



“Give a man a fish, and you feed him for a day; teach a man to fish and you feed him for a lifetime.”

Summary

Genzeon, an established technology solutions company for the healthcare and retail industries, had recently become a **Microsoft Cloud Solution Provider (CSP) within the Microsoft AI Cloud Partner Program**; formerly known as the Microsoft Partner Network. This strategic decision was designed to expand the services and solutions they offered. However, their sellers were unfamiliar with selling Microsoft AI and Azure services, and they needed help positioning and demonstrating the relevance and integration of their existing portfolio.



Services Provided:

- Copywriting
- Creative Design
- Partner Marketing Strategy
- Project Management
- Sales Training

How Merit Mile Helped:

- Sales Training, Readiness, & Enablement
- Messaging & Positioning
- Sales Content

MERIT MILE

Phone: 561-362-8888
Website: MeritMile.com
Email: Hello@MeritMile.com
Address: 131 NE 1st Ave Ste. 100
Boca Raton, FL 33432 USA

Challenge

Despite having been in business since 2010 with an existing expertise in custom application development, data, and automation solutions within healthcare and retail, the introduction of AI and Azure services and solutions was unfamiliar territory for the Genzeon sales team. For many, they were venturing into AI and Azure solutions for the first time.

With Merit Mile's extensive experience as a Microsoft partner-focused channel marketing and sales enablement team dating back to 2007, Genzeon sought our expertise to navigate these challenges and leverage our proven track record in [launching new partner programs](#), creating impactful sales enablement programs, and running [partner demand generation campaigns](#).

Merit Mile was enlisted to address three critical needs. First, we needed to redefine Genzeon's value proposition as a Microsoft partner and clearly articulate their unique differentiators in the context of AI and Azure services. Secondly, the sales team required comprehensive education and enablement on what it meant to be a Microsoft partner, understanding new opportunities and use cases, and how to identify buying groups within their existing accounts. The final challenge involved equipping the sales team with the skills to effectively lead customer meetings armed with this newfound knowledge.

GENZEON

Accelerate your Digital Transformation

Build the future of your business now with customized Microsoft cloud solutions from Genzeon

Digital transformation has evolved from an ambitious buzz phrase to a must-have reality for today's businesses. Faced with an increasingly competitive marketplace, more demanding customer expectations, and unexpected circumstances, businesses need a faster way to take next steps into the cloud.

More than 98 percent of companies are investing in digital transformation. For many organizations the transition can be challenging. Often businesses look to digital transformation to solve several problems simultaneously, including:

- Driving organizational innovation and cost savings
- Accelerating time-to-market and attracting/retaining customers
- Scaling custom and legacy applications, databases, and infrastructure
- Optimizing application performance and de-siloing data for better decision making
- Increasing IT profitability and managing skill gaps
- Meeting regulation and compliance demands

Without a holistic road map and trusted guidance, transformation efforts can be stymied, taking longer and costing more than they should. That's why most organizations undertaking digital transformation need a reliable and proven partner to help drive the process.

"Firms need suppliers who can develop and deliver on roadmaps that connect the development of IT capabilities and integration of technology potential with process opportunity."
—Techsize

Genzeon.com | Accelerate your Digital Transformation | Genzeon 10/2021 | Page 1

Customized Digital Transformation

Genzeon helps businesses in healthcare, retail, and technology ride their future - with a present reality. A franchise certified Microsoft partner, Genzeon specializes in custom digital transformation solutions that manage customer experience, improve data-driven decisions, and solve through innovation while safeguarding data and maintaining compliance. Powered by Microsoft solutions since its inception, Genzeon is a single provider of holistic Microsoft solutions - both on-premise and in Azure, the preferred public cloud for enterprises.

- Reimagine customer experiences**
 - Connect with customers using deeper insights, more engaging experiences, and rich virtual agents
 - Equip employees with the ability to activate customer and sales processes with new cloud-native and touchless tools
- Solve through agile innovation**
 - Quickly turn ideas into solutions
 - Reduce development costs and accelerate time to deployment with less dependence on IT
 - Move legacy applications to the cloud with custom application development, front-end infrastructure, and databases
- Make data-driven decisions**
 - Modernize data systems with a common data platform that lets all workers share business insight, regardless of technical ability
 - Make better decisions faster with key insights from applications and servers that benefit the business
 - Develop understandable data visualizations and rich, actionable data reports
- Safeguard data and maintain compliance**
 - Put guard rails around data and app innovation with cloud governance, ensuring that data is delivered consistently with standardized processes
 - Enforce Zero Trust security models to make every access request - regardless of origin - as a authenticated, authorized, and encrypted

Solve Business and Technical Challenges

Genzeon helps organizations meet long term cloud needs with right sized solutions that maximize Microsoft investments, raising the most of Microsoft license and subscription, in addition Genzeon delivers an end-to-end partner, covering the full relationship lifecycle, including:

Solving complex application and data problems are often beyond an organization's reach. Genzeon partners with stakeholders across your organization to meet economic goals. We work with IT leaders, seeking to solve complex problems in order to realize the true potential of their business, people, and customers. At the same time, our efforts support leadership teams and line of business owners that want to refine a culture of data-driven decision making, vision-led innovation, and using applications and data as the source of better customer outcomes.

