

# **UK Partner Go-To-Market Resource Guide for Business Applications**

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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 to drive and expand the Dynamics 365 ecosystem.

Microsoft has invested in a variety of resources, assets, teams and tools for Partners. Designed to help optimise your Go-To-Market activities.

We hope you find this guide useful!



# 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.

## Dynamics 365 website

View the [website](#) to accelerate your customers' digital transformation with intelligent business applications for greater efficiency and outcomes.

## Power Platform website

Help your customers meet the challenges of change with data analytics, process automation, virtual agent creation, and solution building with the Power Platforms [website](#).

## Business Applications ISV Connect website

Learn how the [program](#), offers platforms, resources, and support designed to help you develop, publish and market your business apps.

## Dynamics 365 Business Central - AppSource

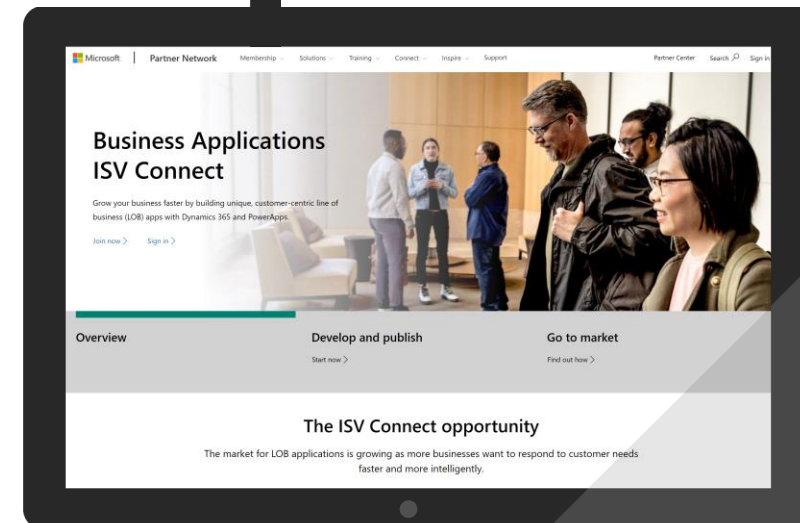
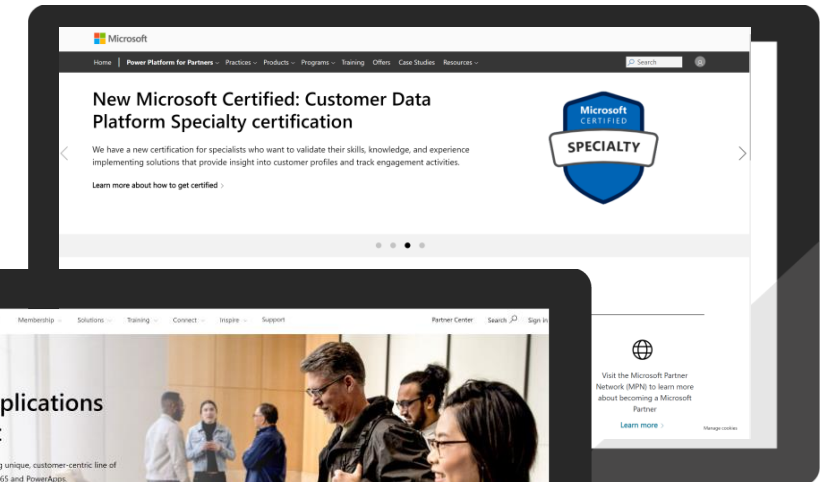
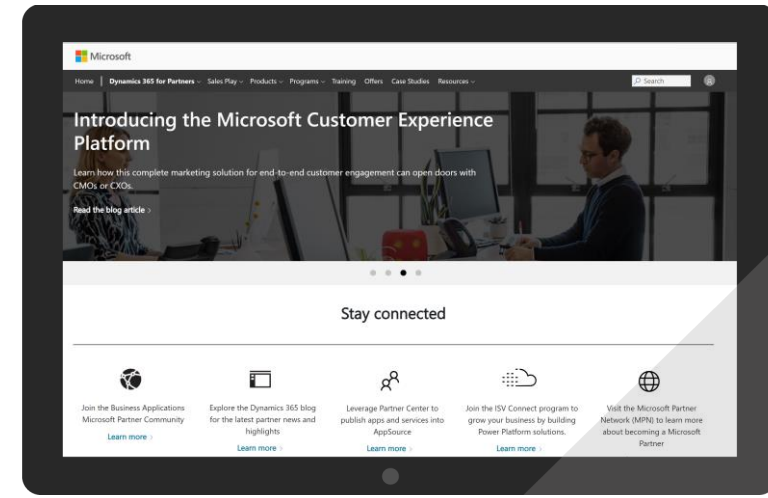
Connect your financials, sales, service, and operations with an all-in-one business management solution. Easily tailor and extend the application to meet your business or industry-specific needs with [Dynamics 365 Business Central](#).

