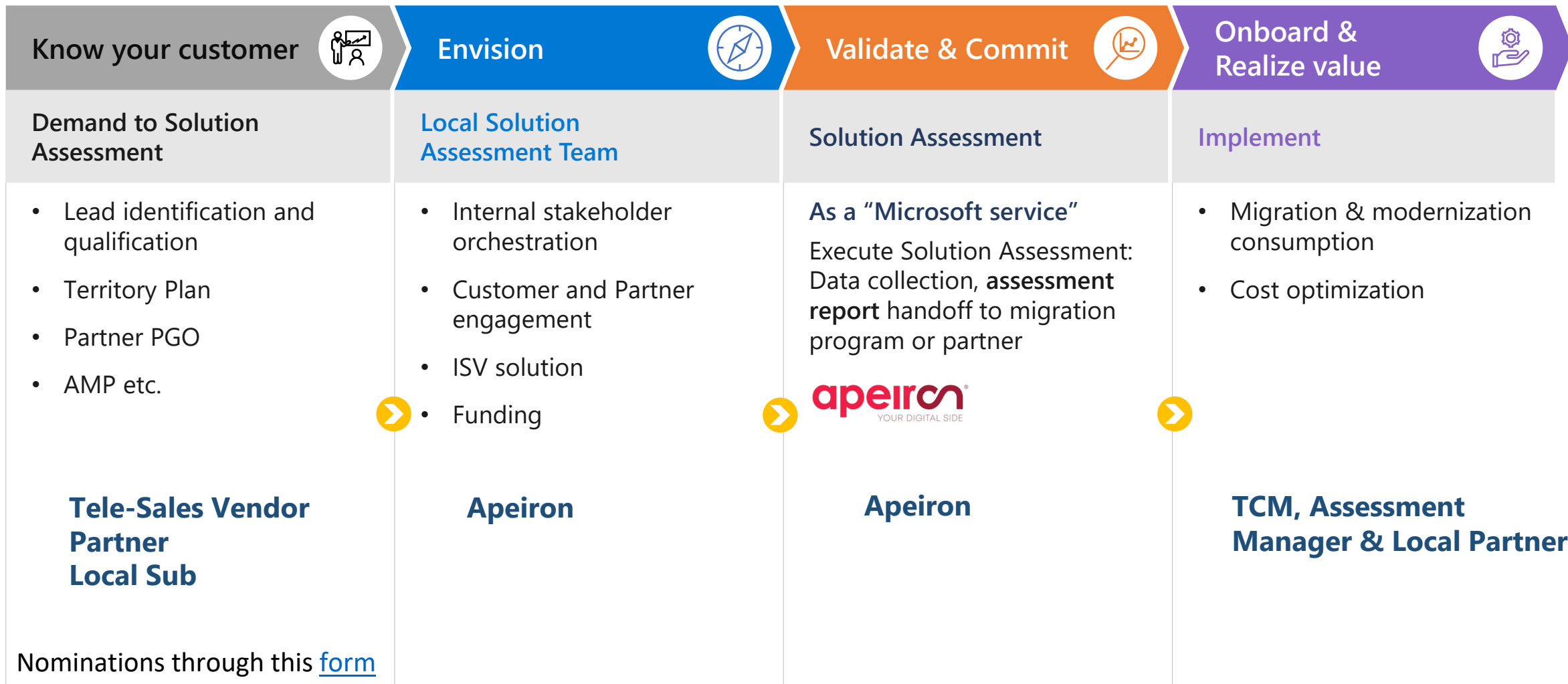
Workplace Modernization

Focuses on migrating to or implementing a software as a service (SaaS) strategy

	Ideal Candidate	Dark on cloud On-premise to Office365/M365 Aging hardware with Surface opportunity
	Criteria	Customers with 100 seats and above
	Timing	2 - 3 weeks
	Tools	MAP, Movere, Block64
	Inputs	Hardware and software inventory, including refresh cycles, versions, operating systems and patching
	Deliverable	A detailed prioritized set of recommendations of the customer's cloud-ready capabilities in relation to their desktop cloud migration strategy with consideration to the Surface portfolio of devices A TCO analysis and migration plan



Step by Step



FY21 GTM resources and offers

Resources and offers available to partners in FY21—at no cost.

