

# Why Microsoft Azure for technology partners

A quick guide on how Azure helps  
drive opportunity and efficiency

🕒 Reading time: 10 minutes

# Let's build together

Nearly every business runs on software—from operations to the customer touch point. Your customers need to scale IT with apps and APIs from multiple software providers. At the rate technology changes, it's not feasible for customers to build and maintain their entire IT portfolio on their own—they need technology partners like you.

Microsoft Azure helps app builders drive robust demand for their apps and services by opening the door to one of the largest customer bases in the world. Leveraging Azure as your cloud platform unlocks access to 95% of the world's Fortune 500 companies and the Azure platform gives you the agility you need to build future-ready apps for your customers.

Keep reading to see how Azure can help you:



Land more customers



Save costs



Expand your apps reach

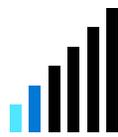


And don't miss the accompanying session  
*Why Azure for technology partners.*



# How Azure drives opportunity for technology partners

Microsoft recently conducted a study with [Forrester\\*](#) that found that technology partners working with Azure are experiencing:



*Two times* increase in leads pipeline



*50-100 percent* larger deal sizes



*30 percent* reduction in sales cycle



*12 percent* increase in gross margin

In other words, *Azure is helping partners get more leads, close bigger deals, and close those deals faster.*

\*The Revenue and Growth Opportunities for Microsoft Azure Partners, A Forrester Total Economic Impact™ study commissioned by Microsoft

“Azure cloud solutions enable us to scale up and scale down in a very ecological and economic way, to find smart solutions to keeping the system in balance. Renewable energy is a reliable technology, and that’s why the flexibility of the Azure setup really closed the loop around the overall energy use case from macro to micro, from generation to consumption and storage.”

Sylvie Ouziel  
International President, Envision Digital

 Watch the video →

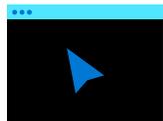
# Double your leads pipeline

Azure partners are seeing a two times increase in their leads pipeline for these reasons:



## Expansion in direct and partner channels

From increased backing of Microsoft brand and finding additional partners to sell with



## Publish your app to connect with more customers

Reach four million monthly shoppers by publishing your app in Microsoft AppSource or Azure Marketplace



## Sell with Microsoft

Access to the entire ecosystem of 60,000+ partners and Microsoft sellers

“The partnership with Microsoft gives us another very powerful way to present and make our solution available through Azure Marketplace.”

**Kathleen Geraghty**  
Vice President Sales, ToolsGroup



Watch the video →

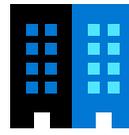
# Publish your app to connect with customers

Publishers publish to one catalogue through Partner Center that surfaces their apps and services in Microsoft AppSource or Azure Marketplace.

## Quick facts:



Reach more than **four million monthly shoppers** by publishing your app in Microsoft AppSource or Azure Marketplace.



**95 percent** of Fortune 500 companies use Azure.



**99 percent** of Azure's top 200 customers buy through marketplace.

By publishing in Azure Marketplace, you can:



Begin your journey to sell with Microsoft and get access to field sellers.



Sell in more than 140 global geographies.



Bill through Microsoft for a single bill.

"The bottom line—  
Fortinet's PAYG revenue on Azure grew by **82 percent over the previous 12 months** and we saw an amazing **10x return** on our campaign investment.  
**Strong results, strong partnership.**"

Frederick Harris  
Director of Cloud Self-Service, Fortinet  
[Commercial Marketplace Partner of the Year award winner](#)

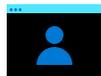
# Boost your deal sizes by 50-100 percent

Azure partners are seeing deal sizes that are 50-100 percent larger, according to our Forrester study. Here's why:



## The Microsoft brand

Nearly every business on earth works with Microsoft, meaning we have the widest reach of business customers in the world.



## Access to qualified leads

Our global reach is a powerful business driver when we give partners access to our network.



## Access to people higher up the chain

Partners can get into more strategic conversations with higher-profile decision-makers.

