

Benchmarking Success for SIs and ISVs in the Microsoft Ecosystem

5 Strategies to Strengthen the Microsoft Partnership



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Agenda

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RELATIONSHIP

05 DESIGNATIONS

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07 LEADS

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FUNDING

1 COMMUNITY

1 1 STRATEGIES

1 D LIVE Q & A





Objectives



MS Partner Benchmarking



Assessing the MS Partnership



Improvement Strategies



Proven Methods
Of Success



Actionable Strategies



Maven Collective

500+

Work with Microsoft Partners



18+

Microsoft Partner
Marketing Experience



200+

Marketing Excellence Awards & Recognitions





Erica Hakonson

CEO, Maven Collective Marketing

- Microsoft Alum & Former ISV
- 18+ years with Microsoft Partner Community
- Work with 500+ ISVs, SIs, CSPs, MSPs & VARs
- IAMCP Strategic Advisor, WIT & WIC Member
- Dual Citizen, Mom, Ultra Runner, Musician



















Disclaimer

The information, data, analyses, and conclusions presented herein are derived solely from responses provided by survey participants. These data represent only the answers given by respondents and should not be construed as independently verified facts or objective truths.

All findings are limited to the specific sample of individuals who chose to participate in the survey. The accuracy, completeness, and truthfulness of the data depend entirely on the candor, understanding, and interpretation of questions by respondents.

No warranty or representation is made regarding the reliability, validity, or generalizability of the information presented. The data may not be representative of any broader population beyond the survey participants themselves.

Users of this information should exercise appropriate caution when making decisions based on these findings, acknowledging the inherent limitations of survey methodology and self-reported data.

This information is provided "as is" without any guarantees, expressed or implied, regarding its accuracy reliability, or suitability for any particular purpose.



