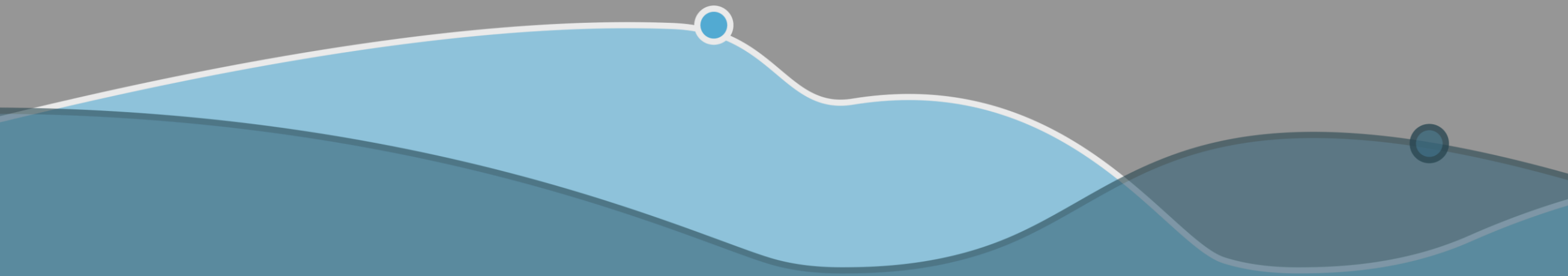




# Cortana Analytics Workshop

Sept 10 – 11, 2015 • MSCC



# Cortana Analytics for Partners

Priya Sathy  
Principal Program Manager

Alan Herrera  
Sr Product Marketing Manager

Joshua Park  
Sr Partner Marketing Manager



# Goal of this session

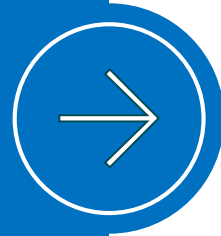
1. Cortana Analytics Partner Opportunity
2. How can Microsoft Help You?
3. Q&A

# The business opportunity is unprecedented

## \$1.6T

data dividend available to businesses that embrace data over the next four years

Data source: Microsoft and IDC, April 2014



How?