Go-To-Market Resources and Offers	All partners	Silver competency/ ISV co-sell ready	Gold competency/ ISV IP co-sell ready
Digital Marketing Content OnDemand: Make connections that move you forward. Connect with customers online and generate demand with always-on digital marketing content delivered to you in weekly campaigns for use throughout your social media, company blogs, email, and more.	●	●	●
Smart Partner Marketing: Develop your marketing skills with the latest industry research, market trends, partner best practices, and more. Regardless of skill level, we have marketing professional development training to help get you market-ready.	●	●	●
Sales Enablement Platform: Amplify your marketing presence to prospective clients, track customer engagement with documents, and gain insight into how customers interact with your marketing content and sales proposals with Qorus Content Hub. You can customize Azure, Dynamics 365, and Microsoft 365 content from within your Office applications.	●	●	●
Partner Marketing Center: Find powerful solutions for a successful Go-To-Market plan when you explore our collection of customizable digital content and resources, including a comprehensive content library with sales presentations, infographics, web images, and more.	●	●	●
Geo Expansion Webinar Series: Gain insight and best practices for growing your business and expanding into new markets when you sign up for this series of webinars. Guest presenters will include market expansion field experts, Microsoft leadership, and successful program partners.	●	●	●
Geo Expansion Readiness Assessment: Initiate growth into new markets and drive scale of strategic solutions when you use this assessment as the starting point for your international expansion strategy.	●	●	●
Profile Optimization and Referral Management: Increase your visibility with customers and capture their attention when your profile listing is optimized. You'll get customized feedback and recommendations to ensure your profile listing showcases your solution's features and benefits. Also included are guidance and best practices for managing referrals.		●	●
How to Market with Microsoft: Accelerate your marketing efforts, get to market faster, and learn how to co-market with Microsoft through easy-to-follow recommendations. Partners with a Gold competency and/or IP co-sell ready solution receive support from a marketing specialist.		●	●
Partner-to-Partner GTM Assets: Create a joint bill of materials with another partner using our marketing asset template library to help accelerate customer conversations, generate demand for your solution, and drive sales.		●	●
Co-Branded Marketing Assets: Get professionally designed, co-branded marketing assets to introduce your solution to new customers. You provide content for a solution one-pager, customer presentation, and customer success story, and a marketing specialist will polish them with a professional review.			●
Co-Branded Social Marketing Assets: Get professionally designed social media content and images for publishing to your owned digital marketing channels.			●
Partner Success Story: Share the success of your Microsoft-enabled solution. You provide the details, and we'll provide an editorial review and publish your success story to the internal Partner Evidence portal. Select stories are featured on our Partner Success Stories site.			●
Press Release with Microsoft Executive Quote: Publicize your Microsoft-enabled solution with a press release or blog post published on partner-owned channels. You provide the content in our template and we'll provide an editorial review. Includes an option for a Microsoft executive quote upon approval.			●

Activate GTM Benefits on Microsoft Partner Center

1. Visit the [Partner Center dashboard](#). In the menu, click on MPN.
2. Click Benefits.
3. Click Go-to-market.
4. Specify marketing your company's marketing contact to activate benefit
5. Pick from the list of benefits available to you, the one you would like to activate

Microsoft Partner Center Microsoft

Home

1 MPN

Overview

Membership offers

Competencies

Programs

Adv. Specializations

2 Benefits

3 Go-to-market

Marketplace Rewards

Logo Builder

Go-to-market (i)

Your company's marketing contact

To activate these benefits, specify a marketing contact.

4 Search users *

Add user

Assign user

Note: Once the GTM Service is activated, the activity must be executed within 3 mo

In addition to the marketing resources included with your membership, you can als

5 Benefit name/offer and benefit type

Co-sell solution finder listing optimization
CommercialMarketplaceTier3 Core

Microsoft seller webinar
CommercialMarketplaceTier3 Core

Commercial marketplace listing optimization
CommercialMarketplaceTier3 Core

Social promotion spotlight
CommercialMarketplaceTier3 Core

Press release support
CommercialMarketplaceTier3 Core

Go-to-market – Leverage local agencies (\$)

Microsoft provides partners in WE the opportunity to co-invest in Marketing Programs to generate leads or develop the skills to drive demand themselves. The programs are executed by [local agencies](#) or within local languages where possible.

Programs	Modern Marketing Academy	Telephonic Leadgeneration	Social Selling	Boost your Business
Motion strategy	The Modern Marketing Academy offers inspiring and effective skill training to boost the partners marketing capabilities . Over the course of 6 modules, the partner will be fully enabled with the knowledge and tools to independently create new marketable offers based on Microsoft technology.	The Tele Demand Generation Program is built on Market Intelligence with a European Database of installed base information insights in ICT decision makers. Leveraging numerous years of experience calling decision makers regarding the MSFT portfolio we will help you gain relevant leads and interviews.	The Social Selling Program will learn the partners the art and value of Digital Selling . It will help them Identify where their buyers stand and help influence them early in the buying cycle to unlock more business opportunities.	The Boost Your Business Program will help partners grow their online business with a personalized growth plan , relevant content, advertisement boosts and real time leads to convert into customers.
Description Program	<p>During the online course, the partner will join 10-12 other participants for 3 months and go through the following modules.</p> <ul style="list-style-type: none"> Kick off & Business Model Canvas Potential Market and Buyer Persona Structured Storytelling Marketing Execution Plan Channel Sales Model Impactful Influencing <p>Pricing is €999,- per participant</p>	<p>Partners will be able to target the right accounts based on Market Intelligence which provide insights in IT installed base, DMU insights and experienced agents.</p> <ul style="list-style-type: none"> Program runs between 8 and 20 days depending on partner preference and subsidiary Regular check in with partner during program on results and findings Leads are shared daily directly with the partner Full interviews are shared at end of the program <p>Pricing varies on campaign duration and subsidiary</p>	<p>Partners will go through a 6 week online coaching program.</p> <ul style="list-style-type: none"> Sales teams will learn how to create a professional brand, establish thought leadership, find leads, nurture leads and expand their network Marketing teams will learn how to create a LinkedIn company page, set up a paid campaign for the right target audience, analyze and improve the campaign Executives will be coached around the creation of thought leadership and leading by example <p>Pricing varies on package</p>	<p>With the Boost your Business program partners will build and end to end Digital Demand Generation Program:</p> <ul style="list-style-type: none"> Online Presence Assessment will help partners to understand their current Online Presence footprint Build relevant content for their target audience which will be shared through their website, social channels or through email Gain visibility and act on leads through the Online Platform YourWoo
Key Results	<ul style="list-style-type: none"> New or adjusted marketing and business propositions leveraging highly applicable tools to immediately improve content and webpages Marketing content to push in campaigns 	<ul style="list-style-type: none"> Increase in pipeline, depending on chosen package, on average 15-20 leads generated Detailed insights customer situation, on average 225 – 300 in depth interview insights 	<ul style="list-style-type: none"> Average creation of 8 sales leads, LinkedIn connection growth of 171, Social Selling Index growth of 12 points for Sales Engagements 200% increase in post views 	<ul style="list-style-type: none"> Improvement of Online Presence footprint Increase website traffic Improve search ranking and search engine optimization
Activation	<ul style="list-style-type: none"> Program Landing page 	<ul style="list-style-type: none"> Program landing page 	<ul style="list-style-type: none"> Program Landing Page 	<ul style="list-style-type: none"> Program Landing Page
More Information	<ul style="list-style-type: none"> Executed by Lepaya Reporting 	<ul style="list-style-type: none"> Executed by Smart Profile and local agencies Reporting References 	<ul style="list-style-type: none"> Executed by Tricycle in local languages (English, Spanish, German and Dutch) Reporting 	<ul style="list-style-type: none"> Executed by Make Marketing Magic and local agencies Reporting