Genzeon helps your organization solve challenges that include:

- Cloud enabling apps, data, and databases
- Bringing new business apps and microservices to Fusion faster
- Creating and development cost and complexity
- Streamlining performance, scale, and uptime bottlenecks
- Delivering better customer care experiences with real-time business analytics and insights
- Establishing governance on app innovation, data access, and security
- Creating low-code/no-code solutions available to all workers, regardless of role or technical knowledge

Using Microsoft cloud solutions such as **Power Analytics, Dynamics, Cognitive Services, and Power Platform**, Genzeon helps organizations transform at a faster rate and deliver significant cost savings and business outcomes.

Why Choose Genzeon

Genzeon is a trusted and proven Microsoft expert offering over 100 years combined healthcare and retail industry experience. With 100+ customer profiles, Genzeon specializes in software-enabled applications and data problems with a team of more than 200 expert advisors, leading organizations to transform at a faster rate.

Genzeon holds the Microsoft Gold Competencies: Application Development, Cloud Platform, Data Analytics, Database, and Security Integrations. With two partners in Microsoft and Hybridnet, Genzeon delivers 24/7/365 support and is industry compliance certified.

- Microsoft certified** - Since its inception, Genzeon has maintained a dedicated focus on Microsoft and a proven partnership. As early as 2010, Genzeon began adopting Azure to build customer applications in the cloud.
- Rapid innovation** - Genzeon helps businesses from their cloud, why solutions with an agile DevOps approach to prototyping, making it easier to experiment, experiment, test, integrate, test, and go live - iteratively.
- For experts, from experts** - Genzeon includes an expert team of solutions innovating to solve the most complex problems with proven expertise and deep technical expertise for faster onboarding and time to market.
- Value selling** - Genzeon focuses on cost, performance, security, and process optimization across the distribution chain and business operations to deliver the best cloud outcomes and ROI.
- Accelerated development** - Genzeon's DevOps approach offers accelerated development and deployment cycles through continuous delivery while improving quality, performance, and governance.

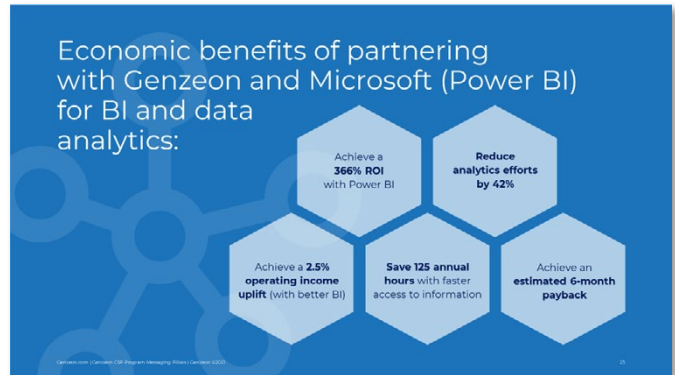
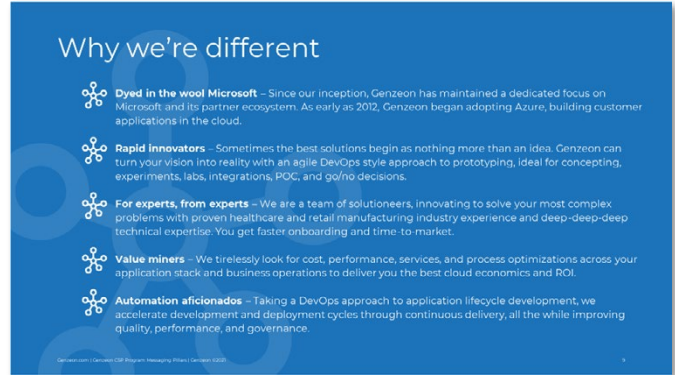
Your business is changing. Fast-forward to your future vision with Genzeon and Microsoft.

