



Microsoft

Making scalable campaign roll-outs
to unmanaged partners a reality

CHANNEXT

What to expect

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Customer success story

Microsoft Surface

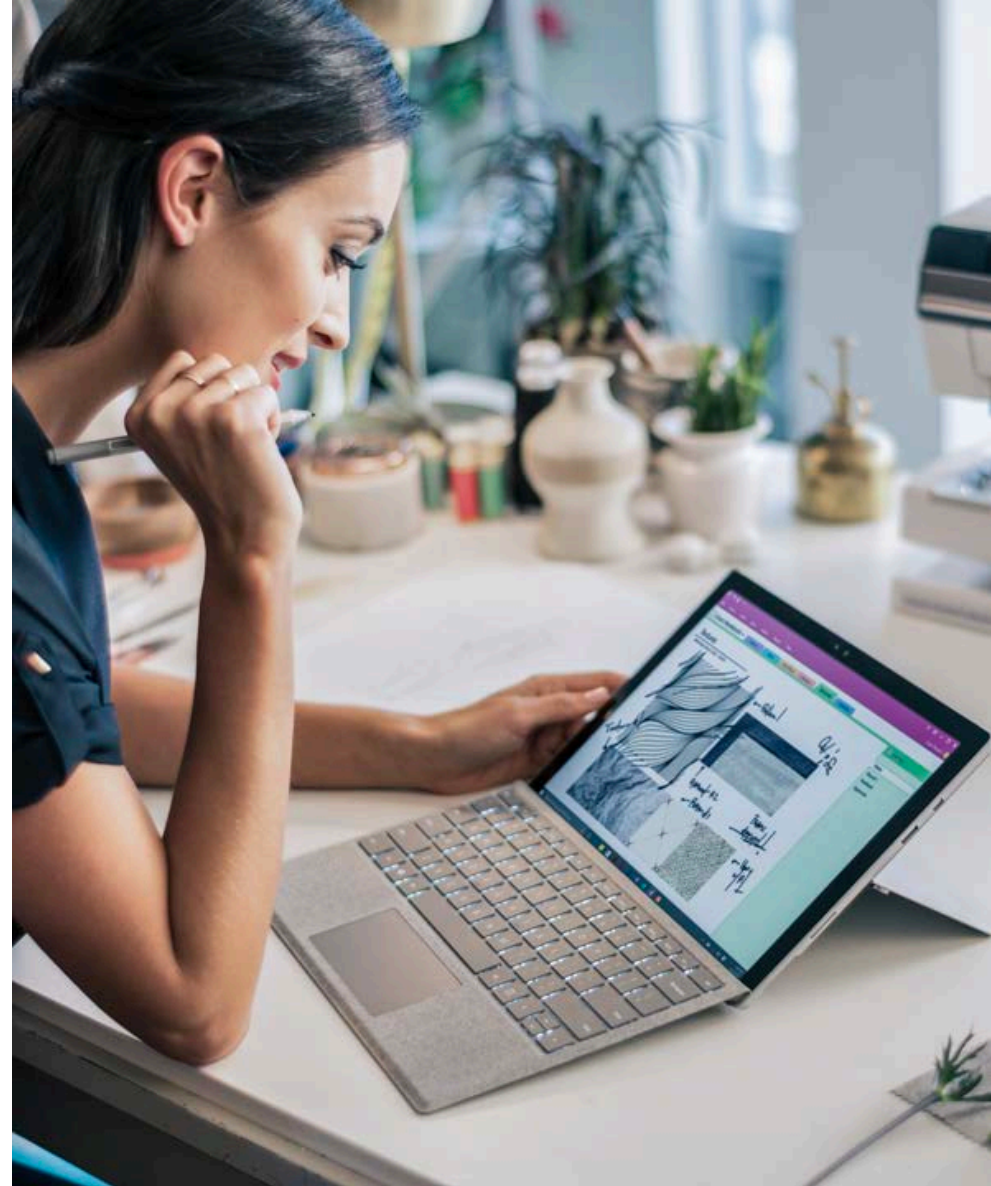
High-end. Touchscreen. Always featuring the latest software innovations. Microsoft Surface is Microsoft's hardware division, producing 2-in-1 tablets, laptops, and screens for consumers and the B2B market.