Digital Demand Generation – Boost Your Business

Description

Grow your business with a personal growth plan, relevant content, advertisement boosts and real-time leads to convert into customers. The most effective marketing journey, fully executed

Partner Benefits

- Get insights in your Online Presence through the OPA
- Create visibility and awareness inside and outside your first-degree network to enlarge your reach and start conversations
- Gain visibility and act on leads within the online platform YourWOO
- Receive relevant content for your target audience to be shared on your website, social channels or through email
- Leverage Cloud Ascent to improve targeting

Key Results per participant

- Improve your Online Presence
- Generate leads
- Increase website traffic
- Improve Search ranking and search engine optimization
- Enlarge your email database and followers on social channels

Pricing

- Online Presence Assessment €75,-
- Boost Your Business from €249,- per month up to €899,-
- Webinar in a Box €2499
- Social or Search Advertising €149,- per month

Get Started

- <http://www.bybwithmicrosoft.com>
- Contact: info@bybwithmicrosoft.com

As a business with four employees JETI@net impressively demonstrates how smaller Microsoft partners can profit from Boost Your Business. „Like most smaller IT companies we have a strong focus on the technical side of things. As a result we neither have the time nor the personnel resources and little experience in marketing,“ Klaus Jeitler-Stehr, founder and owner of JETI tells us.



Tele-Sales Campaign FY21 with Profondia

Description

- Tele-sales has been proven to be an effective marketing tactic to generate qualified leads and ultimately new customers.
- We offer the possibility to book a tele-sales campaign together with the Swiss agency Profondia, to win new customers for Azure, Modern Workplace or D365 – Business Central at a special price.
- Languages: German, French, Italian

Campaign Dates

- Azure SAP on Azure: 28th of September
- Azure Migration: 5th October
- Business Central: 19th October
- Modern Work: 15th of January

Pricing

Topic	#Calls	3 partners	5 partners	7 partners	10 partners
Modern Workplace	300	11,215 EUR	10,514 EUR	10,214 EUR	9,989 EUR
D365 – Business Central	240	11,215 EUR	10,514 EUR		
Azure	300	11,215 EUR	10,514 EUR	10,214 EUR	9,989 EUR



Cloud Ascent propensity model

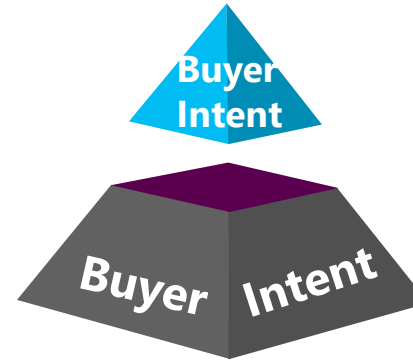
SOCIAL ENGAGEMENT

Behavior Elements

- ❖ Browsing patterns
- ❖ Job postings
- ❖ Blogs
- ❖ Skills Profiles
- ❖ Content downloads
- ❖ Conferences
- ❖ Social Engagement

BROWSING PATTERNS & CONTENT CONSUMPTION

Solution Categories



WIN / LOSS MS SALES & CRM DATA

Sales Elements

- ❖ Sales historical revenues/products, sales opportunities
- ❖ Win/Loss factors
- ❖ Products owned, activated, consumed
- ❖ 100+ additional variables

