



# Are you ready for Microsoft Cloud B2B Marketplace?

Microsoft is heavily investing in its commercial cloud marketplace, accelerating the exposure of innovative SaaS solutions and offering significant B2B reach. Here's why it should be your next strategic step and can be a game-changer for your business:



Offers a **trusted ecosystem that aligns with industry, business and government compliance requirements**, providing a stamp of trust for end-buyers.



**Streamlines B2B software procurement process.** Customers receive one single invoice, which includes your solution among its Microsoft services.



Eliminates the need for lengthy vendor approval processes, enabling you to **sell more and secure you get paid from your customers** as you operate under the umbrella of Microsoft.



Microsoft manages sales, currency conversion, taxes, and payouts for you. Having presence in **140+ countries**, including tax management in **54 countries**, which **removes the need for you to establish a physical or legal presence in those countries.**



Accelerate your sales cycle by accessing customers' cloud budgets allocated and negotiated upfront with Microsoft.



Join forces with Microsoft's global sales teams, one of the largest sales workforces dealing with SMB, mid, and large enterprise customers worldwide.



Access to Microsoft's Partner Network of 90,000+ re-sellers knowledgeable about the cloud SaaS universe, and capable of selling your solution across multiple segments (P2P).



# The Problem: exhausting process.



Engage your Engineering team



Develop and Maintain Technical Integration



Build a custom UI/app for your sellers and business owners.



Learn about Microsoft Partnership Criteria



Develop a Go-To-Market Strategy

Being on Microsoft Marketplace required MONTHS of tech (and business) development...



## The solution: **WeTransact**

- ✓ Publish your solution in 5 days - **no tech team needed.**
- ✓ **Handles** Marketplace integration **maintenance.**
- ✓ Offers friendly **User Interface** for your business owners.
- ✓ Ensures **all** Microsoft partnership **criteria are met.**
- ✓ Provides a **Go-To-Market strategy** and direction to this new channel.

...so you can focus on what matters, bringing **ROI.**

# WeTransact Go-to-Market

an advisory that helps you to.....

## Develop Account Based Marketing of a New Kind



Access to 20,000 high-spending Microsoft customers with the biggest propensity to buy through the Marketplace.

## Build your Reseller Network Seamlessly



# REVEAL

Access to more than 2,000 resellers through WeTransact



Advanced  
Partner Profiling



Streamlined  
Matching



Targeted  
Connections



Effortless  
Integration



Operational  
Excellence

## Establish an Online Presence

An assessment to examine your online channels to identify areas for starting/enhancing your marketplace web campaigns.



make  
marketing  
magic

To know more, [email us](mailto:contact@wetransact.io) at: [contact@wetransact.io](mailto:contact@wetransact.io)