The Microsoft Surface Netherlands B2B division has onboarded 60 partners onto the Channel Intelligence platform, helping them spread a unified message about Surface to the market through the channel.

Partner participation at Microsoft Surface

Product awareness is key for getting Microsoft Surface to its end-users. Selling through partners by informing, exciting, and giving access to information that they can present to their customers and end-users.

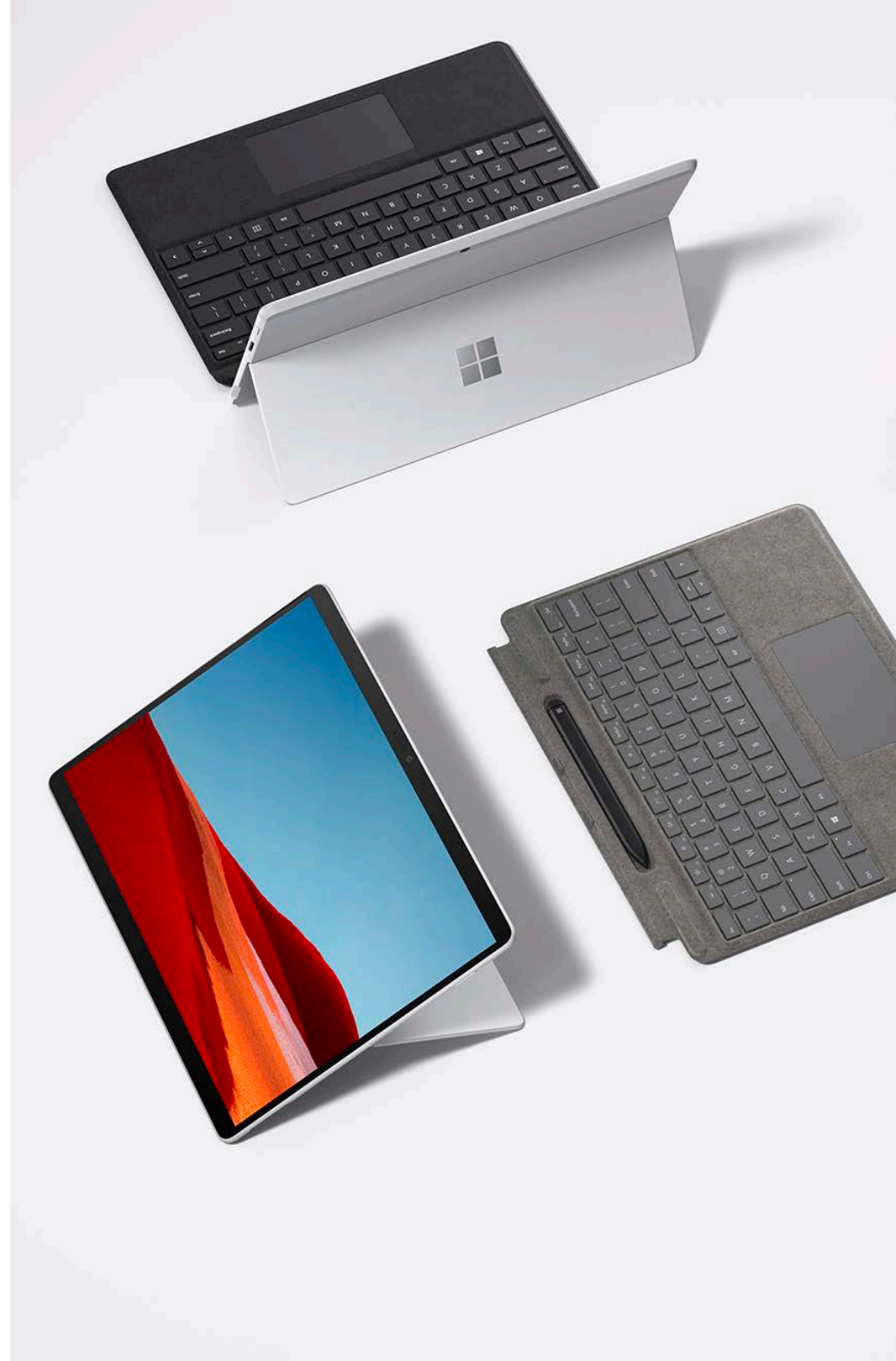
As an innovative, premium product, Microsoft Surface still has scope to expand in terms of market share and partner participation. In every channel, partners are essential to help shift customers and end-users towards a product by showing its added value – such as higher productivity and job satisfaction.



