



Customer Journey-in-a-Box | Playbook

# ISV Acquisition and Growth

Digital & Apps Innovation

January 2023



For every \$1 of Microsoft revenue partners in Western Europe sell, customers purchase an additional average of \$6.70 of the partner's services and products.

**\$1 =**  
USD



**\$6.70**  
Western Europe



**\$6.10**  
Total (Worldwide)



For every \$1 of  
Microsoft revenue

Resale-led  
partners make  
**\$2.21**  
in economic value

Services-led  
partners make  
**\$5.75**  
in economic value

Software-led  
partners make  
**\$7.86**  
in economic value

# Customer Journey Insights

Modernize the portfolio of ISV applications and navigate different modernization options such as PaaS, containers, serverless and Low Code; Move existing .NET applications to Azure, leveraging App Service and managed databases; Create cloud native applications by modernizing legacy monolithic apps or by developing new applications, using Azure Kubernetes Service (AKS) and managed database offerings on Azure

## ⚡ Priority

- ISV & Digital Natives Acquisition and Growth

## 🕒 Segment

- Scale and SMB

## 🗄️ Solution Area

- Digital & Apps Innovation

## ★ Hero SKU

- Azure App Service
- Azure Compute
- Azure Cosmos DB

## 📦 Up/cross sell path

- Azure Spring Cloud
- Azure Red Hat OpenShift
- GitHub Enterprise

## 📊 KPIs

- # Workshops & Programs
- # Customer adds
- \$ ACR

## Audience

### Customer targeting

- Small to mid-size business-to-business (B2B) technology companies that build and sell repeatable solutions to customers including SaaS applications, IoT, and software add-ons (often called Independent Software Vendors, ISVs).
- The focus is NOT on the needs of enterprise technology partners (like Adobe) and instead focuses on software creators born-in-the cloud (and/or transforming to cloud) that rely on cloud vendors to help support their customer.

### Buyer Persona

- CEO, CTO, ITDM, . Influencers: Developers, Architects, ISV Product Manager

### Western Europe One Stop Shop Landing Page for ISVs [Become a Microsoft Technology Partner and ISV](#)

### Customer Ready Decks

*Request the following content from your Microsoft contact*

- [Azure for ISV Pitch Deck](#)
- [Why Azure for technology partners](#)
- [Microsoft Commercial Marketplace pitch deck for ISVs and partners](#)

### Customer Ready Reports/E-books:

- [Why Azure for technology partners e-book](#) - Find out how Microsoft Azure helps app builders drive robust demand for their apps and services by opening the door to one of the largest business customer bases in the world.
- [Business Value of Microsoft Azure for Technology Partners - Executive Summary](#) - Exec summary of IDC's Business Value of Microsoft Azure for technology partners
- [Business Value of Microsoft Azure for Technology Partners - IDC White Paper: Business Value of Microsoft Azure for technology partners](#)
- [Forrester TEI Cheatsheet](#) - overview of the Forrester TEI study and Forrester Commercial Marketplace TEI study
- [Forrester Azure Partner Opportunity TEI](#) - Microsoft Azure presents partners with various benefits and opportunities to grow and scale their businesses. Forrester investigated the Total Economic Impact (TEI)
- [Acquire more customers with the reach of Microsoft e-book](#) - Find out how to acquire more customers with the reach of Microsoft and learn how Azure Marketplace connects you to millions of customers

### Additional Marketing resources:

- [Digital Marketing content \(DMC\) campaigns for ISVs](#)
- [Partner led marketing guidelines](#)
- [Brand Central](#)

# Partner

## Criteria

### ✓ Dedicated ISV-focused practice

- Ability to demonstrate that they have a dedicated ISV-focused practice, such as:
- External web site
- Customer references and a published case study
- have ISV-focused headcount(s)
- Offers for ISVs and Digital Natives: 1) Solution Assessment and Architecture Design, 2) Azure (CSP) onboarding Offer including Landing Zone/CAF/WAF 3) Marketplace Onboarding

### ✓ Criteria 2

- Consistency in driving ISV app migrations and helping ISVs onboard their applications to Azure and to the Marketplace
- [Azure Expert Managed Services Provider \(MSP\)](#) or
- [Azure Advanced Specialization](#): either Windows Server and SQL Server Migration to Azure OR Linux and Open-source Databases Migration to Azure AND two out of three of either Modernization of Web Applications in Microsoft Azure OR DevOps with GitHub on Microsoft Azure OR Kubernetes on Microsoft Azure