Demographic Profiles









Geography



Top Geographies

78% USA

9% Canada

8% Europe

5% Other



Organization



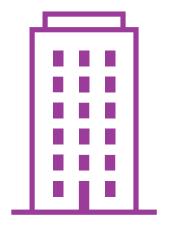
13% 1-10 Employees



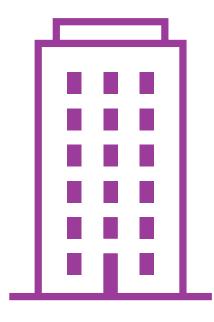
30% 11-50 Employees



23% 51-200 Employees



18% 201-500 Employees

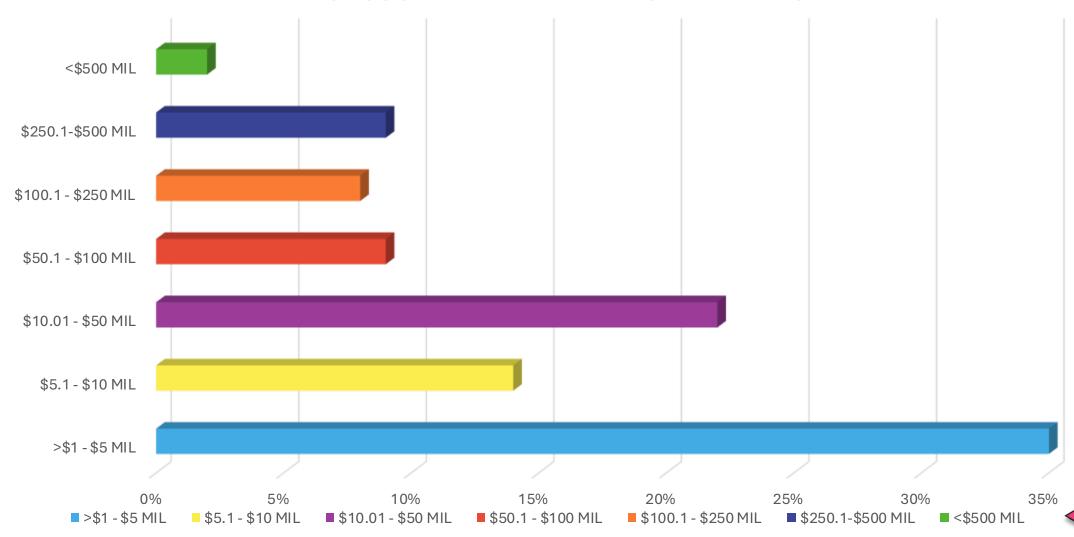


17% 501+ Employees



Revenue

MICROSOFT PARTNER ANNUAL REVENUE



Marketing Investment

60% Invest 2-10%



13% >1% Revenue



37% 2-5% Revenue



23% 6-10% Revenue



14% 11-15% Revenue



12% 15-20% Revenue

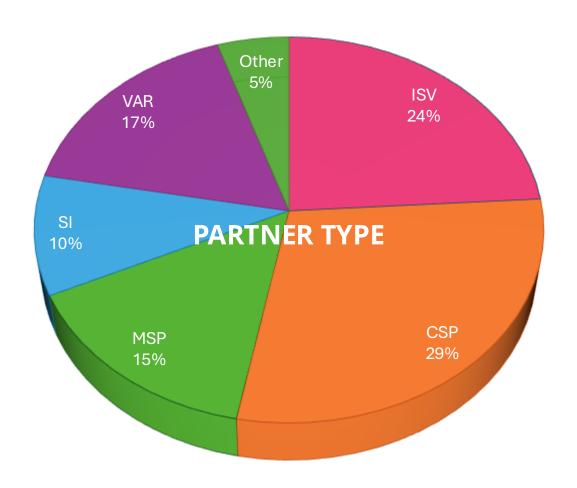


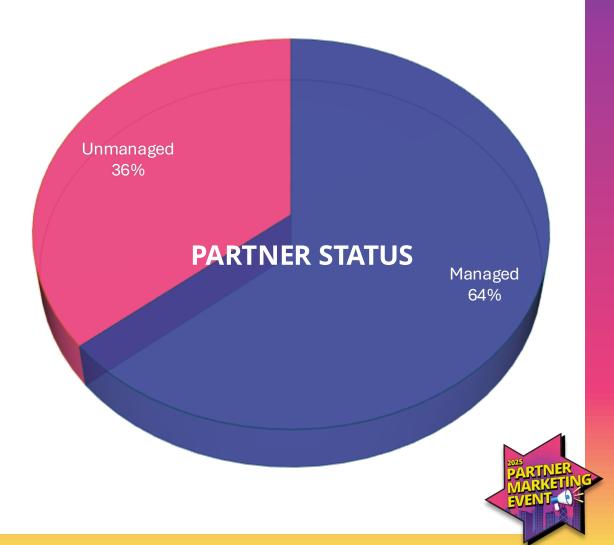