Diverse data



New analytics

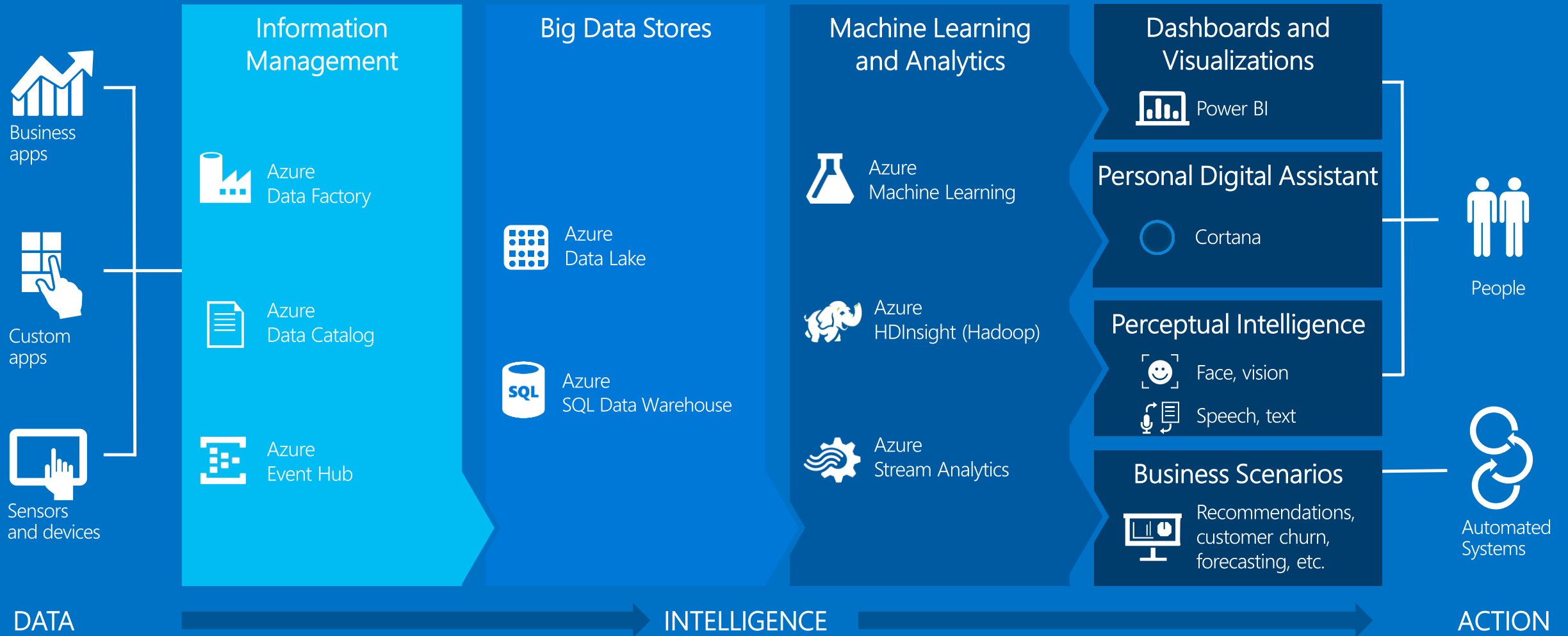


More people

Speed

# Cortana Analytics Suite

## Transform data into intelligent action



# Build Partner Solutions using Cortana Analytics



## EXAMPLE SOLUTIONS



Sales  
and marketing



Finance  
and risk



Customer  
and channel



Operations  
and workforce



Customer Acquisition



Fraud detection



Lifetime customer value



Pay for performance



Cross-sell and upsell



Credit risk management



Personalized offers



Operational efficiency



Loyalty programs



Product recommendation



Smart buildings



Marketing mix  
optimization



Predictive maintenance



Supply chain  
management

# How Can Microsoft Help You?

# Introducing Cortana Analytics Red Carpet

1. Concierge Service
2. Staying Up to Date
3. Funding
4. Engineering Support
5. Showcasing & Co-Selling



# 1. Concierge Service

# 1. Receive Concierge Service

- Email [CAPartnerConcierge@Microsoft.com](mailto:CAPartnerConcierge@Microsoft.com)
  - We will be here to walk with you and provide any guidance you may need to access any benefit or resource Microsoft has to offer
  - Please provide feedback and suggestions on how we can help support you better!

## 2. Staying Up to Date

## 2. Staying Up to Date

- Go to [AKA.MS/CortanaAnalyticsPartner](https://AKA.MS/CortanaAnalyticsPartner)
  - **Join our Mailing List!**
  - Technical and Sales Courses available on-demand
  - Regular Webinars
  - Information on Funding, Offers, Incentives, & Internal Use Rights

# 3. Funding

# 3. Get Funded

Microsoft wants to invest in your success!

