



# THRIVE24

## Streamline Microsoft Reselling

Reselling Third-party Services:

Your Marketplace Strategy Playbook

Jimmy Ward, Microsoft

Neil Bolton, AppDirect



# Your hosts for 'Streamline Microsoft Reselling'



## Neil Bolton, Head of Microsoft Product

Driving the AppDirect vision and strategy for Microsoft product distribution, Neil recognises the incredible growth possibilities when AppDirect, Microsoft and its joint partner channel come together by delivering solutions that enable success for everyone.



## Jimmy Ward, Principal Product Manager

Leading the Customer Success Engineering team at Microsoft, Jimmy empowers Microsoft CSPs and CPVs like AppDirect to grow by delivering automation solutions that help them scale with small and medium business customers.



*Also featuring:*

## Elias Khalifeh, Staff Product Manager - Subscription

Driving the subscription experience used by every AppDirect Marketplace user.

# Session Agenda

**Explain:** *Why* Customer Experience matters

**How:** Unlock *your* growth potential

**What:** Innovative features *you* can use

**What next** for Appdirect and Microsoft



# Microsoft Customer Success Engineering

**Microsoft  
Partner  
Marketing  
& Sales**

**Microsoft  
Partner  
Center  
Platform**

**Microsoft  
365 Apps**

**Microsoft Customer Success Engineering**

**Microsoft Partners (CSPs & CPVs)**

- **Objective:** Business Growth
- **Expertise:** Customer experience
- **Focus:** Strategic partnerships
- **Value:** Co-development across groups & companies
- **Deliver:** Platform experience, automation & data empowerment



# Opportunities for Microsoft growth focusing on very small businesses & underserved markets

## Customer Experience is Crucial for Growth & Retention

- Make it easier to do business

**Improve Microsoft Partner Center** experiences facilitating easy purchase, onboard, & expansion by **supporting partner investment in CPV marketplaces**

- Incentivise investment in self serve

**Low margin deals** make very small businesses costly to reach with traditional sales methods with partners **forced to overinvest** in complex onboarding

- Improve the customers experience

**Enhance onboarding and activation** experiences by **reducing friction**; poor web-direct experiences lead to significant cart abandonment



# Microsoft and AppDirect: it's complicated



## CPV

"Control  
Panel  
Vendor"

*"an independent software vendor  
that develops applications for use by  
Cloud Solution Provider partners to  
integrate with the Partner Center API"*

*"Cloud Solution Provider partners  
[looking] to integrate with the Partner  
Center API"*



# Collaboration and Innovation: benefits for all



- Representative 'Voice of the Customer'
- Need of one not to outweigh needs of many
- Many persona types across a range of segments and verticals



## Give / Gets



- Access directly to core subject matter experts
- Early visibility of investment areas
- Opportunities to be heard clearly



**How can Microsoft do more?**  
**What can we consider changing?**



# Joint collaboration **outcomes** *to date*

GDAP improvements such as

- Default GDAP
- Fast Provisioning
- Tenant Porting
- One User



# Self Service: **make it part of your business**

“ My current sales processes are already winning great customers ”



**87% of SMBs want to self-serve all or some of their journey**



# 'Our sales team are hunters'



Winning customers from other partners often a false economy

- Changing partners is challenging and risky for customers
- Price almost always drives decisions, killing value perception

Customers new to Microsoft are a **win:win**

- New = **huge** opportunities for growth
- Microsoft offers **higher** incentives for new customers

More SMBs buy online in an entirely self-service manner

- Slick experiences embed credibility as a **trusted** partner
- Immediate opportunities for rich margin managed services



**30% less support calls with smooth onboarding experience**

# Why self serve your ***smaller*** customers?

They're more likely to *grow*

Price isn't *always* critical

They *want* solutions

They *need* help



**10% growth by offering a  
self-serve purchase  
experience <sup>2</sup>**

# The market(place) is growing

Cloud marketplace opportunity expected to grow up to \$45B by 2025.

Nearly one-third of marketplace purchases will come through partners.



**3x conversion by improving  
self-serve purchase  
experience** <sub>3</sub>



# So... **Self Serve?**

Maybe we've convinced you..?

Simple steps can make a big difference to your business.