1% <20% Revenue





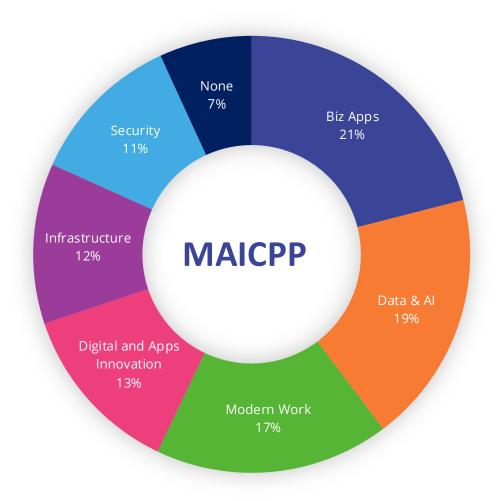
Relationship/Status

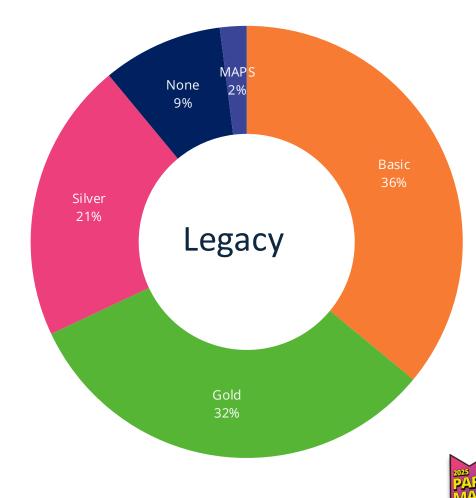




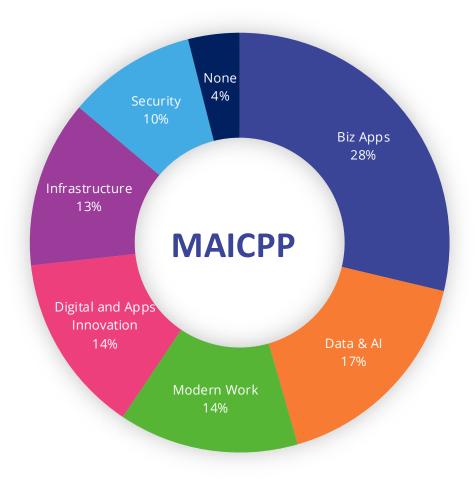


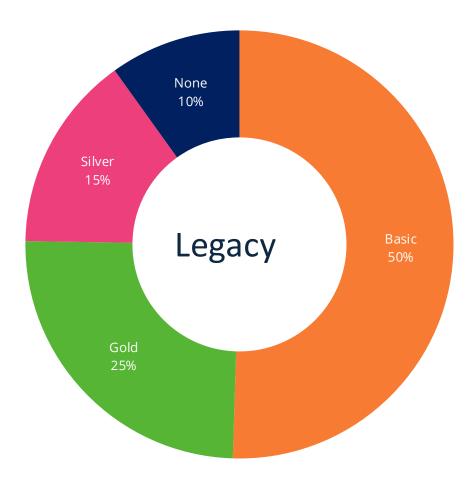
MAICPP Designations





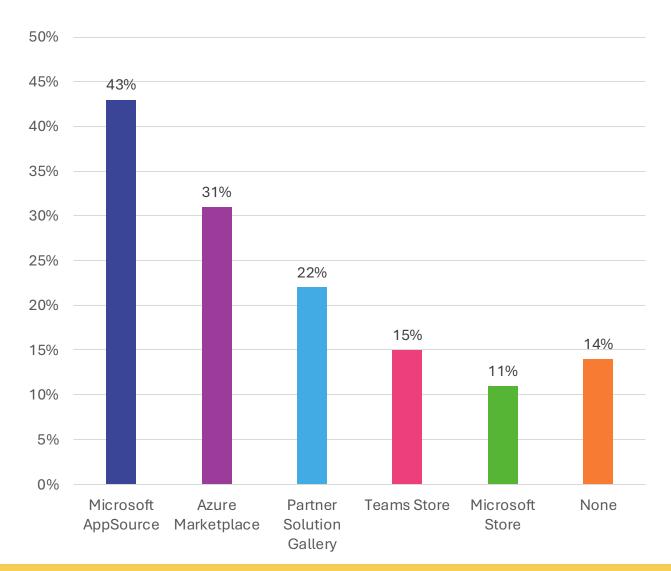
Designations: ISVs & SIs







Marketplace



TOP MS LEAD SOURCES

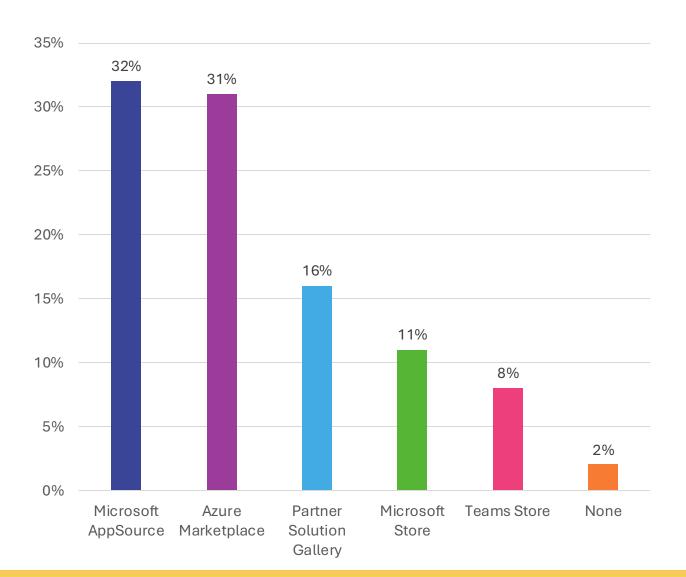








Marketplace: SIs & ISVs



TOP MS LEAD SOURCES







Designations + Marketplace

1 STRENGTHEN STRATEGY

Designations and Marketplace add to your credibility and authority as a Microsoft Partner.