1000s of partners. 4 distributors. 1 channel manager.

The Microsoft Surface Netherlands B2B division has one distributor channel manager for four distributors and thousand of unmanaged partners. Talking to thousands of partners is an impossible job to fulfill on your own. Microsoft Surface was searching for a scalable way to service their partners.

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Content stuck in the partner portal

Microsoft has comprehensive partner portals that contain every kind of marketing material a partner could want or need. The challenge is that partners simply don't have the time and resources to look for the best materials.

So how do you keep track of what each of your 2000 partners is posting? Going through each website, social media account, and advertising channel is an impossible task.

Before being introduced to Channext's Channel Intelligence platform, Microsoft Surface tried various initiatives to get partners to spread the message. Most of these initiatives didn't work out as planned, as it was difficult to get enough partners on board. No matter how good your initiative if your partners don't participate, you won't get the desired business outcomes.

Microsoft Surface x Channext at a glance

61

partners
onboarded

96%

partner
participation rate

120k⁺

end-users
reached

How Channel Intelligence helped transform the way partners adopt campaigns

Other software platforms had been tried and tested but did not yield the expected results. The difference with the Channel Intelligence platform? For one, there are already hundreds of partners using the platform. Meaning vendors don't need to do all the heavy lifting of recruiting partners.

In addition, each vendor is expected to bring their own partner pool onboard, as they know which partners are the most important to their brand. Onboarding through the Channel Intelligence platform takes partners no more than 10-minutes.



Channext offers partners a marketplace – essentially an overview of other participating vendors on the Channel Intelligence Platform. Partners can aggregate even more campaign flows and feedback within a single platform by signing-up to other vendors, saving time to focus on follow-ups.

Scalable campaign roll-outs to unmanaged partners are now a reality

Campaign Collaboration

Today, Microsoft Surface is able to push campaigns through the social media channels (Facebook and LinkedIn) of its partners, while a widget and banners on partner websites provide the latest information. Partners are given the option to opt out of any campaign at any moment.

Partner Participation

The team can access real-time data about their partners, how connected they are and take action based on these insights. Through NPS scoring and real-time feedback, the platform provides a convenient way for partners and vendors to communicate.

Market Insights

This pillar is designed to help vendors improve market reach and speed to market by providing valuable insights into end-users.



The future with Channel Intelligence

In this model, Microsoft Surface uses Channext's Channel Intelligence platform together with its distributor Ingram Micro to service 2000 partners.



At a distributor level, they can talk to the partners 1:1. Once a partner is onboarded into the platform and getting leads, the distributor can give them a call and help the partner through the follow-up process. We have seen that offering the Channext can be a huge factor in brand preference.

Microsoft Surface aims to scale the number of active partners on the Channel Intelligence platform from 60+ to 200. Creating and offering its content on an HQ level, another aim is to make new campaigns available to partners on a bi-weekly basis. That would give both the vendors and distributors a huge advantage.

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About Channext

Channext is the Channel Intelligence provider; a 3-pillar framework and SaaS-platform to create predictable, scalable revenue growth for channel teams.

For more information please visit our website www.channext.com



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