KochaSoft and Microsoft

FY23 Submission: Assets to Review

KochaSoft™

Category 1: Demand Generation

Category	Results to Deliver (KPIs) in H1 2023	Qualifying Activities To be Done
Multitouch Digital Campaign	• 100 Marketing Qualified Leads in Azure • 50 Sales Qualified Leads in for Azure • 5 New Proof of Concept Customers in 2023 for Azure Migration	• Digital Ads • Social Media Marketing • SEO/Search • Email Marketing • Direct Mail/SMS • Syndicated Content
Best Practice Development	• 100 Marketing Qualified Leads in Azure • 50 Sales Qualified Leads in for Azure • 5 New Proof of Concept Customers in 2023 for Azure Migration	• Azure Migration One Pager • Azure Focused Landing Page
Migration Services	• 5 New Proof of Concept Customers in 2023 for Azure Migration	• Proof of Concept & Supporting Documents

Category 2/3: Market Development & Partner Readiness

Category	Results to Deliver (KPIs) in H1 2023	Qualifying Activities To be Done
Market Development	• 20 New Sales Qualified Leads	• Telemarketing • Customer seminars and bootcamps • Tradeshows and expositions
Partner Readiness	• 5 New Proof of Concept Customers in 2023 for Azure Migration	• Microsoft Hosted Conferences

Digital Advertising / Social Media Marketing

Running ads targeted at C-level executives and senior IT managers on the most valuable platform: LinkedIn.

The following costs are to run ads similar to the one on the right. We would run these ads over the six month period in an iterative approach, by working with a specialized LinkedIn agency to execute the campaign for peak performance

Category	Amount
LinkedIn Advertisements	$10,000
Printed Material Creation	$5,000
Agency fees	$15,000

Social Media Marketing (PPC)

Search engine marketing (SEM), pay-per-click (PPC) advertising and paid promotions efforts.

Similar to the LinkedIn ads, this area of our SMM campaign would link to our Azure Landing Page (listed thereafter). We will work a local agency that will help us put search ads on Bing, Google, etc.

Category	Amount
3rd party media placement for Search Ads	$10,000
Subscription fees: LinkedIn Sales Navigator (amount for 6 months)	$600
Agency fees	$15,000

Direct mail, email, and mobile SMS (Direct)

Direct Mail Campaign

Over the span of 6 months, we will try to engage 300 select C-level executives to market Azure migration services done by KochaSoft. We start by buying lists of databases, then engaging a digital postage service (which writes handwritten letters digitally).

Category	Amount
Database Acquisition: Cost to buy high value lists of CEOs, CIOs, etc.	$5000
Printed Material: Cost to print	$10,000
Postage / Digital Postage	$5,000

Work with a Microsoft Gold Partner for SAP on Azure Migration

Our architects will gather functional and operational requirements, align with business goals, and propose a customizable, flexible migration suited for your company's digital transformation efforts.

www.kochasoft.com

Find us on LinkedIn

Invite: 1-on-1 Meeting with KochaSoft & Azure Strategists

Join us in 1-on1 virtual strategy session to discuss a A custom-designed workload migration plan for your company to migrate SAP workloads to Microsoft Azure. In this session, we cover your needs for a migration to Azure alongside Microsoft's dedicated specialists.

1 Vendor for all of your SAP on Azure migration needs, as well as lifecycle management.

70% Reduction in project delivery time of landscape. Avoid project delays and reduce resource constrains

55% Cost savings in project costs. Savings Labor and Time

What to Expect
At no cost to Microsoft customers looking to migrate their SAP landscape to Azure, you will get...

- Initial meeting to do a one day deep dive of Cloud
- Review of the current landscape, project needs, and planning
- Full proposal of Cloud landscape, migration path, effort estimate,
- Verify the plan, refine timeline estimates with the client

Reserve your session by clicking below...

