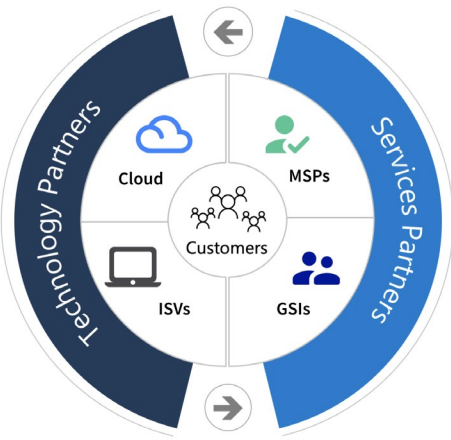


# Automate and Scale Your Microsoft Co-Sell Business



Enterprise spend on Azure cloud is growing rapidly, and co-sell with Microsoft has grown with it to provide customers with a simple and seamless buying experience for Microsoft and partner solutions. For Microsoft partners, the co-sell model provides access to new markets, a powerful referral engine, and a platform for scaling revenue growth.

Unfortunately, co-sell processes with Microsoft can be highly manual and full of friction, making it difficult for partners to capture much of the value in the co-sell partnership. Countless hours spent on data entry to share referrals, difficulty providing up-to-date pipeline visibility, disjointed collaboration using spreadsheets and emails, to name a few.

## Turnkey Platform for Co-Sell Management

WorkSpan is the leader in co-sell management applications and provides a SaaS platform for efficiently managing and scaling your Microsoft co-sell business. Our turnkey solution integrates with Microsoft Partner Center and your CRM and helps you:

- Automate and simplify opportunity and referral sharing with Microsoft Partner Center and sync data with your CRM

- Efficiently plan and execute co-sell motions with shared data views, workflows, and collaboration tools
- Track pipeline and sales performance in real-time with KPI reports and analytics

## Automate and Simplify Referral Sharing

With WorkSpan, you can auto-import and submit your CRM opportunities to Microsoft Partner Center with just a few simple clicks. Our platform helps ensure timely and error-free referral submissions with features such as opportunity value and sales stage mapping, referral form autofill and validations.

You can quickly accept inbound referrals and automatically create CRM opportunities without manual data entry. You can also avoid duplicate records in your CRM by using our opportunity merge feature.

With WorkSpan's advanced bi-directional integrations, your opportunity data are always synced between your CRM and Microsoft Partner Center. Plus, granular and configurable data sharing, access, and security policies put you in full control over your data.