- Funding structured to support you end-to-end at each step of the sales cycle

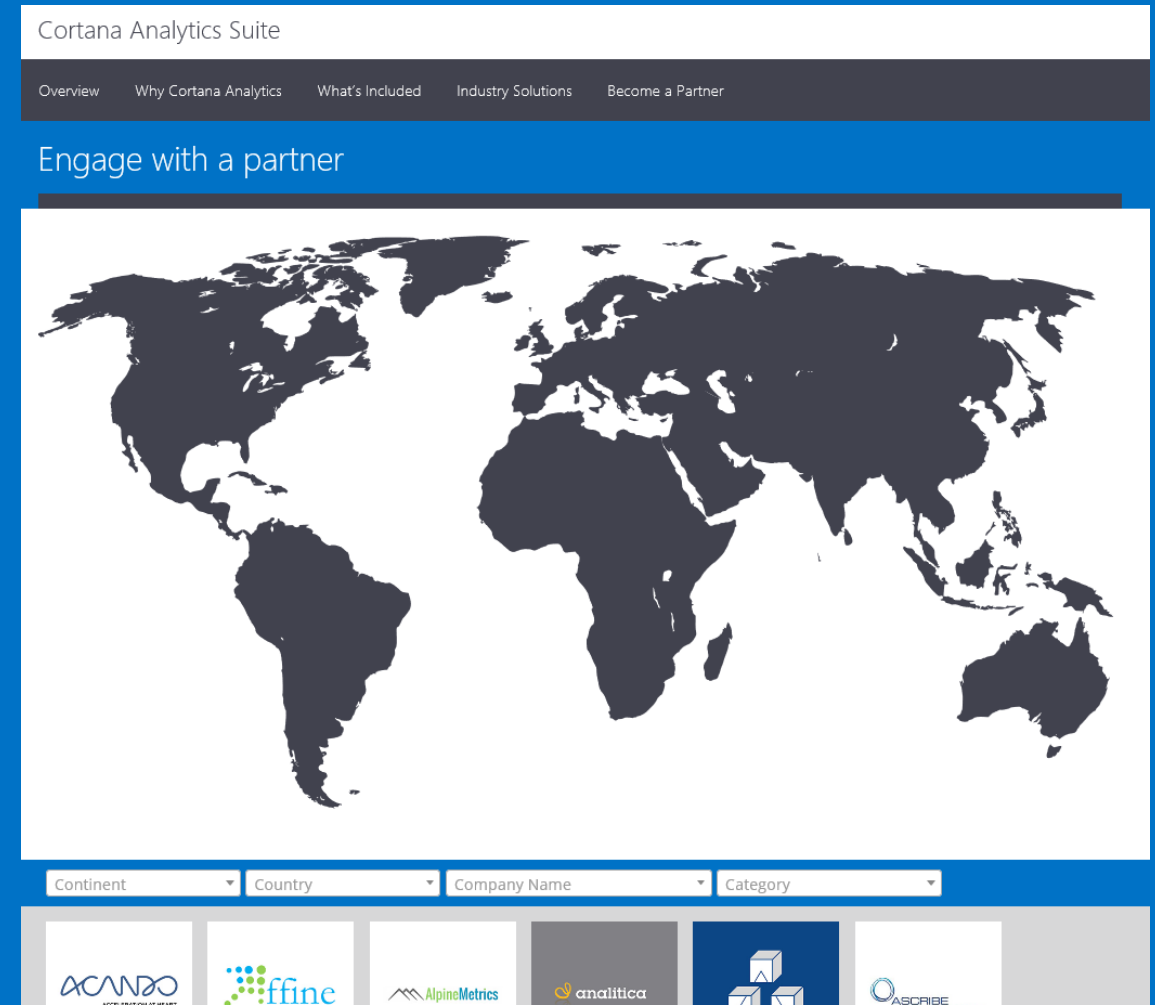
Azure Sponsored Account	Cloud OS Accelerate BIF for POCs	Azure and Power BI Deployment Offers	Azure Consumption Incentive
Up to \$50,000*	Up to \$50,000*	Up to \$60,000*	20% up to \$100,000*

\*Funding amounts show maximum possible per deal, and funding is subject to qualification and availability.

# 4. Showcasing & Co-selling

# 4. Showcasing & Co-Selling

- Get Listed on our “Engage with a Partner” Site
  - Show your logo and link to your Pinpoint profile
  - Must meet qualification criteria
  - Go to [aka.ms/CortanaAnalyticsPartner](https://aka.ms/CortanaAnalyticsPartner) to submit your request to be listed
- Become a featured partner
  - Qualification Criteria coming soon





# US Proof of Value Program

# US Proof of Value Program - Overview

## Scope

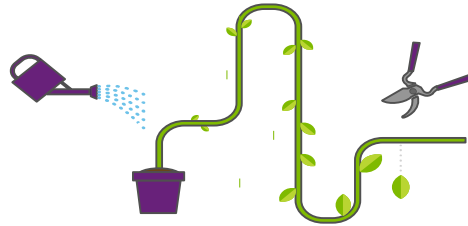
To bring skilled data scientists from our SI partners together to solve a customer's well-defined business problems with advanced analytic solutions using the Cortana Analytics Suite

## Program Focus

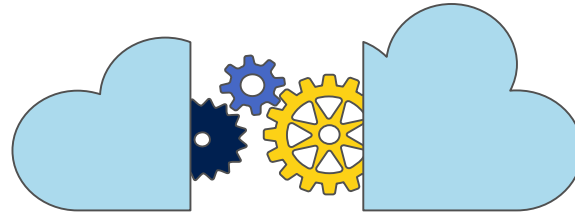


**Delivery of a working POC in an accelerated format of 1-2.5 weeks aimed at proving out the value of an operational solution**