## 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.

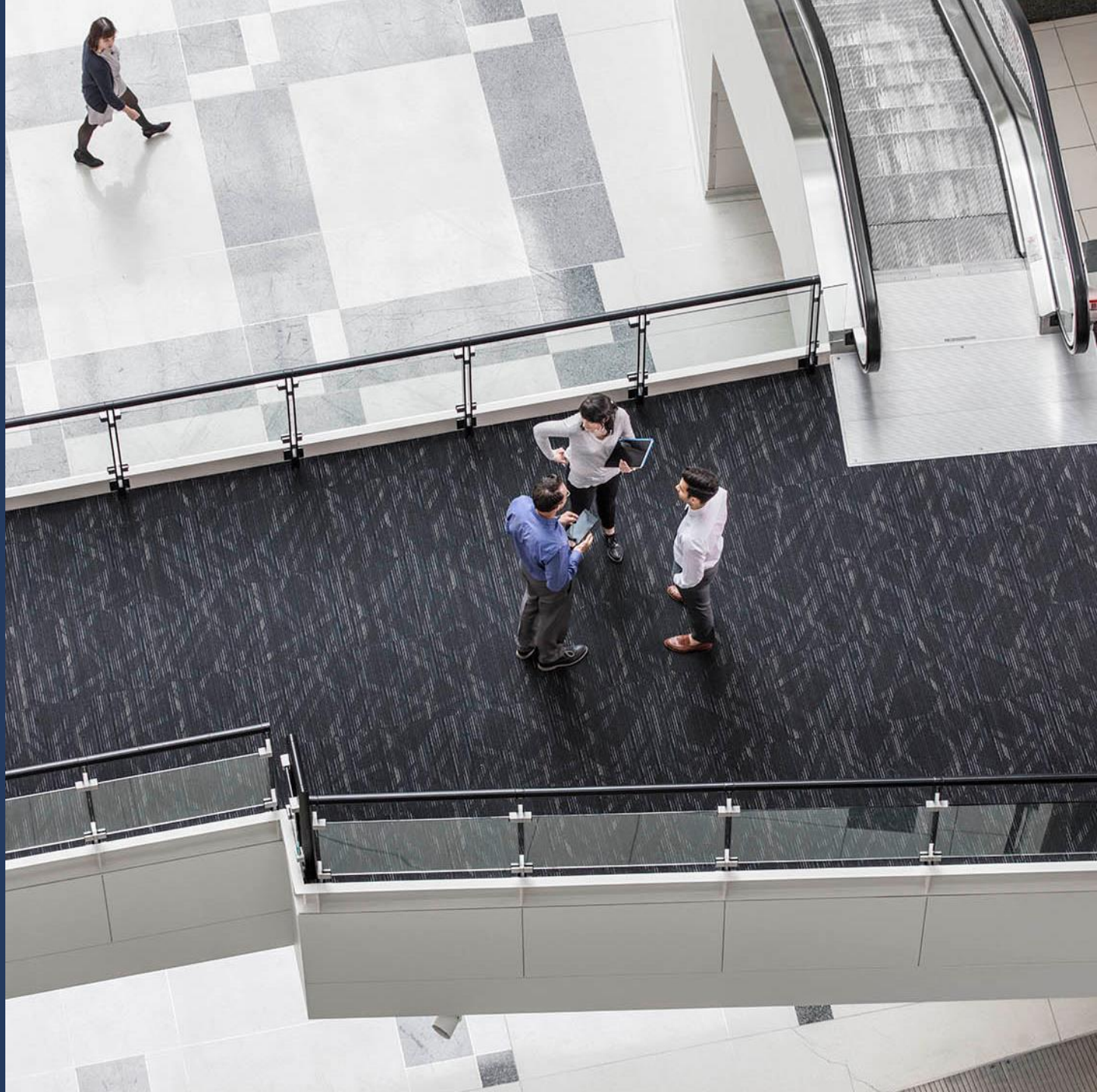


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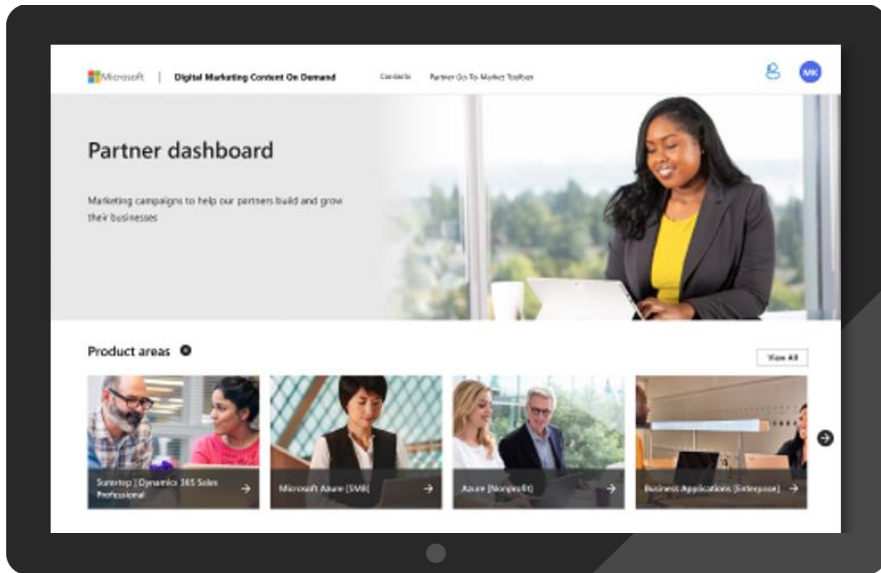
# Tools and assets



# 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.

### Business Applications playbook

[Download](#) this playbook which delves into how companies are growing a Microsoft Business Applications Practice.

### Solutions Workspace

Build, optimise and promote your Microsoft solutions and IP that leverages Microsoft technology through [Solutions Workspace](#).

### 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 Business Applications solutions, partners choose the campaign(s) that fit their marketing initiatives to enable customers, to deliver innovative line of business solutions and to solve real-world pain points.

### Customer stories

[Explore](#) all global Dynamics 365 customer stories by vertical segment.

### On-demand webinars

[Register](#) for a selection of Business Applications webinars to help keep you informed and up-to-date on all the latest releases and program updates.

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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 Business Application partners.

## Virtual training days

These 1- and 2-day [virtual events](#) will give you the opportunity to expand your skillset and connect with Microsoft experts.

## Microsoft Learn

[Learn](#) how you can use Dynamics 365 to meet today's challenges by bringing your customers and business together with the next generation of CRM and ERP applications.

## Key Microsoft Programs

Learn how these programs help you to develop, publish and market your business apps:-

### Microsoft Catalyst

Build, plan, and execute business transformation strategies with a proven, innovative approach from [Microsoft Catalyst](#)—an envisioning and planning program that employs Microsoft Dynamics 365, the Microsoft Power Platform, and the Microsoft Cloud.