Make it **as easy as possible**.  
Offer **no** reason to drop off.





James Phillips  
**Former President at Microsoft**  
Product Leader for Power Platform

“Five seconds to sign up,  
**five minutes to wow!**”



**2x usage, retention, & expansion with  
smooth onboarding experience**

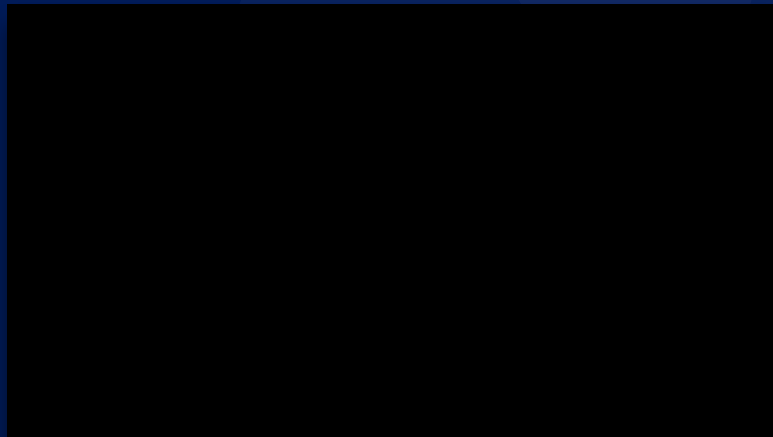
3

We're proud of the recent work we've completed together

## Opt-in Default GDAP

- Previously, GDAP required explicit relationships to be accepted by customers
- With removal of DAP, this was an introduction of a big friction point

Today, partners can now *explicitly* grant themselves a set range of roles when creating new customers.



Appdirect supported Default Roles from day one upon Microsoft's launch in November 2023





# World first launches for Thrive!

We are excited and proud to announce our latest releases

- One User [& fast provisioning]
- Self serve tenant porting

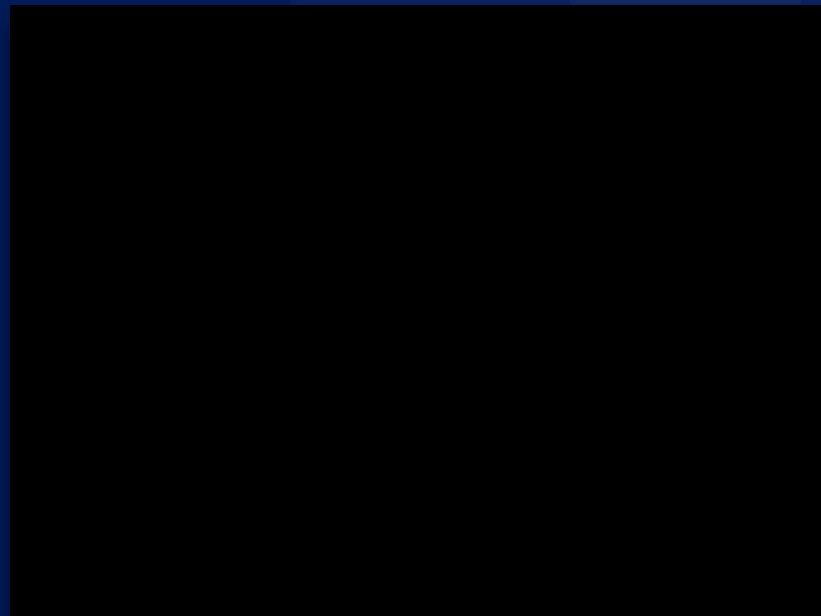
# One User, with fast provisioning - smoother self serve!