To learn more, visit genzeon.com

GENZEON

Microsoft | Azure | Dynamics | Power Platform | Cognitive Services

Genzeon.com | Accelerate your Digital Transformation | Genzeon 10/2021 | Page 2



Solutions

To empower the Genzeon sales team for success in their new venture with Azure solutions, Merit Mile started by laying the foundation for their messaging, positioning, and value proposition as a Microsoft AI Cloud partner. This involved in-depth engagements such as one-on-one and group interviews with key stakeholders within Genzeon, including sales leaders, individual sellers, marketing, product managers, and the leadership team. Through these interactions, Merit Mile gained profound insights into the Genzeon story, their current offerings, and their vision as a Microsoft partner, allowing us to modernize Genzeon's voice, personality, and differentiated position in the marketplace.

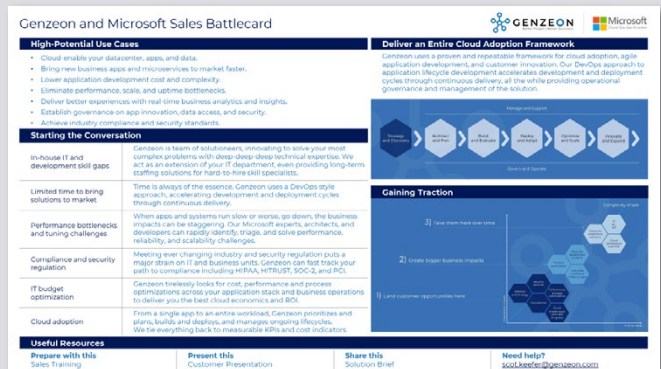
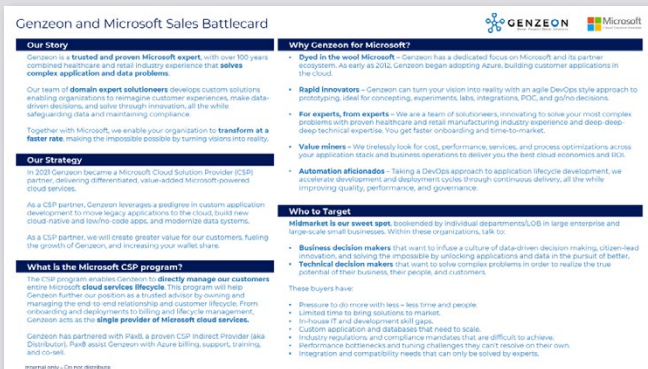
Leveraging over 15 years of extensive experience and familiarity with Microsoft partners and solutions, we bridged the gap between Genzeon's existing strengths and offerings and the integration of new Azure solutions. The outcome of this collaborative effort was the development of a robust messaging and positioning framework. This framework served as the cornerstone for creating both internal sales enablement content and external customer-facing materials. By aligning Genzeon's current strengths with the potential of Azure solutions, Merit Mile successfully established a cohesive foundation that would guide the sales team in effectively communicating their value proposition as a Microsoft AI Cloud Partner.

Results

Merit Mile's collaboration with Genzeon produced impactful results through the development of key sales enablement deliverables.

First, we created a comprehensive **selling and positioning guide** designed to equip Genzeon sellers with the knowledge and tools essential for their transition into Azure solutions. This guide included an understanding of the market landscape, the reasons behind Genzeon's decision to become a Microsoft partner, and the new value proposition and messaging. We introduced distinctive and memorable descriptors, such as "automation aficionados," "value miners," and "rapid innovators," highlighting Genzeon's unique differentiators. The guide also detailed their top use cases in healthcare and retail, along with guidance on target customers, personas, opportunity identification, creating customer empathy, and a competitive SWAT assessment. The sales team was also equipped with a handy sales reference card for quick access and a pre-meeting refresher.

Next, we designed a **customer presentation and solution brief**, crafted from the messaging framework, carrying the narrative forward in terms resonant with customers. To reinforce these deliverables, **Merit Mile conducted comprehensive training sessions** for Genzeon's sales, marketing, and product teams. These sessions covered the entire content of the selling and positioning guide and taught the teams how to lead a customer meeting using the new presentation. Multiple training sessions were conducted to reach the entire Genzeon team, resulting in a well-prepared and knowledgeable workforce. As a result, the Genzeon team emerged with a profound understanding of their role as a Microsoft partner, a clear grasp of the solutions they would be selling, and a readiness to engage with customers confidently.



Deliverables

- Customer presentation
- Sales enablement training sessions
- Messaging and positioning framework
- Sales reference card
- Sales enablement guide
- Solution brief

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.

Headquarters

Merit Mile, LLC
131 NE 1st Ave Ste. 100
Boca Raton, FL 33432 USA

Contact Info

Phone: 561-362-8888
Email: Hello@MeritMile.com