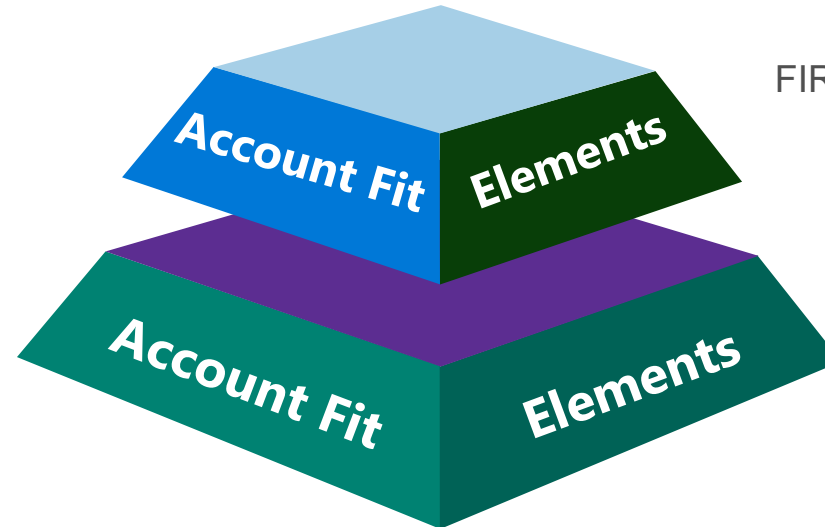
FIRMOGRAPHICS & TECHNOLOGY INSTALL

External Firmographics

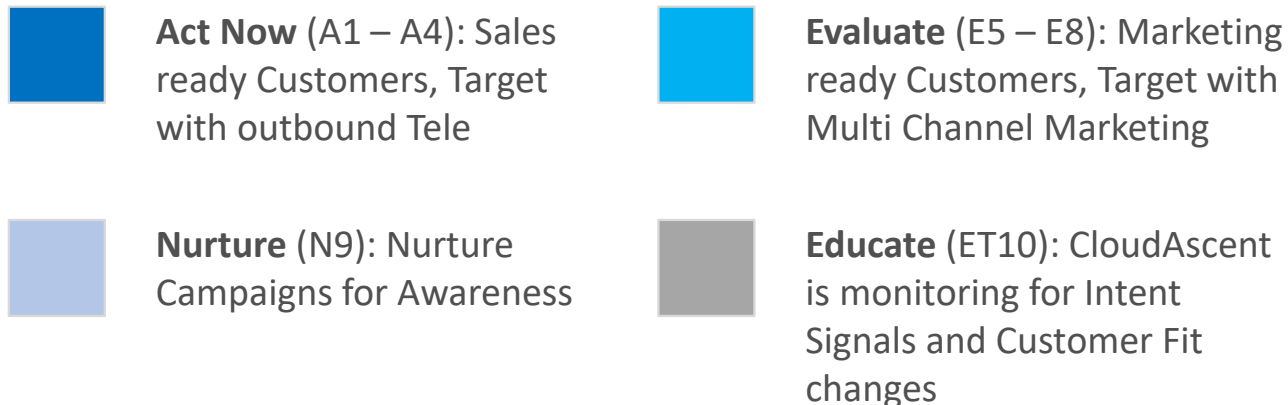
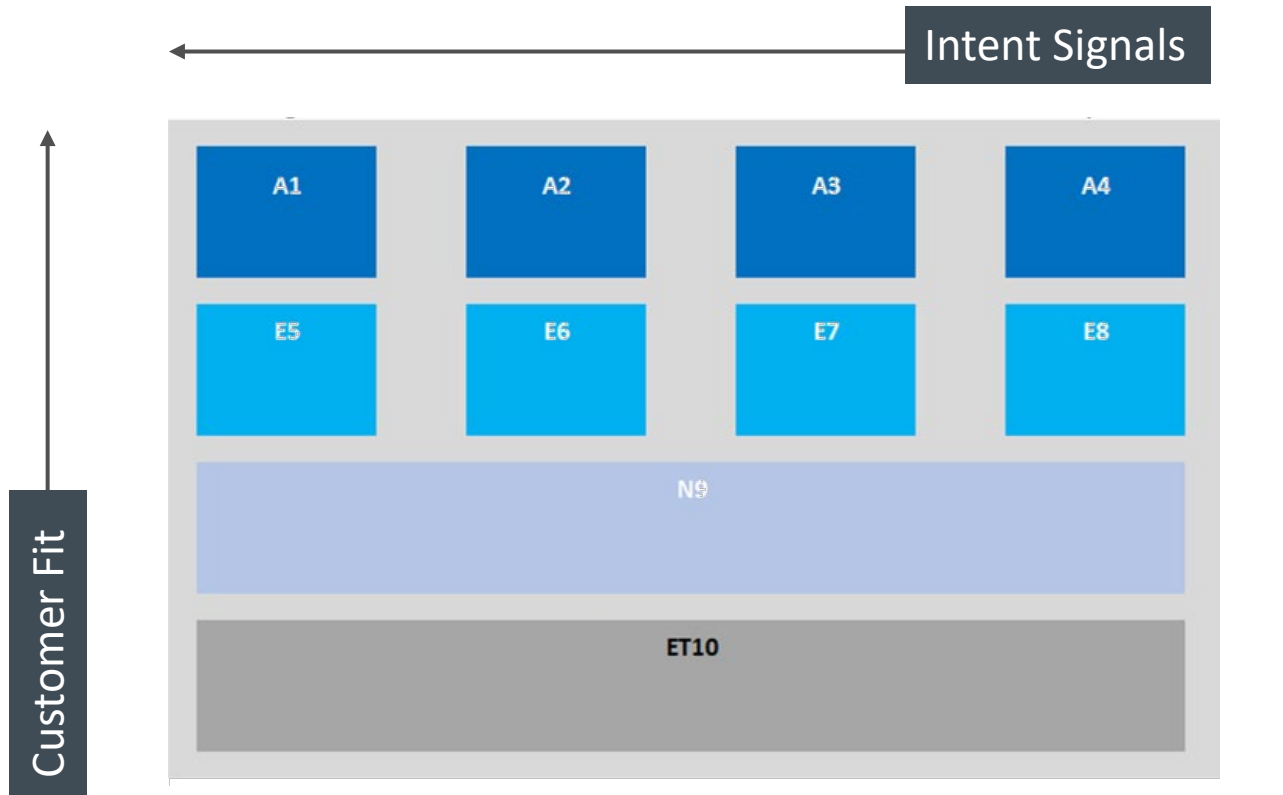
- ❖ Company size
- ❖ # of employees
- ❖ recent funding events
- ❖ Hiring