Microsoft Partners with designations + published Marketplace listing 28% more likely to receive Microsoft funding.

Microsoft Partners with ≥2 designations and a listing in both AppSource & Azure Marketplace report the highest marketplace lead to win-rate.





MS Leads to New Business

TOP MS LEAD SOURCES









TOP MS LEAD→**NEW BUSINESS**

Microsoft Marketplaces

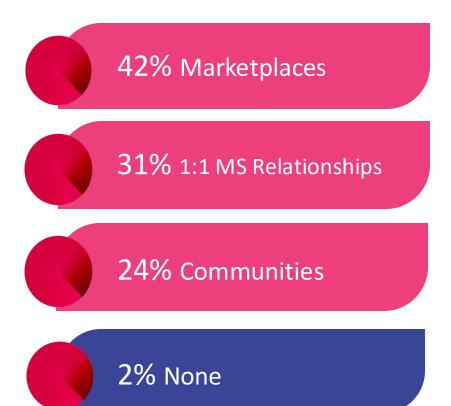
1:1 MS Relationships

Community & Network



MS Leads to New Business: ISVs & SIs

TOP MS LEAD SOURCES



TOP MS LEAD → **NEW BUSINESS**

1 Microsoft Marketplaces

1:1 MS Relationships

Community & Network

MS Leads to New Business



Add Microsoft Marketplace to your marketing portfolio as top lead source for Microsoft Partners.

Partners with a **Business Applications Designated Partners** list

AppSource as #1 lead source.

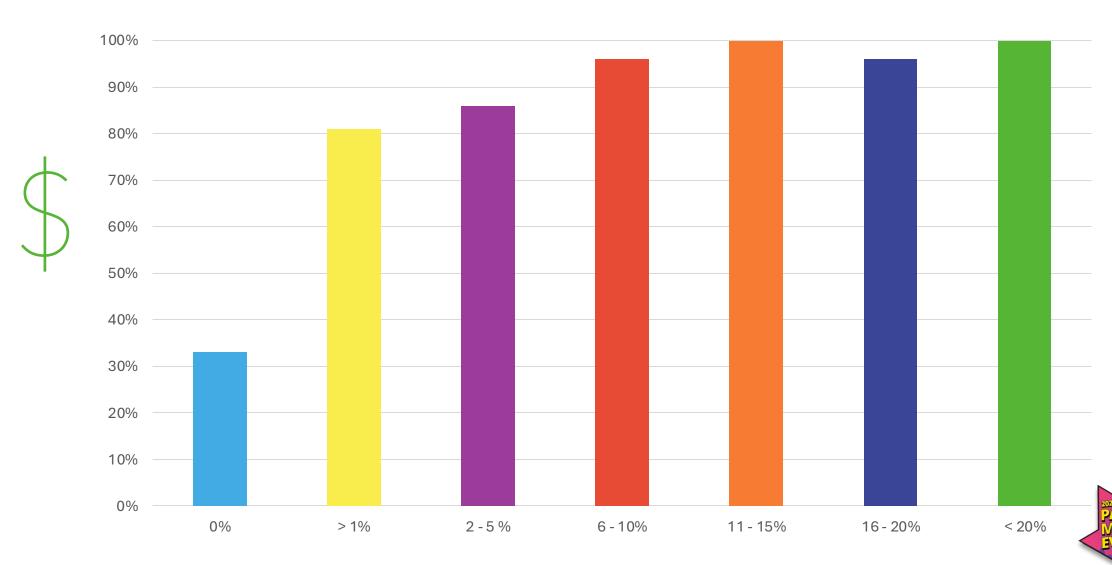
with 73% attributing new business

to marketplace-generated leads.