Learn More

Direct mail, email, and mobile SMS (Email)

Direct Email Marketing

Over the span of 6 months, we will try to engage 300 select C-level executives to market Azure migration services done by KochaSoft. We start by buying lists of databases, then we will craft compliant, cold out bound campaigns run by direct email agencies. These agencies will take care of copywriting and outbound efforts.

Category	Amount
Agency Fee	$18,000

Email 1

Hi {first name},
What if migrating your SAP to the Azure cloud could help you enable the agility, flexiblity and responsiveness needed to take on today's ever-changing business environment?
In one year's time, we helped Carhartt re-engineer all their business processes to double their revenue over a five-year period.
In addition to an increase in sales, KochaSoft's five-step migration helped Carhartt improve their overall workflow, increase efficiency, make everything frictionless, for our employees and for our customers
I'd love to talk to you about how the combination of KochaSoft, Azure and SAP could help your company increase sales and improve organizational agility. Do you have time to connect this week?

All emails attached to the submission

# Syndicated Content: Banner Ads

Syndication of Microsoft heavy content on our new website

In late 2022, we are redoing our website to better support interstitial ads and syndicated content. We will syndicate...

- Two web banners on our Microsoft services page

- Banners will be syndicated for 90 days at least

The following banners are related to our Azure VMWare campaign

| Category	Amount
Development and Media Placement	$10000
Marketing Agency Fees	$8750
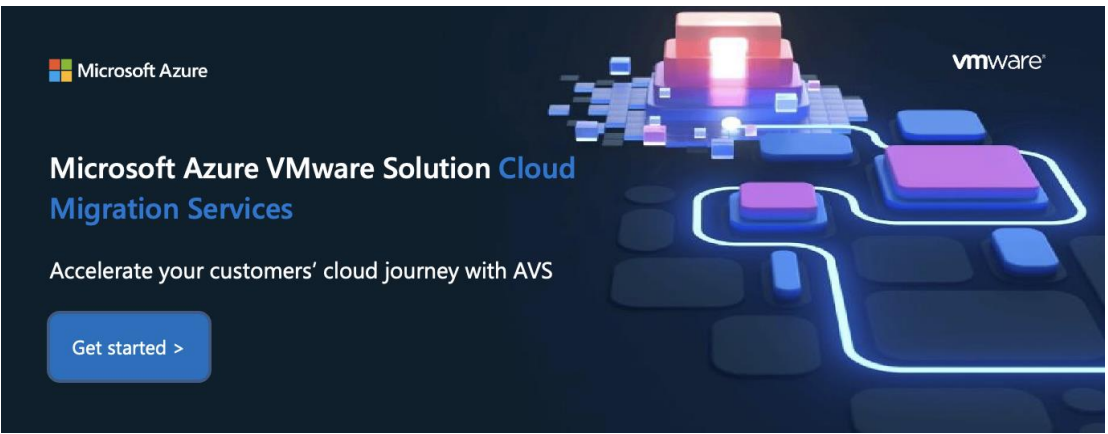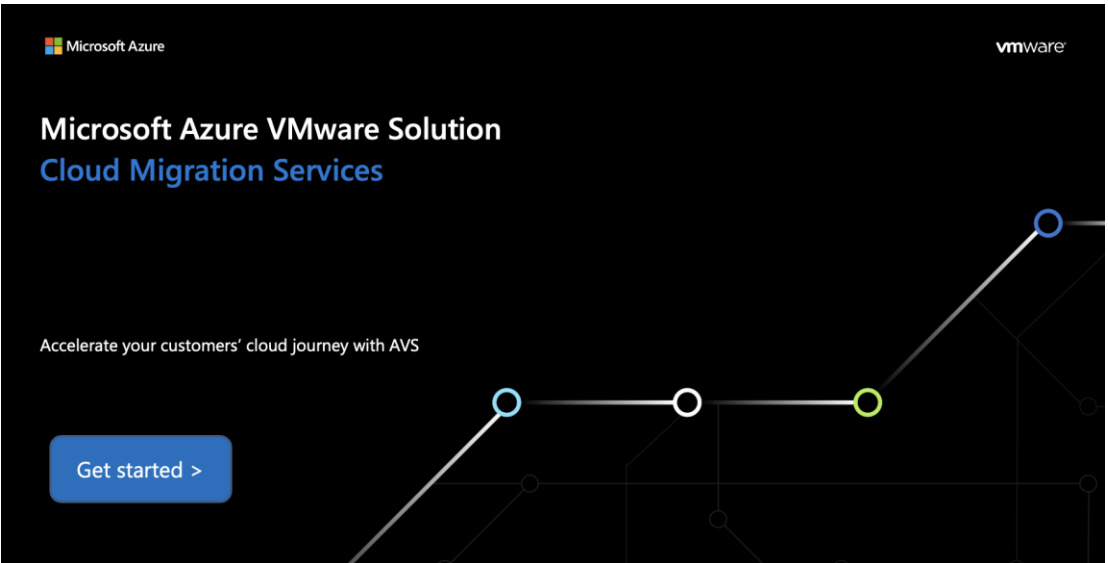
Azure Landing Page: Partner Website