## Skilling and enablement

### Foundational

- [Ignite: Cloud adoption and software trends in key industries](#) Stay informed about the current trends as well as the future trends in software development in your industry. Make sure your business platform is future proof by leaning into Microsoft Azure to stay ahead of the competition.
- [Build SaaS apps with Azure](#) This deck is an overview of why building SaaS apps on Azure and benefits of leveraging cloud

### External Sites

- [Microsoft SaaS Academy](#) - Microsoft SaaS Academy brings together best practices and guidance from Microsoft employees, partners and customers to help businesses accelerate their "Software as a Service" journey, addressing both business and technical aspects. Watch webinars, recordings and more.
- [Western Europe One Stop Shop Landing Page for ISVs - Become a Microsoft Technology Partner and ISV](#)
- [Microsoft Cloud for ISVs | Microsoft -- ISV Success Program Hub](#)
- [Microsoft for Startups Founders Hub](#) – Founders Hub for Startups

### Marketplace

- [IDC Briefing - Microsoft Commercial Marketing](#) See how Microsoft's commercial marketplace is central for exponential growth for Microsoft's partners and customers and learn more about the value of commercial marketplace
- [Mastering the Marketplace \(microsoft.github.io\)](#)
- [Marketplace Demo Video #1](#) - See how you can find, try, and buy apps and services through Microsoft AppSource and Azure Marketplace to streamline the buying process, simplify procurement, and manage your IT portfolio with new features like the private Azure Marketplace
- [Marketplace Demo Video #2](#) - See how Azure Marketplace can help organizations find a more cost-effective, simple, and flexible way to support employees around the globe with the latest software, as they can easily track spend on Azure and third-party resources through the no-cost Azure Cost Management feature

## 3 questions you should ask the customer:

- Do you want to publish your applications on Azure Marketplace and/or on AppSource to reach more customers?
- Is your ISV application architecture scalable to serve a growing international customer base?
- Is your application development process agile enough to minimize time-to-market of new features and fixes?

# Customer Journey

## Tactics

## Funding & Incentives



### Listen & Consult

- Lead acquisition: Telemarketing for Profiling and Qualification; Paid Media Campaign for Acquisition
- Next step/s (always-on): Lead nurturing Webinars , White papers and E-books

Azure Immersion Workshops (1:few)

- [AIW Modernize .Net Apps](#)
- [AIW Modernize Java Apps](#)
- [AIW Cloud Native Apps \(incl. Cosmos DB\)](#)
- [AIW DevOps with GitHub](#)
- Partner Led 1:few events : 1:few Workshops; Hackathons; Roundtables.

- Through Partner Marketing (1:many) Marketing funds are available for the partner led demand gen
- Azure Immersion Workshops : \$1K per delivery



### Inspire & Design

- [AMMP + Assess & Plan](#) + Solution Assessment - [Holistic Business Case](#), [App & Database Modernization](#)
- GitFast Offers: GitHub Discovery Days

- Customized activities: 1:1 Workshops; 1:1 Hackathons; Application/Solution Assessment; Architecture Design; Business Case; References / Case Study

- Azure ECIF – ECIF Eligible Partners Only
- Azure Access Sandbox Sponsorship for POC execution - Web Direct & EA customers Only
- Co-op funding for assessments



### Empower & Achieve

- Partner Offers: Application/Solution Assessment; Architecture Design: POC's; Business Case; Migration / Modernization Planning; References / Case Study

- [AMMP PoC](#)

- Azure Access Sandbox Sponsorship for POC execution - Web Direct & EA customers Only



### Realize Value

- Partner Incentives: [aka.ms/partnerincentives](https://aka.ms/partnerincentives)

- [AMMP Partner-Led](#): Incentive funding for S (\$15K), M (\$35K), L (\$50K), XL (\$75K), XXL (\$100K) projects with AMMP Partner-led\*

- Azure Workload Acquisition & Nurture Incentive (for Managed customers only):
- \$9K bounty for workload adds
- 30% of incremental ACR for 9 months after bounty earned)



### Manage & Optimize

- ISV Acquisition – Offers: [Fast Track for ISV](#); [AMMP](#); [Customer Success Consumption Plays](#): Security assessment and review; Data Estate Modernization & Analytics; Application Innovation with Azure PaaS; DevOps with Azure GitHub to Increase Developer Productivity

- ["ISV GTM Grow Pack"](#) - Partner Offers
- Fast Track Transactable Offer Enablement
- Marketplace Onboarding
- Onboard Marketplace rewards
- [Co-Sell and GTM support](#)
- Reference cases /Success stories

- Azure ECIF – ECIF Eligible Partners
- Various [Partner Incentives](#)