## One User

- Customer provides one email to create their tenant
- **Single email** back with new MSFT credentials
- License **now automatically assigned**

## *Fast Provisioning*

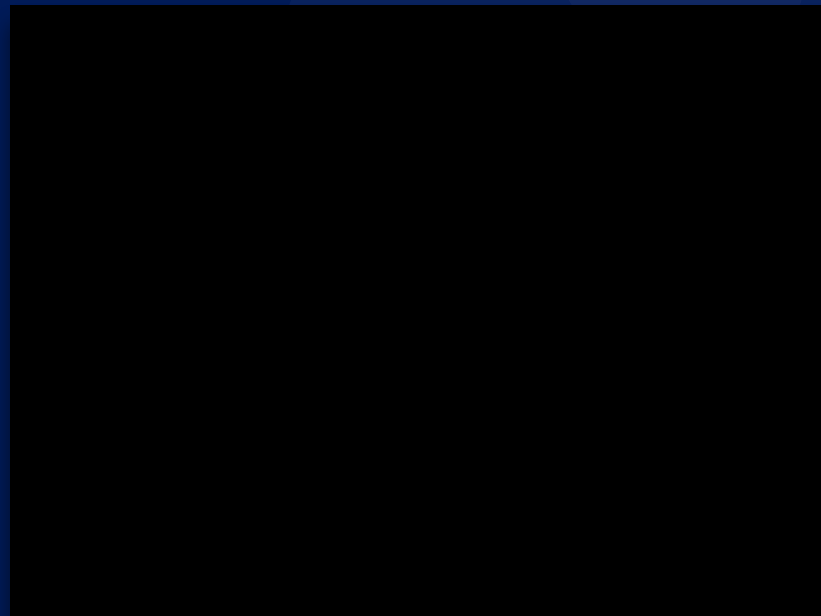
- Eligible services (M365 etc.) provision <2 mins
- Previously could be up to 48 hours to provision
- Fast Provisioning required for One User feature



# Self Serve tenant porting - moving between partners

## ***Reduce swivel chair processes***

- Customers can now enter their existing details
- New experience to request reseller relationship
- No need for off platform activities & emails
- Upon RR acceptance, returns to the buy flow



# Summary: Why One User & Self Serve Tenant Porting

**Streamlined Experience** - make it one of your value propositions!

- Reduced cart drop-off
- Customers activate quickly
- Focus sales teams on more complex opportunities

## Smother Onboarding

- Customers get a single credential email
- Improved signposting, activation and adoption
- Reduced pre-sale support calls

## Back-Office Efficiency

- Reduce costs; unlock profitability in SoHo/SMB customers
- Reduced post sale support calls
- Complexity reduction means enablement is quicker



**Consider including the new  
Microsoft SMB Welcome Guide  
app!**

# Where next?

What are Microsoft and AppDirect thinking about?

## **New subscription experiences!**

Improved onboarding & signposting

Product specific 'quick' setup

AI agents



# Enhanced subscription update experience

## Streamline the update journey

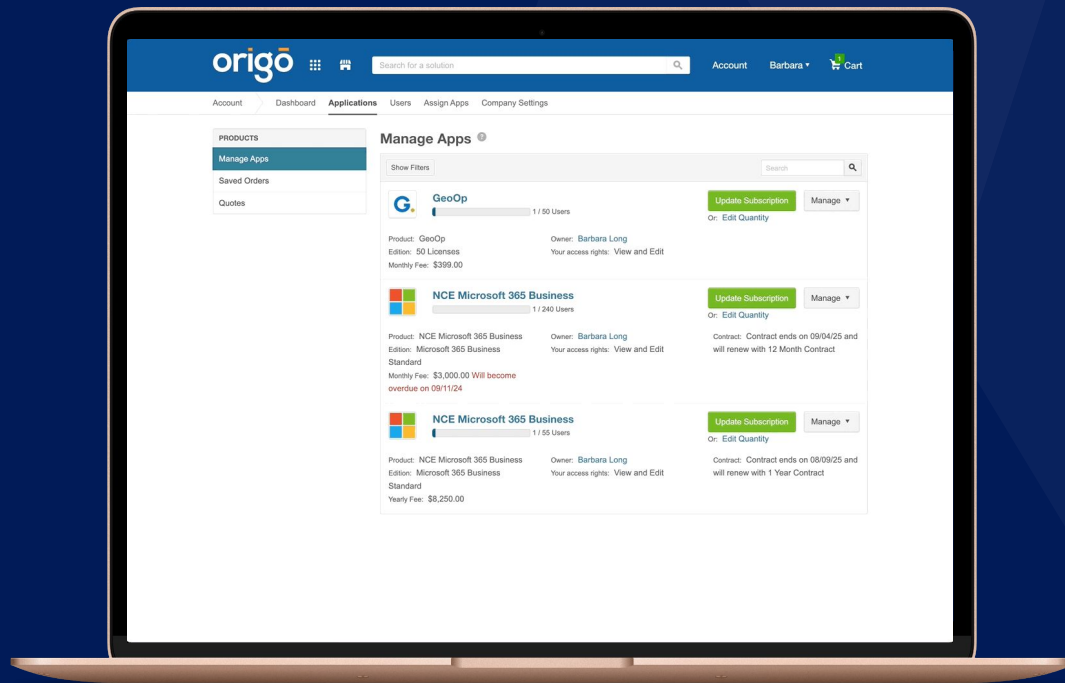
- Reduced cognitive load → reduced drop-off rate
- Improved display of important data points facilitates buy (upsell) decisions