Install Data

- ❖ 3rd party technology profile data racking of 3,000+ technologies/installed bases publicly accessible data



Cloud Ascent propensity model



Steps:

1. Using ML Models, we first calculate Customer Fit Score and intent Score on a scale of 100. Exact Scores will vary based on ML Models. Example Scores Below:

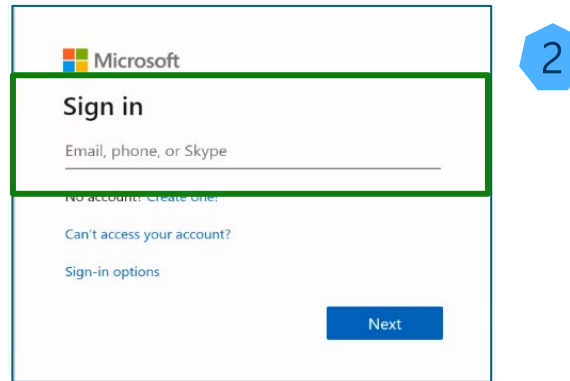
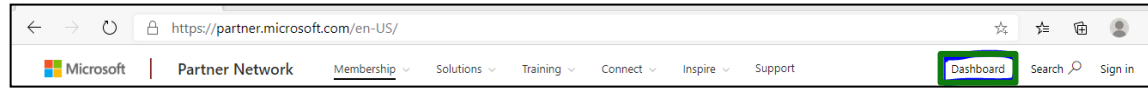
High	-> Score 75 - 100
Medium	-> Score 55 - 74
Low	-> Score 30 - 54
Very Low	-> Score 0 - 29

2. Using the rule above, we classify companies to be High, Medium, Low and Very Low across both Customer Fit and Intent Signals.
3. We plot customer fit and intent signals on a 2D matrix with each intersection representing the propensity. For Example, High Fit + High Intent = A1, representing the highest propensity.
4. Finally, these segments group to form clusters. For Example, A1, A2, A3, A4 form the Act Now cluster

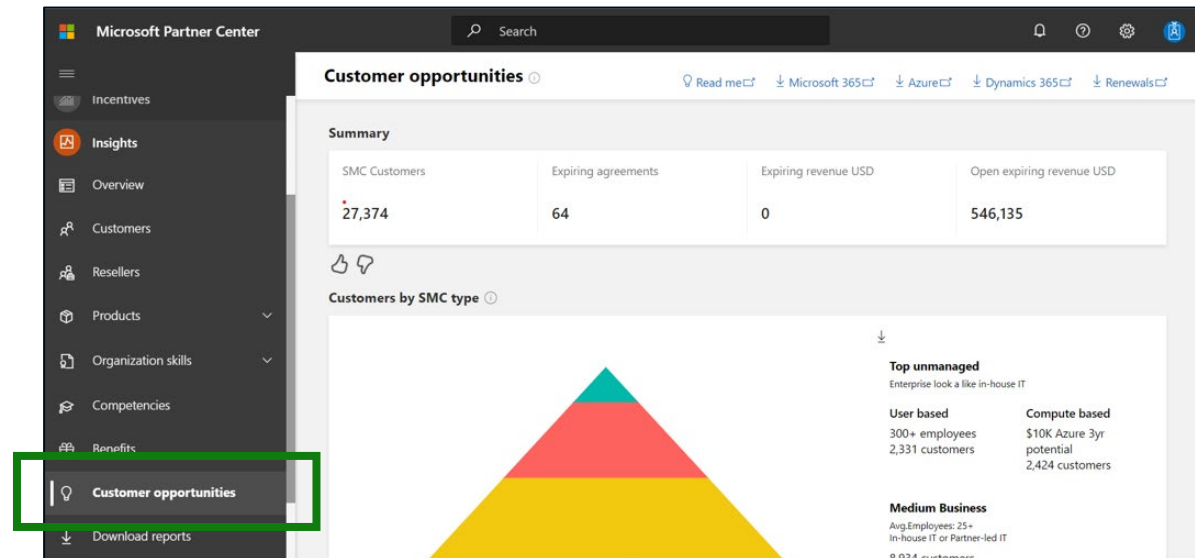
Cloud Ascent propensity model

CloudAscent surfaces transacting SMB customer data for partners to download from Partner Center. These steps provide a description of how to access propensity data for your transactional customers.

