



UK Partner Go-To-Market Resource Guide for Modern Work

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About this guide

This guide is designed to mobilise UK Partner Marketing teams to build a Go-to-Market strategy, messaging and campaigns centred around Microsoft Modern Work Solutions.

Microsoft has invested in a variety of channels, assets, teams and tools for Partners. Designed to help optimise their Go-To-Market activities. Descriptions and links for each are detailed within this guide.

Resource areas



Resource areas

Resource areas, signposting you to top digital sites and Microsoft teams, offering resources and structured guidance to support and accelerate your Go-To-Market campaigns.

Microsoft Modern Work website

[Modern work 101](#) – Which Microsoft products are included, how are they positioned, who are they designed for?

Microsoft 365 & Security for partners website

Help your customers meet the challenges of modern work and security. Log on to the [website](#) to find M365 complete information, tools and sales play information and much more.

Microsoft 365 - AppSource

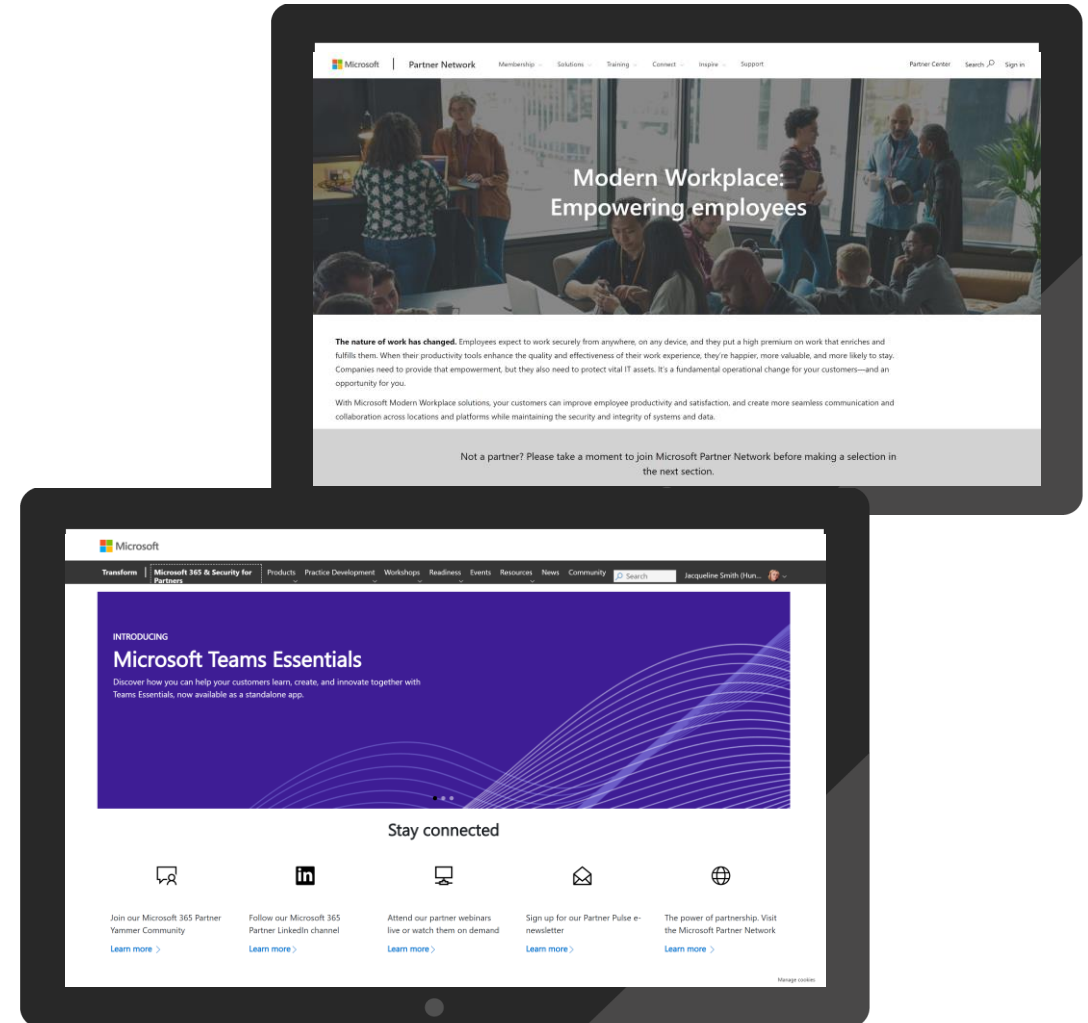
Digital Marketplace specifically created for partners to advertise their packaged IT solutions. Manage your [Appsource](#) offers in Partner Center.

Partner Center Incentives website

From advisory services to market expansion tools, find additional purchase offers designed with every step of your Go-To-Market journey in mind - [Partner Incentives website](#).