# How a partner landed their biggest deal

Edmonton, Alberta-based ShookIOT is a startup that specializes in Industrial Internet of Things (IIoT), solutions. When the company had just five people, it put a solution in the Azure Marketplace. Soon after, ShookIOT was contacted by a Fortune 50 global energy giant, a contact that resulted in a deal that transformed ShookIOT's business nearly overnight. Azure Marketplace made it possible for the energy giant to not only find ShookIOT, but also bypass its own procurement bureaucracy in order to transact with ShookIOT quickly.



Watch the video





# Lower your costs and gain agility

Azure offers unique ways to realize cost savings and increased agility.

For example, Microsoft's robust and comprehensive app development ecosystem can help your devs work more nimbly.

- ✓ Lightweight and well-documented APIs get you up and running quickly.
- ✓ Flexible modular microservices let you dev the way you want.
- ✓ Containers let you deploy anywhere easily and repeatably.
- ✓ DevOps people, process, and tools help support your ecosystem.
- ✓ Hybrid cloud management helps you simplify management and lower costs.

Our tools for developer productivity—such as [GitHub](#), [Visual Studio](#), [Power Apps](#), and [Azure core services](#)—provide everything you need to:



## Build and ship anywhere

Set up a fully configured dev environment in minutes, and then work together in real time on code reviews, pair programming, and automating code-to-cloud workflows.



## Increase reliability and security

Manage work from any environment in one place on fully managed platforms that ensure your work is always available, backed up, and secure.



## Develop more for less

Reduce the cost of over provisioning or paying for idle resources with serverless scaling and auto scaled provisioning.

## How our partners have achieved success: Central Logic

*How to perform statewide digital triage in the age of COVID-19*

Central Logic provides cloud-based solutions for healthcare systems that help them manage resources to care for the patients who need it most. When COVID-19 struck early in 2020, the state of Arizona acted quickly, expanding statewide the Central Logic solution a large health system was already using. This let all Arizona health systems see what hospital beds, ventilators, PPE, and other resources were available when the inevitable surge of COVID patients hit. Because of Azure's reach and robust compliance, the statewide was rolled out in just two weeks.

 Watch the video 



# Get leading security and compliance

Azure is, quite simply, the most trusted cloud on the planet.

## Quick facts:



Microsoft invests one billion dollars annually for security alone for Azure.



Azure has more than 3,500 global security experts.



We handle trillions of warnings and alert signals for unparalleled intelligence.



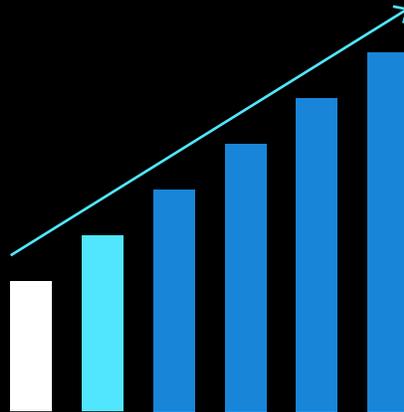
Your business can rely on Azure's security, privacy, and compliance standards out of the box—just like 95 percent of the Fortune 500.



With more global regions than any other cloud provider, Azure provides unmatched compliance coverage related to local data usage laws.



Azure IP Advantage provides the industry's most comprehensive protection against intellectual property risks in the cloud and on the Internet of Things.



Next steps you can take to drive growth

## If you build and sell software, Microsoft Azure can be your growth multiplier.

### **Become a Microsoft partner**

Getting your free Microsoft partner ID is the first step to selling with Microsoft.

[Get your partner ID >](#)

### **Publish your app**

Azure Marketplace is a proven driver of cost savings, enhanced agility and efficiency, and qualified leads that open up new opportunities.

[Learn how >](#)

### **Contact us**

Interested in scaling your existing app or building a new SaaS solution with Microsoft Azure?

Talk to one of our Azure sales specialists to get answers to all your questions.

[Talk to us >](#)