- 1 Navigate to <https://partner.microsoft.com/>
Select Dashboard

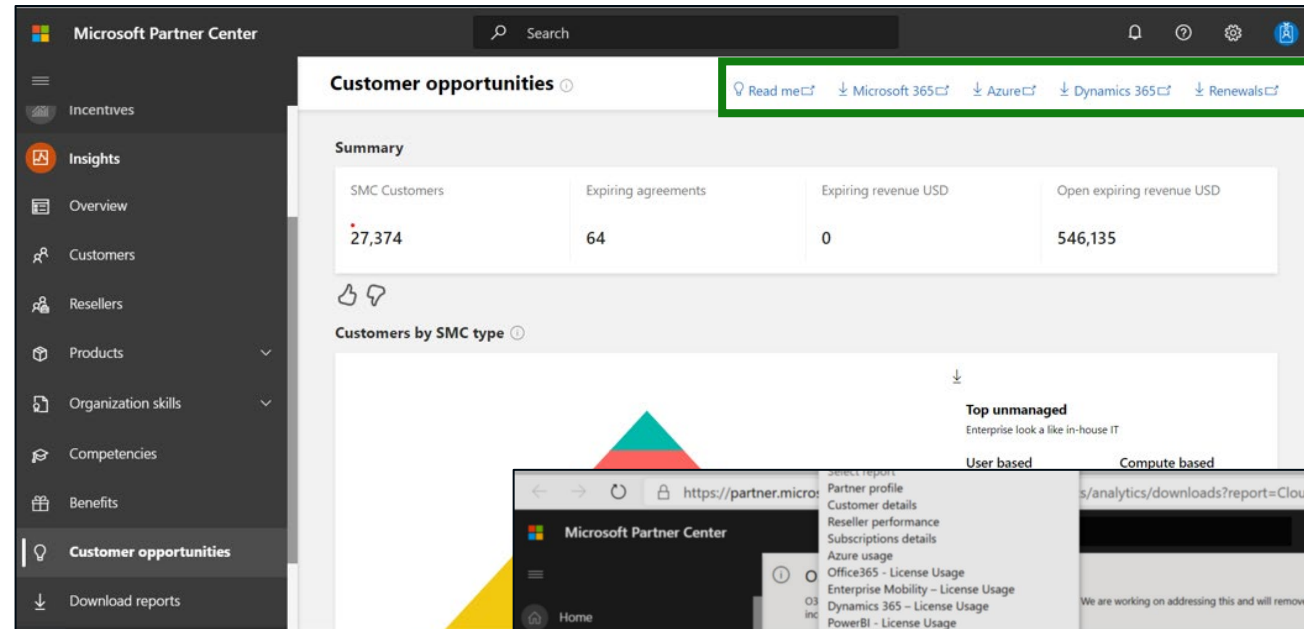


- 3 Once logged in, Navigate to the Customer Opportunities tab under the Insights Menu

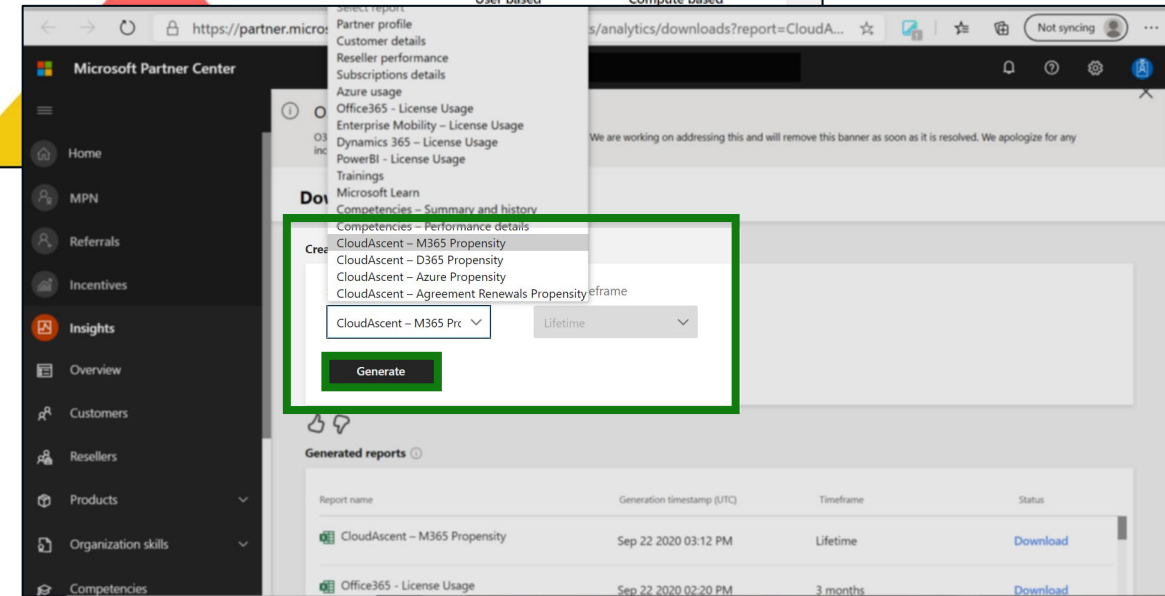


Cloud Ascent propensity model

4 Click the download link in the top right corner of the page. You'll need to download D365, M365, Azure, and renewals individually to see product propensity recommendations and Salesplays for your customers.