Marketing Resource Hub

[Marketing resources](#) to enable a more consistent, integrated go to market plan. Assets and co-marketing campaign content and the guidance you need to amplify your solution and unlock more opportunities as your business grows and your needs evolve.



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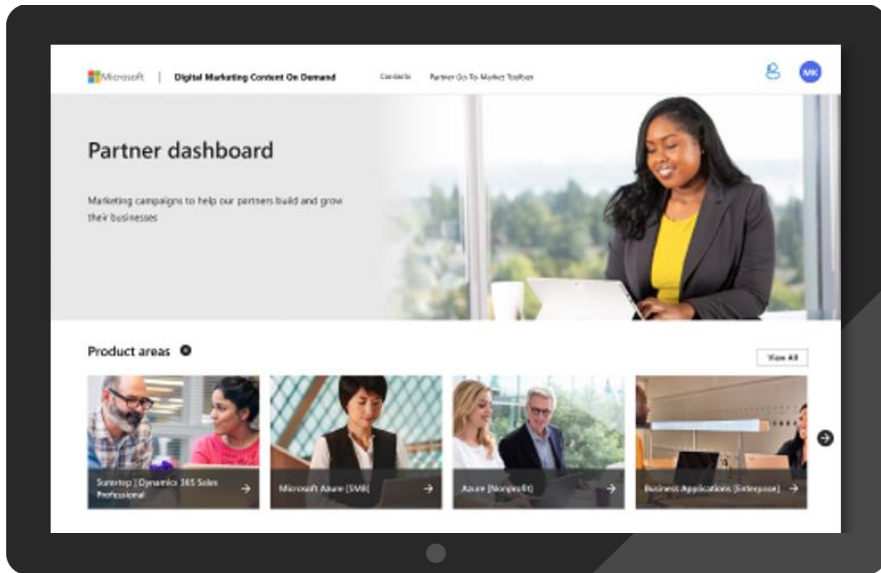
Tools and assets



Tools and assets

Microsoft campaign tools and assets that can be used for sales and marketing activities throughout the various points of the sales funnel.

Digital Marketing Content (DMC) campaign platform



[Access DMC now](#)

Digital Marketing Content (DMC) campaign platform

A free [platform](#) with fresh weekly campaigns of Microsoft Go-To-Market content. Automated, pre-packaged campaigns to help you drive customer engagement and elevate your business.

Modern Work playbook

[Download](#) this playbook which delves into how companies are growing a Microsoft Modern Work practice.

Solutions Workspace

Solutions Workspace - your virtual PDM that will take you through the journey from building your Microsoft solution or IP with technical resources; taking that solution to market including the GTM benefits as part of your competency; through to co-selling the solution and publishing in the Microsoft marketplace.

Smart Partner Marketing

Get pointers on creating social media and blog content that strikes a chord with your customers. And [learn how](#) to build and maintain an effective company LinkedIn page

GTM sales play campaigns

With these [campaigns](#) available for Modern Work solutions, partners choose the campaign(s) that fit their marketing initiatives to improve employee productivity and satisfaction and create more seamless communication and collaboration across locations and platforms while maintaining the security and integrity of systems and data.

Customer stories

[Companies](#) of all sizes and across all industries are working with Microsoft to drive transformation, build pivotal relationships, and scale their businesses.

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Sales readiness and sales plays



Sales readiness

Enhance your ability to connect, sell, and add value with enablement assets designed specifically for Microsoft Modern Work partners.

Readiness events

Find upcoming [events](#) like technical bootcamps, certification week, webinars, sales training, and key regional events, along with Microsoft and industry-specific flagship events.

Microsoft Learn

Achieve more with innovative Office apps, intelligent cloud services, and world-class security. Browse all [Microsoft 365](#) learning paths.

Key Microsoft Programs

Learn how these programs support you to accelerate your technical expertise and drive revenue of Microsoft 365 solutions:

Microsoft Cloud Accelerator Program (MCAP)

[The Microsoft Cloud Accelerator Program \(MCAP\)](#) includes partner-led workshops designed by Microsoft that help partners demonstrate value, build customer intent, and accelerate opportunities for Modern Work.