Creating a Partner website / Microsite to Host and Sell Azure Migration Services

This is the landing page that would complement the social media, PPC, and paid advertisements from the above tactics. It lays out our Azure services that help drive consumption for Microsoft.

Category	Amount
SEO Expenses	$10000
Development of Content	$5000
Agency Fee	$15000
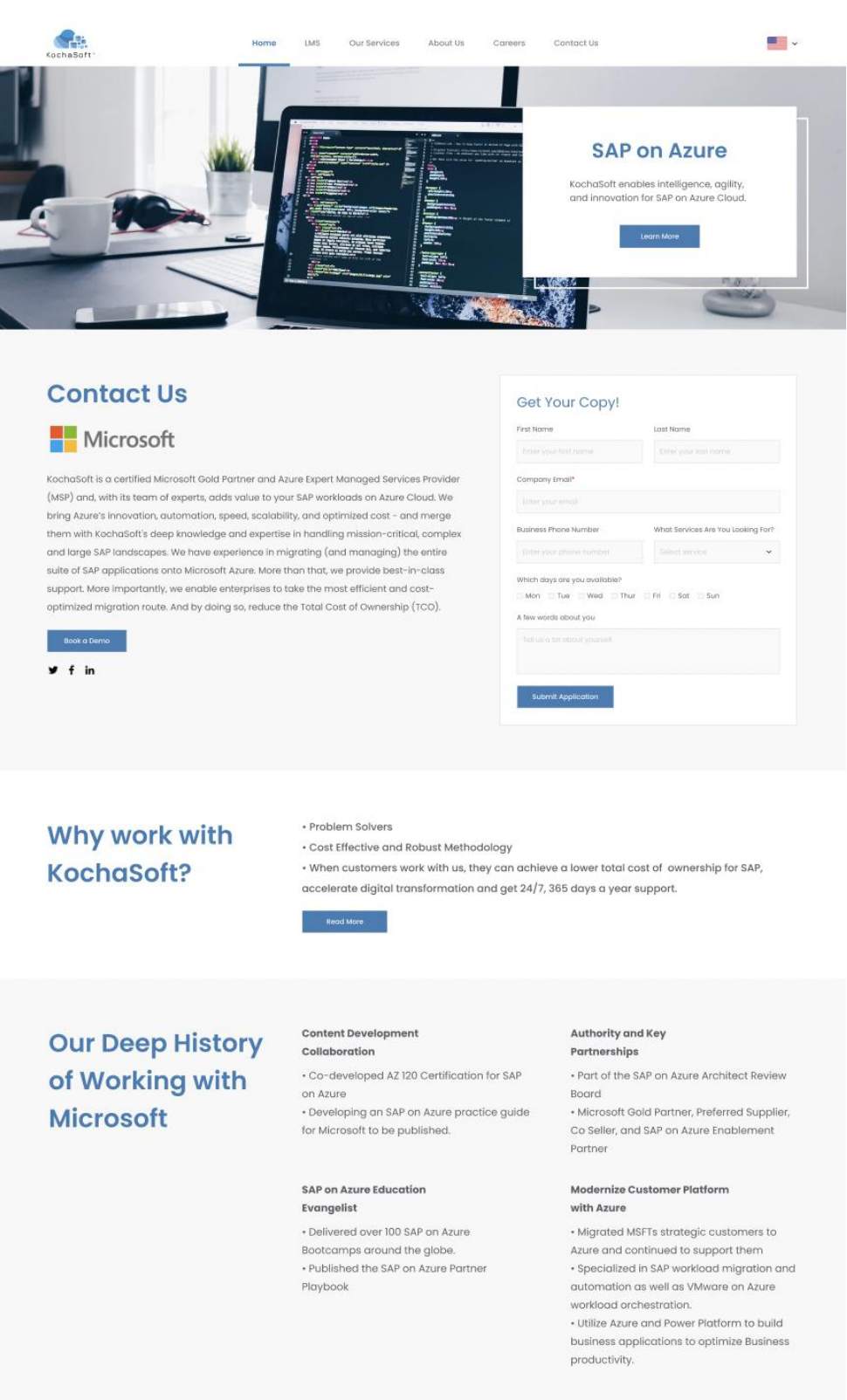
Link to Partner Website Landing Page Sample