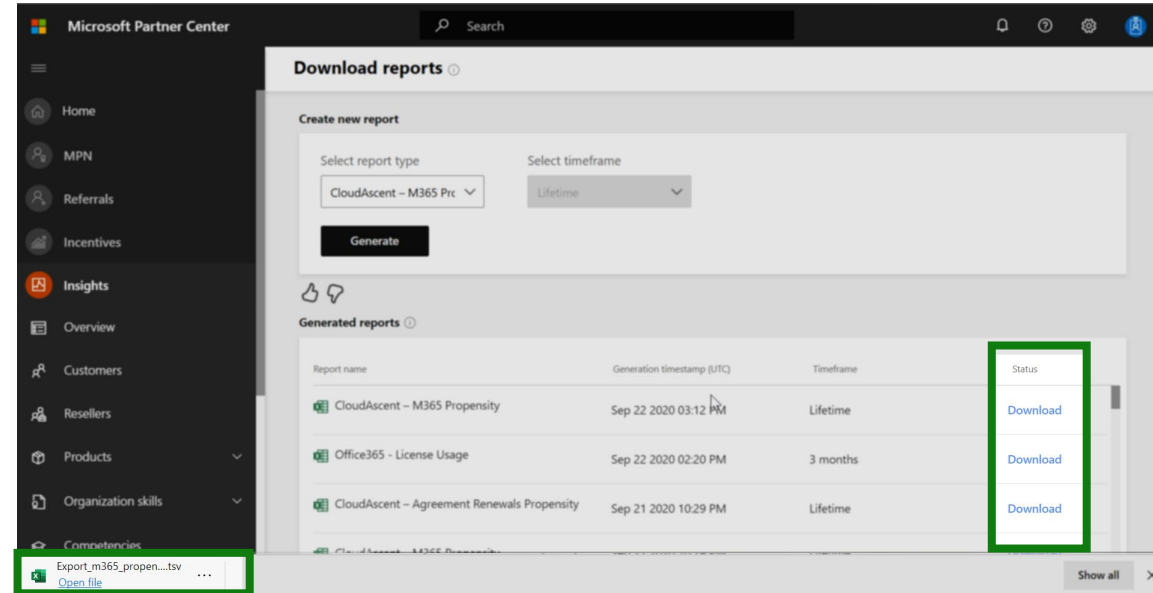


5 After selecting the download from the Customer Opportunities tab, Partner Center will navigate you to the download page. Select the "Generate" Button to create the report. To download multiple reports change the report type using the "Select Report Type" Dropdown (shown right). All CloudAscent Propensity data can be identified by the "CloudAscent - ..." title.



Cloud Ascent propensity model

- Click the download button to download the report. Click "Open File" from the Edge download ribbon.



- Open the file with Excel, each download starts with your Partner MPN ID/Name, followed by your Customer firmographics Data, and propensity recommendations. Target the **Act Now and Evaluate** propensity clusters for the highest yield customers. Your customers will be scored for all products including those they own. For Azure and O365, upsell propensity is also provided look for the Azure Upsell/O365 Upsell columns.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
1	MPN ID	Partner N:	Customer	DUNS Nun	Account N	Domain	Org Size	Industry	Vertical	Area	Subsidiary	Sales Terri	City	State	Postal Coc	Country	Segment	Sub Segm	SMC Type	To	
2	0096138	Test_Test	58911044			ABC CONSULTING (B	100-299	N/A	Unknown	Western E	Belgium		WEST-VLA		8500	Belgium	Small, Me	SM&C	Cor	Small	N/
3	0096138	Test_Test	18401795			RouteBureau Noord	50-99	N/A	Unknown	Western E	Netherlands		Venlo		5928 RC	Netherlan	Small, Me	SM&C	Cor	Small	N/
4	0096138	Test_Test	06281208			MARCOHAMMON	50-99	N/A	Unknown	MEA	Lebanon		BEITMERY		20383054	Lebanon	Small, Me	SM&C	Cor	Small	N/
5	0096138	Test_Test	08111756			LEERPAFLAVI	50-99	N/A	Unknown	Western E	Netherlands		DEN BOSCH		5222EA	Netherlan	Small, Me	SM&C	Cor	Small	N/
6	0096138	Test_Test	17911781			McdonaldsPolster P	50-99	N/A	Unknown	APAC	New Zealand		Auckland		1050	New Zeala	Small, Me	SM&C	Cor	Small	N/
7	0096138	Test_Test	44111482			SEAVENTH COUN	50-99	N/A	Unknown	UK	United Kingdom		ALTRINCH		WA15 5PT	United Kin	Small, Me	SM&C	Cor	Small	N/
8	0096138	Test_Test	17601682			MARION DE RETRAIT	50-99	N/A	Unknown	France	France		COLLIOUR		66190	France	Small, Me	SM&C	Cor	Small	N/
9	0096138	Test_Test	17011688			Marie Leliers Garb	50-99	N/A	Unknown	APAC	New Zealand		Christchur		8022	New Zeala	Small, Me	SM&C	Cor	Small	N/
10	0096138	Test_Test	23290721			DUNYORCE INC	50-99	N/A	Unknown	France	France		MONACO		98000	France	Small, Me	SM&C	Cor	Small	N/
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12	0096138	Test_Test	18210562			STUDIO HOOCHATO	50-99	N/A	Unknown	Western E	Italy		VERONA		37121	Italy	Small, Me	SM&C	Cor	Small	N/
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15	0096138	Test_Test	02390028			TOTAL LIBRARY SOL	50-99	N/A	Unknown	APAC	New Zealand		AUCKLAND		1010	New Zeala	Small, Me	SM&C	Cor	Small	N/
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17	0096138	Test_Test	22490588			Sequentia del Schwa	50-99	N/A	Unknown	Germany	Germany		Berlin		14057	Germany	Small, Me	SM&C	Cor	Small	N/
18	0096138	Test_Test	03410918			Compu...Consulting	50-99	N/A	Unknown	Germany	Germany		Deining		92364	Germany	Small, Me	SM&C	Cor	Small	N/

How to stay informed?