FastTrack for Microsoft 365

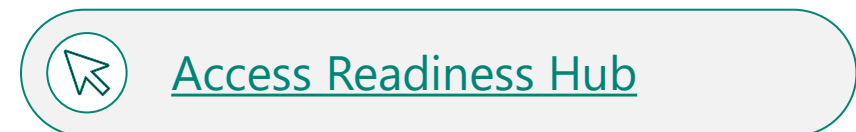
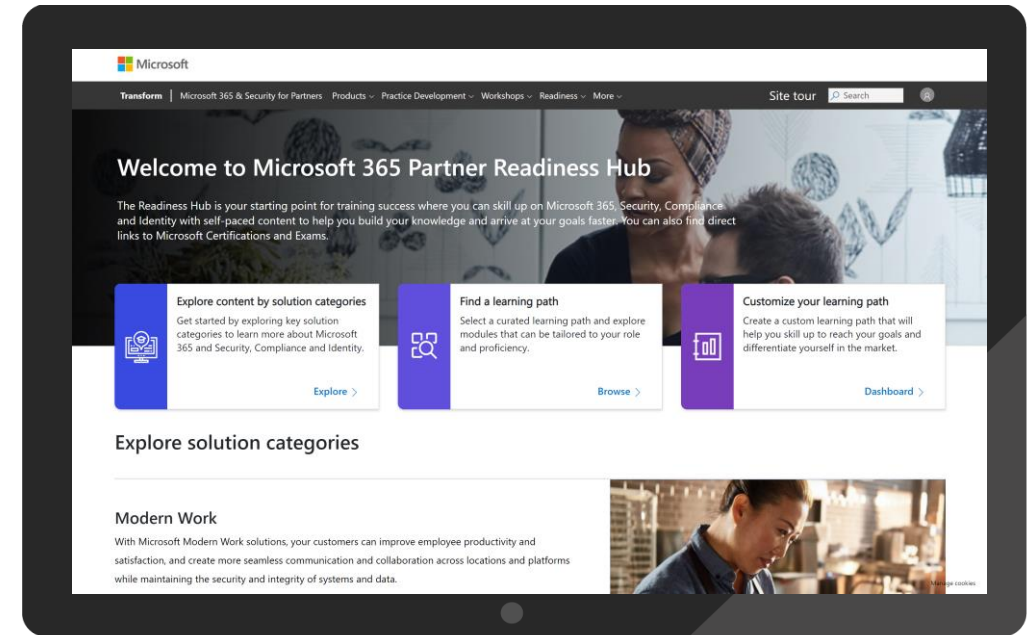
Microsoft provides the [FastTrack service](#) to help customers successfully deploy and drive user adoption of Microsoft 365 solutions.

Competencies

Aligned to the needs of customers, [Microsoft competencies](#) let you demonstrate your areas of technical capability.

Advanced Specialization

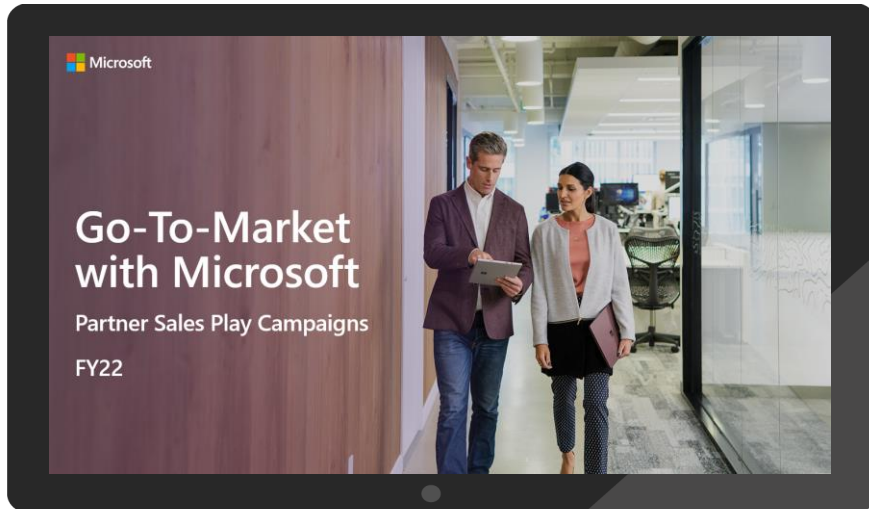
Microsoft [advanced specializations](#) build on related gold competencies to validate and differentiate your organisation's capability to deliver tailored customer solutions and technical support in specific solution areas with high customer demand.



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Sales plays

Customers buy solutions, not products. By grouping Microsoft 365 into customer-centric Sales Plays, you can focus conversations on key personas and business outcomes.



[Access Sales Plays Now](#)

Hybrid Meetings

The new hybrid work blends the best of on-premises with the functionality of remote, producing something better and different than what came before.

Transition to Cloud

Microsoft 365 is uniquely positioned to help by building more resilience through cloud solutions, enable higher end-user productivity, and satisfaction and improvements of their bottom line by streamlining IT operations and vendor consolidations..

Enable the Frontline

Microsoft Modern Workplace has the right technology and tools to help companies enable Frontline Workers to maximise their impact while doing their best work effectively and efficiently.

Modernise Endpoints

Organisations need to manage and enable secure access to corporate resources across mobile, desktop, and virtual endpoints. Microsoft 365 provides the tools to reinforce the importance of the endpoint as the hub for both users and IT.