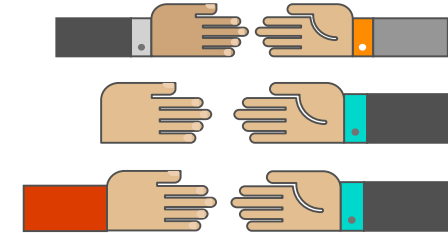
Goal



**Identify Qualifying Leads**



**Analytics Potential?**



**SI Partner Engagement**

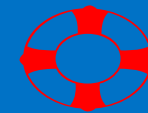
Qualify



**Pre-Engagement  
Brainstorm**  
(1 week)



**On-Site Engagement**  
(2 – 3 days)



**Post-Engagement Support**  
(1 week)

Structure

# Program Metrics

## METRICS

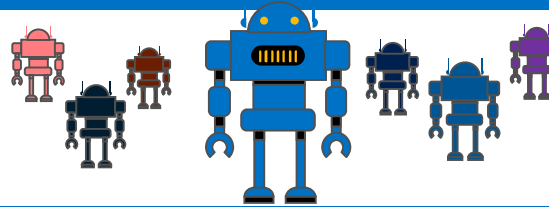
Use Case example: Drywall Manufacturer

### Tracked Metrics



#### Return on Investment.

What is the value of success versus the costs of doing nothing?



#### Productivity Downtime.

How much has the program helped reduce downtime costs?



#### Customer Experience.

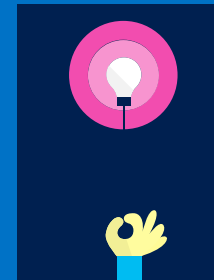
How has their customer service / experience improved?

### Targeted Results



#### Improve the Brand.

Use CAS to positively impact the customer's brand



#### Be Innovative + Transform.

Steer innovation and transformation for customers

# Join the US Proof of Value Program

## Why Participate

**BIF Support to drive POC's and operational solutions**

**Engineering support available with qualifying criteria**

**Leverage the program to drive longer-term deployment engagements**

**Access to a portfolio of pre-configured solutions**

## Program Requirements

**Access to Data Science Resources**

**Target and drive 3 POV engagements in H1, nominate at least one for a case study**

**Lead reporting in PSX**

## How to Participate

**Sign up for the US Cortana Analytics Yammer Site**

**Reach out to Molly Allen (v-moalle@microsoft.com) to express interest**

**Identify and share target customers**

# 5. Engineering Support

# 5. Engineering Support

- Connect with engineering on MSDN Forums
  - Forums can be found at [AKA.MS/CortanaAnalyticsPartner](https://aka.ms/CortanaAnalyticsPartner)
- Deal Support by Microsoft Engineering
  - Deal must be 40% Sales Stage in PSX
  - Solution must implement at 2 services of Cortana Analytics
  - Total Deal Value must be at least \$150K USD
  - Must be nominated by C+E Lead or Advanced Analytics Black Belt

# Next Steps – Win with Microsoft!

1. Bookmark [AKA.MS/CortanaAnalyticsPartner](https://aka.ms/CortanaAnalyticsPartner)
2. Sign up for our Cortana Analytics Partner Mailing List
3. Take advantage of funding & engineering support to take your solution to market
4. Showcase your solution!
5. Reach out at [CAPartnerConcierge@Microsoft.com](mailto:CAPartnerConcierge@Microsoft.com)

Q&A





# Microsoft Invests in Partner Success

For partners who want to build their practice around Cortana Analytics, the Red Carpet Partner Program can help you take advantage of all Microsoft has to offer

- Get started & stay connected
- Get funded (Up to \$260K!)
- Get Showcased & Sell with Microsoft
- Get Engineering Support
- Receive Concierge Service

Azure Sponsored Account	Cloud OS Accelerate BIF for POCs
Up to \$50,000	Up to \$50,000

Azure & Power BI Deployment Offers	Azure Consumption Incentive
Up to \$60,000	20% up to \$100,000

# Microsoft Invests in Partner Success

- We fund up to \$260,000 to support partners building solutions on Cortana Analytics!
- Funding structured to support you end-to-end at each step of the way

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