



MICROSOFT PARTNERS SHOWCASE THEIR CLOUD AND PROFESSIONAL SERVICES IN THE AZURE MARKETPLACE

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Summary

The [Microsoft Azure](#) and [AppSource Marketplaces](#) provide customers with easy access to ready-to-go cloud and professional services. Customers can browse, compare, and find the ideal Microsoft partner services and solutions they need from a single place.

For Microsoft partners, it's a highly visible way to promote their offerings, drive sales and Azure consumption, and strengthen their relationship with Microsoft. To maximize these benefits, global partners need to showcase and demonstrate the value of their offerings and services with customer-facing marketing content and search-friendly marketplace listings.



SERVICES PROVIDED

- Marketing strategy
- Project management
- Copywriting
- Creative design
- SEO

HOW MERIT MILE HELPED:

- Weekly Reporting
- Content Reviews
- Digital Organization
- Communication with Partners and Microsoft Stakeholders

MERIT MILE

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Challenge

Microsoft wanted to increase the number of partners, in key global geographies, with **Dynamics 365** and **Power Apps** marketplace offerings and help them achieve the highly desirable “co-sell ready” status, which brings greater visibility and engagement levels with Microsoft sellers. Merit Mile was tapped to lead this effort and work directly with twenty Microsoft partners across the US, UK, and Canada.

Solutions

Merit Mile needed to strike a balance of capturing the unique value proposition and differentiated service offerings of each partner against creating a consistent set of marketing assets to showcase in the marketplaces. In addition, each partner’s unique brand and visual identity needed to be creatively expressed with fresh design work that was visually appealing.

Merit Mile led the complete engagement with each partner, starting with business development and planning sessions to identify the right offering to bring to the market. We met with partner stakeholders, interviewed subject matter experts, and coordinated with the marketing teams to ensure the downstream content was on-message and on-brand.

Results

In under three months, Merit Mile developed a custom collection of marketing and sales collateral for each partner. Partners received a multi-page solution brief, customer presentation, case study, and SEO optimized web copy for their marketplace listing.

Merit Mile’s project management team lead governance, including workflows, communications, and weekly reporting with each partner and Microsoft project sponsors. Microsoft Teams and Microsoft 365 were used for inter-project collaboration, real-time reporting, content reviews, and digital organization. Throughout the project, Microsoft stakeholders knew their program was not only being embraced by selected partners, but also made aware of any unique requests and requirements.

United States



Canada



UK



Adapt to supply chain disruptions and optimize financial operations with modernized business processes

Staying agile during uncertainty is critical for today's supply-chain driven enterprises. In order to adapt to unforeseen disruptions and optimize financial operation, organizations need solutions now. And research shows there's no time to waste!

85% Expected increase in global supply chain CAGR in the next five years	30-40% Loss in finances due to supply chain disruptions	57% Organizations investing in automation solutions
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If implementing a full ERP often involves long lead times, painstaking analysis, massive complexity, and a focus outside immediate problems, how can supply chain organizations adapt more quickly and efficiently?

“Thank you Merit Mile team, we're looking forward to future collaborations!”

—Monica M., Microsoft Corp.

The creative team at Merit Mile, including writers and artists, brought fresh words and visuals to life, highlighting each partner's offerings with first class design work. Everything was co-branded with Microsoft, reinforcing the strategic relationship between the partners and Microsoft.

More Impactful Grantmaking

Learn how to streamline end-to-end grant management with Microsoft Dynamics 365

1-day Workshop

Ready to get to work on your foundation, organization, or agency with supporting the change that matters? Consider communications, initiatives, campaigns, and announcements. But a lack of transparency in the grant submission and review process can mean an organization may miss out on the most impactful grants. That's why MNP Digital created the **1-day Grant Management Workshop**. Using Microsoft Dynamics 365 and Microsoft Copilot for Microsoft 365, we show leading organizations, foundations, and government agencies how to streamline the grant management process, ensure grant managers and board members can easily track, update, and manage all submitted applications.

Key benefits

- One day, 100+ grant management solutions in 100 minutes
- Learn a better experience for fund requests
- Higher year-over-year success rates, more awards, and better financial returns
- Manage grants more efficiently and increase your organization's visibility
- Increase grant management and accountability
- Increase grant needs to identify and implement system solutions

Microsoft Partner

Reimagine your membership management solution to deliver more value to you—and your members

Membership is a key part of your business, and while you have a lot of options, you need a solution that can help you manage your members' needs and improve your membership database for growth, innovation, and marketing programs. But a lot of options are not designed to help you manage your members' needs. It's time to look for a membership management solution that can help you manage your members' needs. It's time to look for a membership management solution that can help you manage your members' needs.

Meet the Membership Management Accelerator

BDO Canada's Membership Management Accelerator helps you identify your membership management solution and implement it in a way that can help you manage your members' needs. It's time to look for a membership management solution that can help you manage your members' needs.

- **Improve your membership solution with your organization's needs**
- **Speed up your membership solution and avoid late fees**
- **Reduce errors and increase your member and customer satisfaction**
- **Improve your membership solution and avoid late fees**
- **Reduce errors and increase your member and customer satisfaction**

Membership management customized to your needs

- Member information management
- Membership qualification & renewal
- Payment plans to cash, debit, or bill payment options
- Event management
- Analytics
- Learning & certification
- Chapter, region, affiliate

Maximize your customer experience to increase revenue and reduce churn

Most organizations have spent years collecting critical data about their customers. But the problem is that this data is often siloed, making it difficult to analyze and act on. Microsoft's Customer Insights helps you bring all your customer data together in one place, so you can get a complete view of your customer's journey. This helps you identify new opportunities to engage with your customers and increase their loyalty.

Build your golden record with our Customer Insights Workshop

Build an integrated database of valuable customer information on Microsoft Dynamics 365 Customer Insights to bring customer data together with the Cognizant Catalyst Customer Insights Workshop.

Key benefits

- **Maximize your customer's experience**
- **Reduce churn**
- **Increase revenue**

Leading legal firm Webber Wentzell plans for future with sa.gov professional services solution

Microsoft's analysis of data on the sa.gov platform, combined with the firm's own data, helped Webber Wentzell identify key areas for improvement. The firm's own data showed that the firm's current system was not meeting the needs of its clients. Microsoft's analysis helped the firm identify key areas for improvement. The firm's own data showed that the firm's current system was not meeting the needs of its clients.

Key benefits

- **Improve your customer's experience**
- **Reduce churn**
- **Increase revenue**

Merit Mile Services

- Marketing strategy
- Project governance
- Project management
- Copywriting
- Creative design
- SEO

Deliverables

- Solution briefs
- Presentations
- Case studies
- Marketplace web copy

To view more Public Relations and Marketing case studies, please visit MeritMile.com/case-studies. And for more information or to arrange a conversation with a Merit Mile Marketing specialist, please email us at Hello@MeritMile.com or call us at 1-561-362-8888 today!



About Merit Mile

Established in 2007 in Boca Raton, FL, Merit Mile is a marketing services provider focused on helping companies and corporate marketing departments build brands, drive sales revenue, and garner publicity in their respective industries. Our unique differentiator at Merit Mile is our ability to 100% own the message, the publicity, and the demand generation aspects of the corporate marketing function. Clients hire us and rehire us for our ability to refine their messaging/value proposition, develop top and mid-funnel leads, and get the type of editorial publicity that differentiates them from their competitors. From branding to PR to demand generation, Merit Mile is the high-octane fuel that invigorates corporate growth engines.

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