Modernise Communications

Enable modern communications with Teams phone, calling plans, and devices for integrated ad-hoc conversation across organisational boundaries. Teams Phone allows employees to make and receive external calls from anywhere on any device.

.....and many more Modern Work sales plays, such as Employee Experience, Refresh your Devices, Discover Business Insights and Collaborative Apps

> > [click here](#) <<



Community, news and events



Community, news and events

Stay up to date with Microsoft and Partner led events and browse the communities and news to learn more about the partner ecosystem.

Partner newsletter

[Subscribe](#) to receive regular news from the UK Commercial Partner team and notifications of partner focused events, community calls and training sessions.

Partner blog

Stay ahead of [what's going on](#) in the Partner Network.

Microsoft events

[Tune in](#) for training sessions, the latest news, updates and technical workshops available for our partners.

Promoted partner events

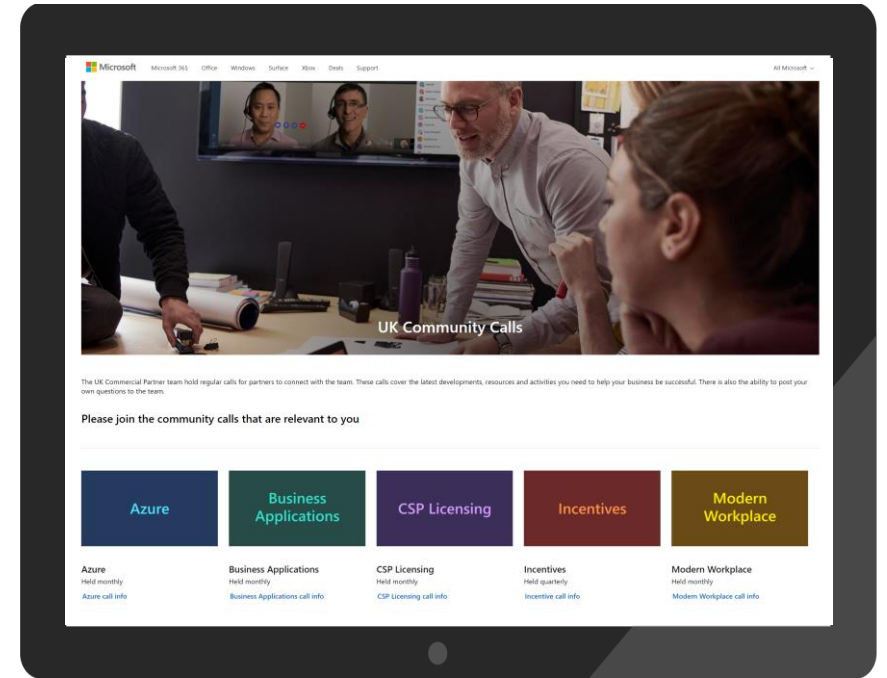
Available to Microsoft gold competency Partners, advertise your Microsoft focused event on our [events calendar](#). To submit your request to promote your event [<<click here>>](#)

Community hub

[Learn](#) more about the partner ecosystem, discover new tools and resources and build relationships with like minded partners.

Community calls

Get the latest partner news, releases, opportunities and updates on our regular [Community Teams Calls](#).



Register for Modern Work
[Community Call](#)



Support teams



Support teams

Contact the various teams below if you need support on marketing related queries, branding support, co-op and incentives or general assistance.



[The Agency Services Guide](#), offers you access to a handful of UK marketing agencies that can support you to accelerate your Go-To-Market at any stage of the process.



[Contact the UKPMC now](#)

UK Partner Marketing Concierge (UKPMC)

Wherever you are in your partner journey, as a member of the UK Microsoft Partner Network, you have access to the [UKPMC](#), a free and bespoke marketing consultancy.

Modern Marketing Consultancy

The UKPMC connects partners to a full, joined-up marketing consultancy service. This includes expert Go-To-Market planning, access proposition development, branding support and tactical advice.

Working alongside the UK Global Partner Solutions (GPS) teams, we help all partners operating in the UK.

Strategy that delivers

We offer free, ongoing support to help you build and launch a powerful marketing strategy.

At every step, you'll benefit from our UK team's long experience of working with vendors, partners, marketing agencies, and more.

Services personalised to you

We can help you use co-op funds effectively by explaining the most suitable options in the Partner Incentives Co-op Guidebook. At an additional cost, we can also help you to build your proposition and run packaged ready-to-go campaigns with UK-based agencies that specialise in working with Microsoft Partners.

Modern Marketing - branding

Maximise your marketing impact with a range of [Microsoft resources](#) to help build awareness.

Marketing co-op pre-approvals

For support with asset approvals and proof of execution regarding anything being funded through [co-op](#).

Incentives team

For [support](#) with co-op claims and validation.

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