**50%**

increase joint pipeline

**24%**

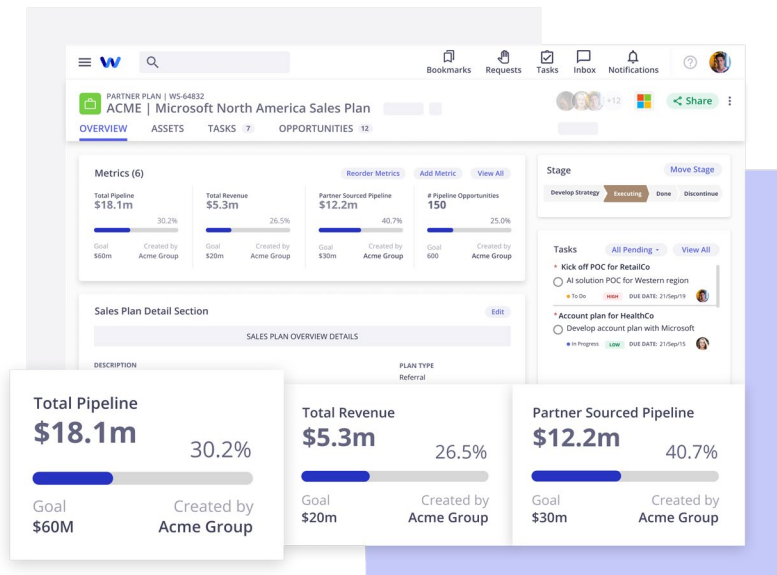
increase average deal size

**25%**

increase average win rates

**30%**

increase deal velocity



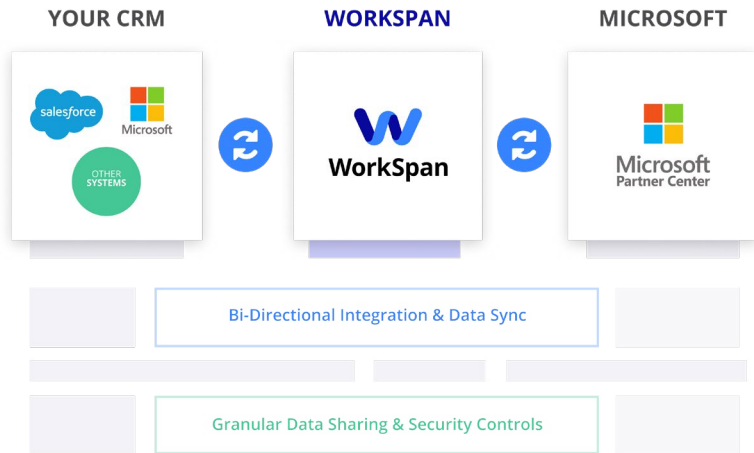
### Efficiently Plan and Execute Co-Sell Motions

WorkSpan is a single place for you to manage your co-sell planning, opportunity collaboration, and workflows with Microsoft instead of relying on multiple versions of the truth and a jumble of disconnected tools such as spreadsheets and emails. The platform delivers complete visibility into your co-sell opportunities by sales stage, region, or other filters. You can also track co-sell opportunity pipeline, wins, partner-sourced revenues, and other key metrics critical to running your co-sell business.

With WorkSpan, it's simple to keep everyone on the same page with a shared view of co-sell plans at the global, regional or business unit level and empower your team to quickly take action on deals that need attention. Rich collaboration features help your team accelerate deal execution with cadence notes, task assignments, and automated workflows. When there are key events such as new referrals or updates to the stage of an opportunity, WorkSpan can automatically notify the appropriate team members via their preferred communication channels.

### Track Performance and Enable Data-Driven Actions

To maximize your co-sell revenues and ROI, it's critical to manage co-sell as a data-driven business. WorkSpan helps you get clear sales



performance insights in real-time with our auto-generated reports. You can also visualize your co-sell performance with intuitive charts - actuals vs. goals, pipeline metrics, partner-sourced revenues, performance by region, and more.

You can easily share performance reports and charts with your team, internal stakeholders, and Microsoft to enable data-driven planning and execution. With WorkSpan, powerful data insights are always at your fingertips to help you drive more effective pipeline management, resource investment decisions, and QBRs.

### Scale Your Co-Sell Business with Speed

WorkSpan automates and streamlines your co-sell processes so you can eliminate manual

and repetitive work, increase referral volume with Microsoft, accelerate deal cycles, and quickly scale your co-sell revenues.

WorkSpan provides a turnkey solution with best practices and expert guidance at every step so your team can be up and running in a few weeks instead of spending months and valuable resources on custom development. WorkSpan takes care of the heavy lifting and manages the continual changes in Microsoft APIs and processes so you can avoid disruptions and focus on growing your Microsoft co-sell business.

## The World's Leading Technology Companies Drive Co-Sell Revenue with Partners on WorkSpan



### ABOUT WORKSPAN

WorkSpan is the #1 ecosystem business management platform. We give CROs a digital platform to turbocharge indirect revenue with their partner teams at higher win rates and lower costs. We connect your partners on a live network with cross-company business applications to build, market, and sell together. We power the top 10 business ecosystems in the technology and communications industry today, managing over \$50 billion in joint pipeline.