Marketing Investment + MS Leads



Marketing Investment



Investment in marketing drives visibility, awareness, recognition and growth – with moderate & greater investment reaping the most reward.

Microsoft Partners investing less than 1% in marketing annually have an average of less than 10% lead to close rate.

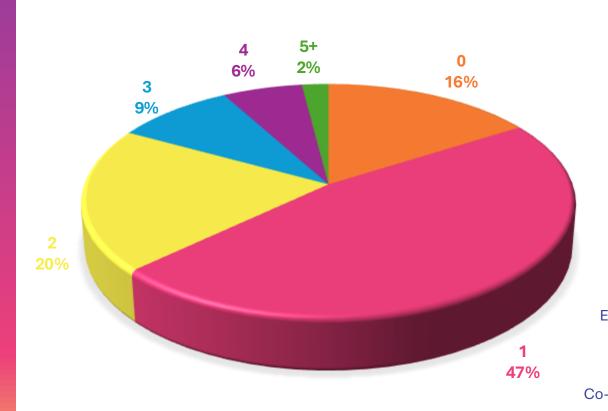
Highest average lead to close rate of 51-75% of Microsoft Partners investing 11-15% annually.



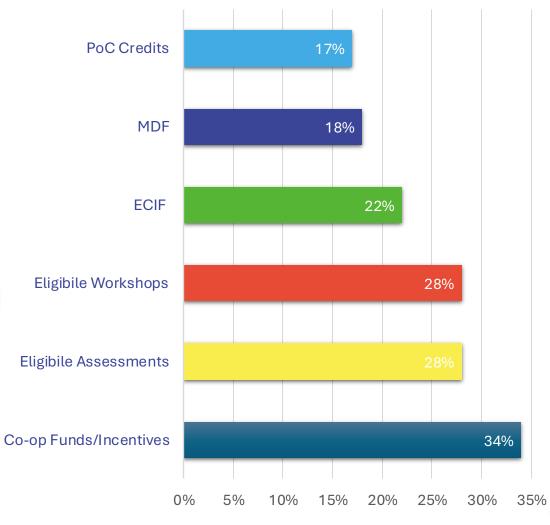


Microsoft Funding

OF FUNDING SOURCES

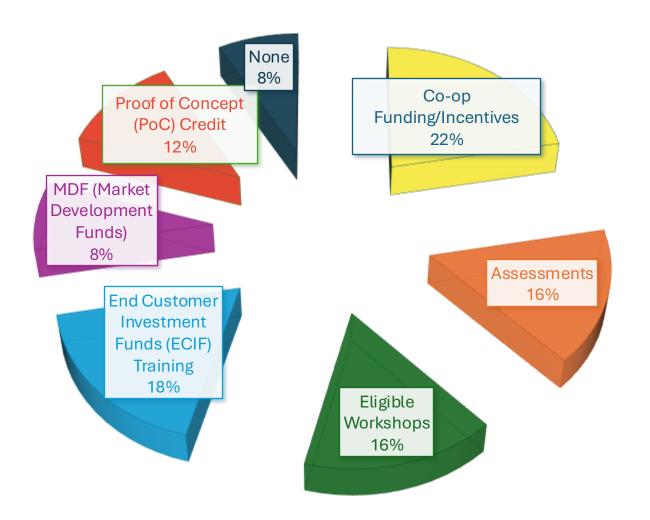


TOP FUNDING SOURCES



Microsoft Funding: SIs & ISVs

FUNDING SOURCES



TOP FUNDING SOURCES









Microsoft Funding

4 STRENGTHEN STRATEGY

Boost your marketing funds with eligible monetary support from *Microsoft*.