## Support for complex use-cases

- Simplify complex Microsoft cases, such as Partial and Full upgrades

## Intuitive and user-friendly UI

- Better user experience helps drive more GMV
- Less confusion → more conversion



# Reimagining the subscription management experience

## User-centric subscription management experience

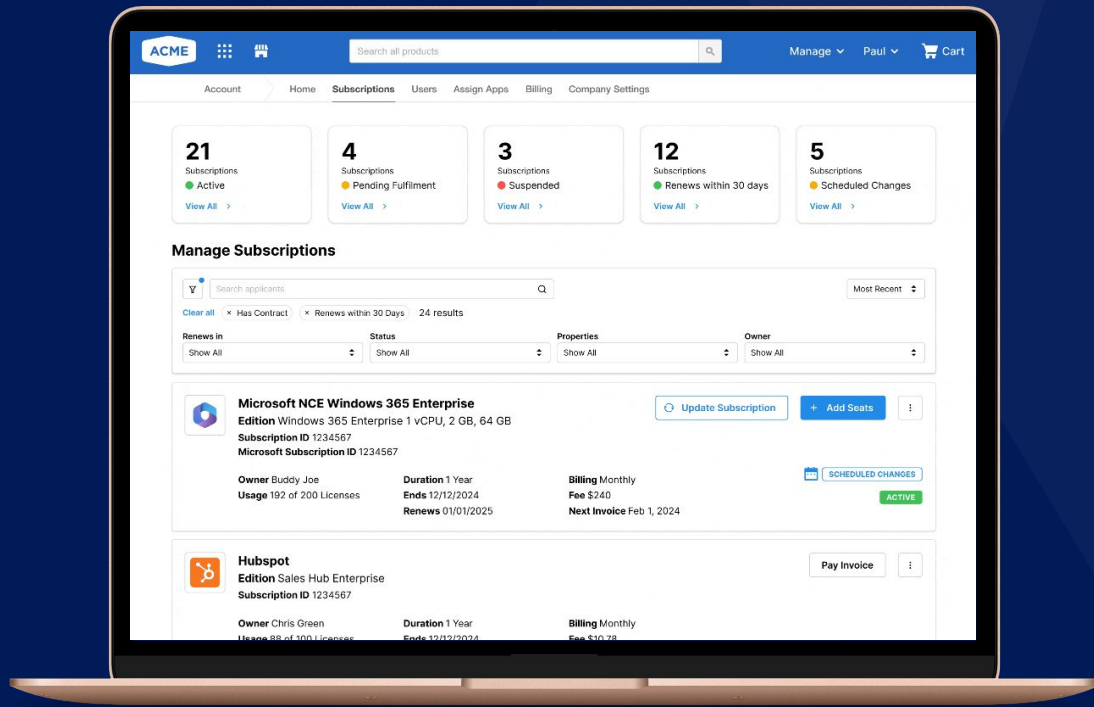
- Enhanced user experience
- Enhanced page performance

## In-context data, in the palm of your hands!

- Subscription, invoicing, payment and order data, in the same place
- Less context switching

## ... and easily extendable!

- New UI framework that prioritizes extensibility





# What do you want?

Are **our** priorities right?

Do **you** need something else?

Have we **missed anything**?

Where are you focusing **next**?

## How can we help?!







# Assets and resources



Scan this QR code to access assets related to this session



# Thank You

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