Azure One Pager: Microsoft Syndicated Content

Syndicating Microsoft Approved Content On Our Site

In the past, KochaSoft has co-created marketing materials with Microsoft. The one pager is an example of something we have done. We would agree to use the fees below to work with an agency, develop co-branded content and place it on our site, but also interstitial and programmatic ads.

Category	Amount
Agency Fee	$10000
Media Placement	$8,750

KochaSoft and Microsoft

FY23 Submission: Budget/Ideas to Be Approved

KochaSoft™

Proof of Concept: CIE

Set up a KochaSoft-Microsoft CIE in the Microsoft Office

We will set up a working model of the solution being proposed to the customer for demonstration and evaluation purposes. If possible , we will set up a Customer Immersion Experience (CIE) and service fees for time incurred in set-up of a technology demo center in the partner's office in Toronto, where our offices are just a few blocks apart.

Category	Amount
Development	$10,000
Research	$10,000

Proof of Concept: Whitepaper

KochaSoft and Microsoft co-author an SAP on Azure Whitepaper

KochaSoft will develop, research and co-author a whitepaper alongside Microsoft' marketing team on SAP on azure migration, automations and much more.

Category	Amount
Development	$15,000
Research	$10,000
Labour	$10,000

Telemarketing

## Telemarketing for SAP on Azure Leads

KochaSoft will hire an outbound third party call center partners/customers or potential customers to promote and sell Microsoft products, services, solutions, or platforms. Similar to the above tactics related to email and mail, this campaign will see us prospect for leads, communicate directly with customers, and build a sales pipeline.

CloudAscent is a sales intelligence model, built and powered by Enlyft in support of Microsoft and Microsoft Partners.

Data components include:
- Enlyft's proprietary data
- Microsoft Win/Loss history and subscription and transaction data
- AI & machine learning

CloudAscent predicts what accounts have the highest likelihood to purchase and what accounts do not.