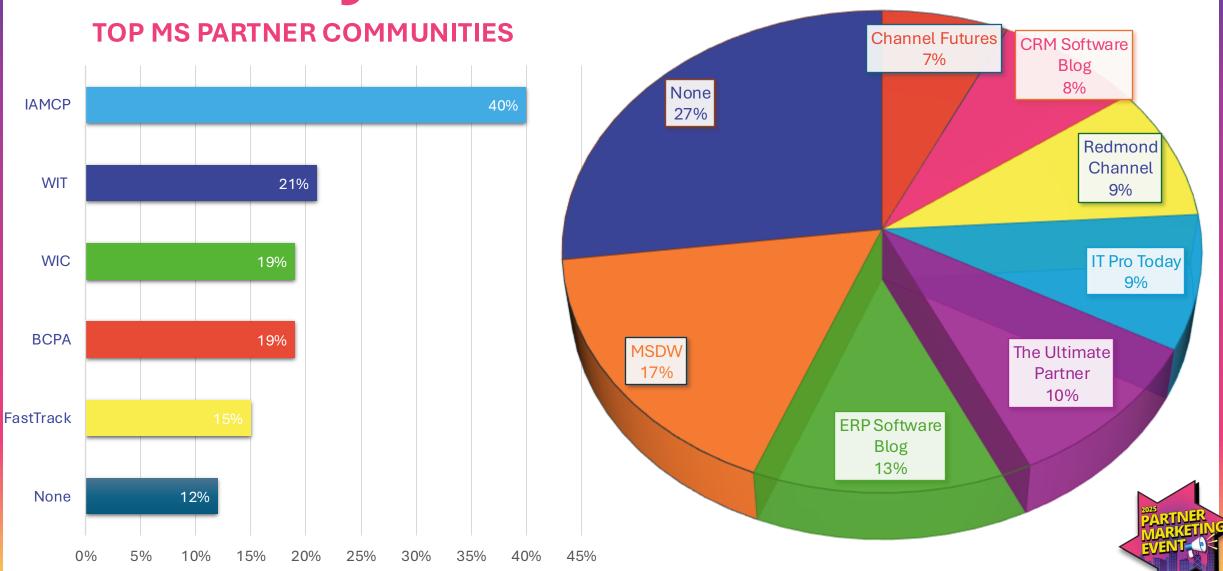
94% of Managed Partners receive Microsoft Funding (at least 1 source) versus only **64% of Unmanaged Partners**.

Modern Work designated partners receiving funding most often followed by **ISV Partners**.

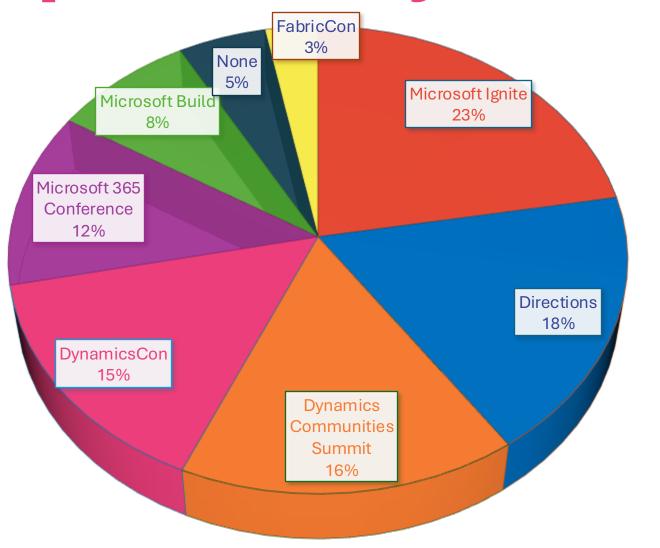


Community

TOP PAID MEDIA COMMUNITIES



Top Community Events



TOP MS LEAD SOURCES







Community & Media



Building community with Microsoft & other Microsoft Partners broadens network & 1:1 contacts.

ISVs investing in paid media report a 39% success rate in new business.

CSPs & ISVs are 3X more likely to cite Directions EMEA/NA or Microsoft Ignite as "must attend".

SIs best lead to win-rate from Conferences.





Key Learnings



Designations Build Authority



Marketplaces Top Lead Source



Boost Marketing with Microsoft Funding



Broaden Network with Community





Strengthening Partnership Resources



LIVE WEBINAR - MAY 15



MS PARTNER REPORT - MAY 30





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THANK YOU FOR JOINING US!