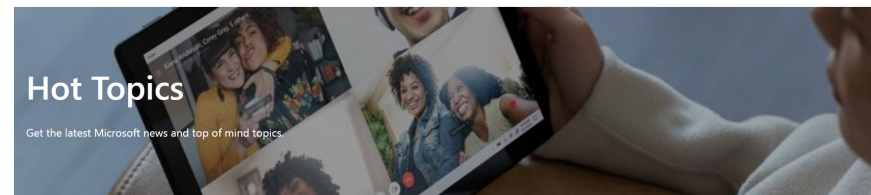
ALL YOU NEED TO KNOW AS A MICROSOFT PARTNER



- Overview of the **most relevant information**
- for **unmanaged Microsoft Partner**
- who empower Swiss **SMBs** to achieve more.
- Aggregated | Focused | Interlinked



[All you need to know as a Microsoft Partner](#)



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RobEgli **EMPLOYEE** 02-08-2021 04:14 AM
Microsoft

All you need to know as a Microsoft Partner (FY21 edition)

This is a hand-picked overview of the most relevant information for **unmanaged** Microsoft Partner who empower Swiss SMBs to achieve more

Highly Recommended

- Get local updates on products, benefits, skilling in the monthly SMB Partner Exchange [French](#) [German](#)
- Leverage the Swiss DC: Customer ready [presentation](#)
- Personal assistance to make more out of your relationship with Microsoft: [Cloud Enablement Desk](#)
- [Cloud Skills Challenge](#) for Microsoft Switzerland Partners – Boost your Azure skills and have the chance to win a certification voucher
- Help needed? Create a [ticket](#) in Partner Center or get fast support from an [Agent](#)

Matrix - All you need to know

	General	Modern Work	Azure	Dynamics
News	<ul style="list-style-type: none">• Swiss Partner Exchange (French, German)	<ul style="list-style-type: none">• Microsoft 365 Roadmap• Office 365 updates• What's new in Teams	<ul style="list-style-type: none">• Azure Updates	<ul style="list-style-type: none">• Dynamics 365 Roadmap
Enablement	<ul style="list-style-type: none">• Cloud Enablement Desk• Microsoft Learn• Microsoft Docs• Cloud Champion• Microsoft Certifications	<ul style="list-style-type: none">• Microsoft 365 documentations• M365 self-learning	<ul style="list-style-type: none">• Partner Technical Consultant Azure• Azure self-learning	<ul style="list-style-type: none">• Dynamics 365 documentation• D365 self-learning
Deal Support	<ul style="list-style-type: none">• Technical benefits	<ul style="list-style-type: none">• Solution Assessments• ECIF• Fast Track• Value Calculator• Customer Digital Experiences• SMB Upsell Guides (MW)	<ul style="list-style-type: none">• Solution Assessments• ECIF• Fast Track• CSP Azure Credits	<ul style="list-style-type: none">• ECIF• Fast Track

SMB Partner Exchange

SMB Partner Exchange



June 2021 – Virtual Event

- French: 3.06.21 | 9:00 – 9:45
- German: 3.06.21 | 14:00 – 14:45



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German Virtual Events

aka.ms/swiss-smb-partner-exchange-de

French Virtual Events

aka.ms/swiss-smb-partner-exchange-fr

Series for FY22 (from July 2021) to be announced soon!

Recording & Slides available after each session → link will be sent to you by e-mail by Cloud Champion

Thank you!

The Digitizer



The Hosts



Thomas Winter,
Microsoft Switzerland
OCP Lead



Philippe Maurrasse
Microsoft Switzerland
Sell-With Lead

Want to be part of The Digitizer?
Reach out to our producer Dilan (a-dikara@microsoft.com)

Partner Townhalls

Next dates

All info here: aka.ms/chpartnertownhall

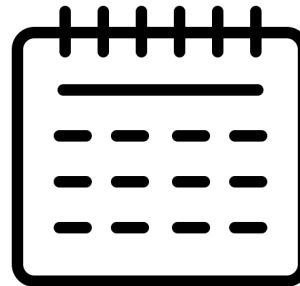
June



24th of June
09h30-10h30

Topic: New GM of Switzerland, Swiss
Data Centers & Capacity Gap

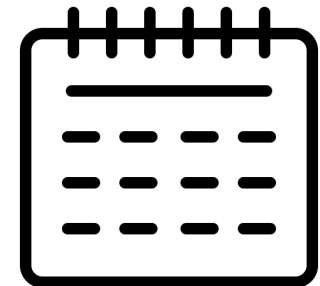
July



July

Topic: [Inspire](#)
July 14-15 (PST)

August



Summer break