Category	Amount
Call Center	$15000
Database Acquisition (Enlyft Subscription)	$12000

Customer Seminars
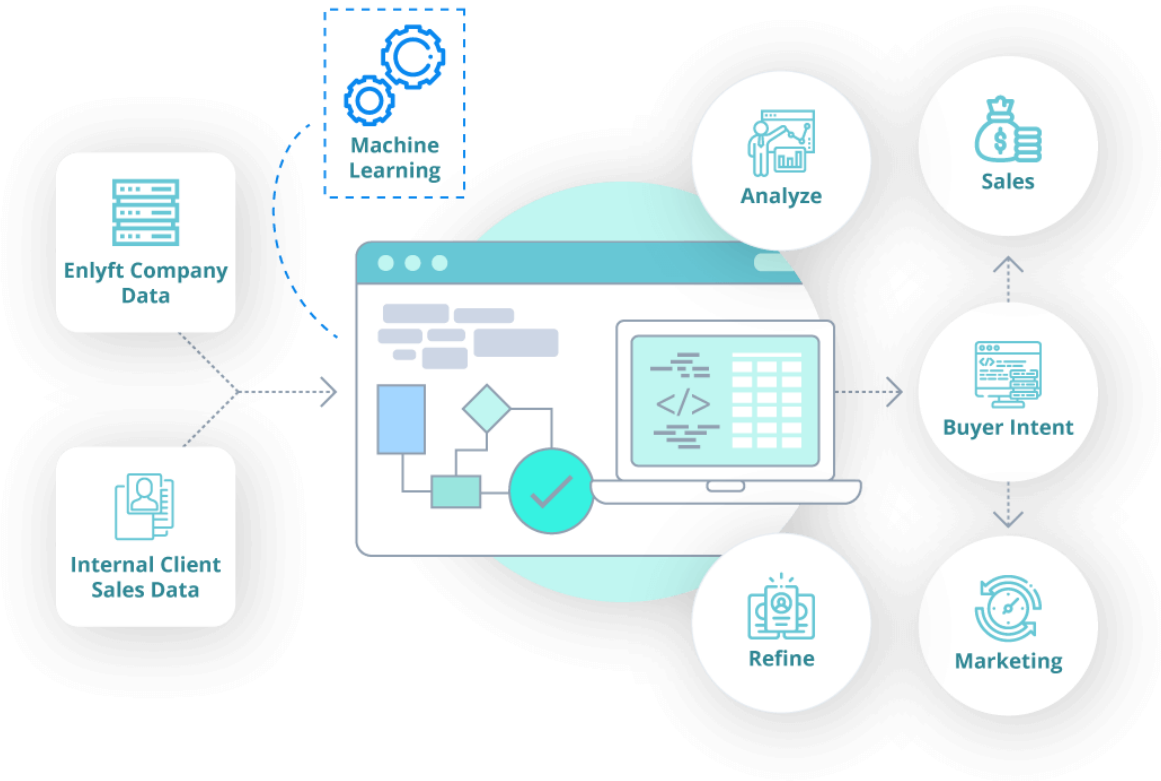
Building on Our Successful History of Webinars

KochaSoft has already done two webinars with Microsoft successfully. In this iteration, we recommend starting a podcast series where we invite on our target prospects to the show to start a dialogue to boost sales as a more inventive version of webinars. This is a 6-part series done over six months.

Category	Amount
Production Costs for Seminars	$12000
Virtual Trainings	$10000

Tradeshows and Expositions (Non Microsoft)

In-Person Sales Events

KochaSoft has had great success by participating as a vendor a (insert show) in the past. In early 2023, we are targeting (insert show) as a major prospect-finding mission, with IT decision makers and C-level Microsoft Azure buyers sure to be present. We are requesting funds to participate in two ways: as a sponsor with a booth and a keynote speaker.

Category	Amount
Fees (registration/external speaker)	$25000
Fees (equipment rental and facility for a booth)	$25000

Microsoft Hosted Conference

In-Person Sales Events hosted by Microsoft

KochaSoft can build on the success of our tradeshow participation by participating in Microsoft's key conferences as attendee. We are requesting funds for registration, transportation (airfare or train fare), and hotel for up to 3 attendees per conference. We are targeting a major event such as Microsoft Inspire or Ignite.

Category	Amount
Conference passes ($2,395)	$7,200
Airfare for 3 attendees	$3000
Hotel	$600