### FastTrack for Dynamics 365

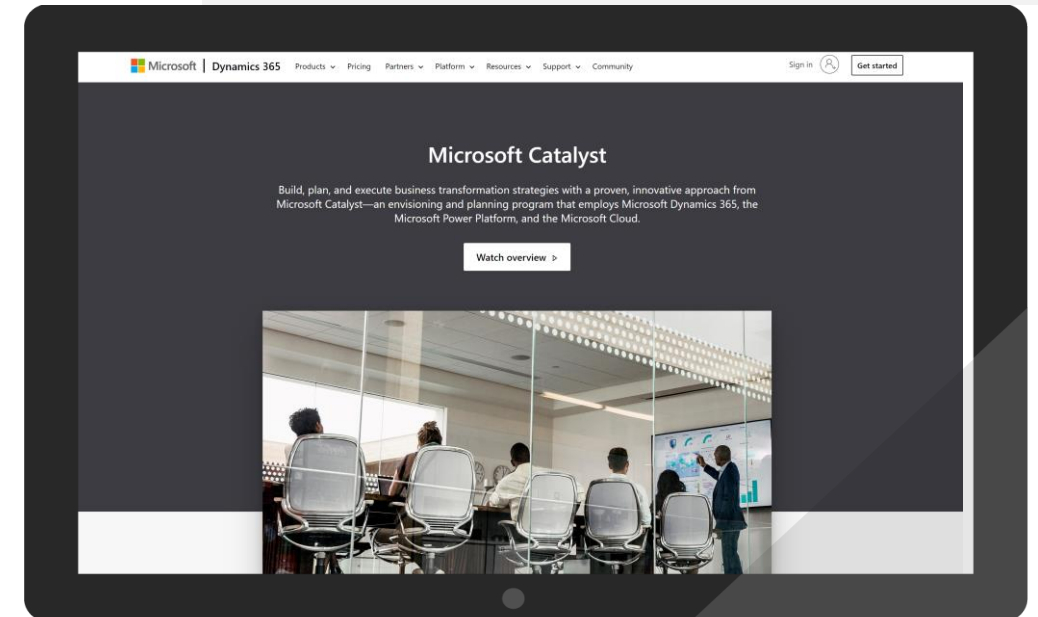
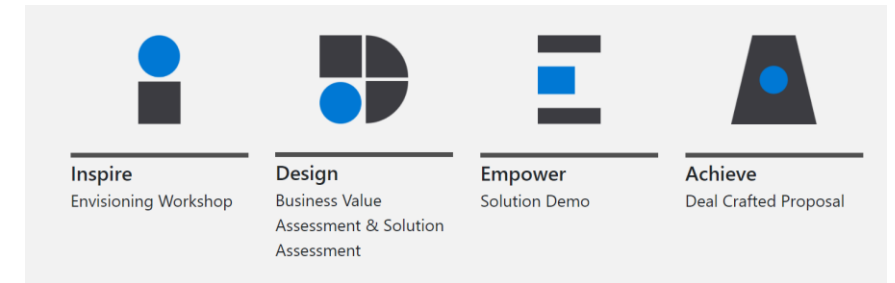
[FastTrack for Dynamics 365](#) is a customer success program designed to help your customers implement and go-live with confidence so that they can realise business value faster.

### Competencies

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

### Advanced Specialisation

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



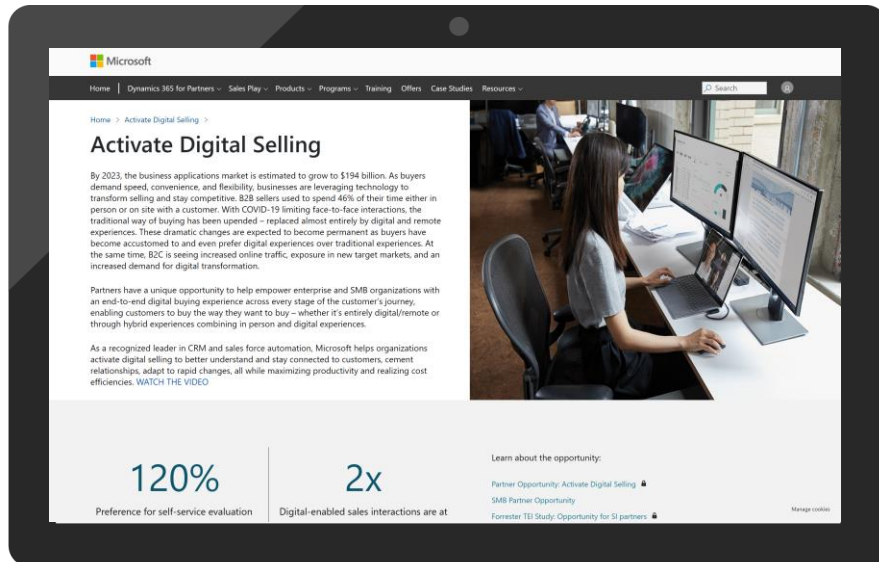
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# Sales plays

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

Access product resources, offers, sales resources, email templates and much more.



[Access Sales Plays Now](#)

## Activate digital selling

Help empower organisations with an end-to-end digital buying experience across every stage of the customer's buying journey – whether digital-only, in-person, or hybrid.

## Build a resilient supply chain

Enable organisations to predict supply chain disruptions and successfully overcome them, by creating a digital supply chain to gain end to end visibility, planning agility and optimise fulfilment.

## Connected commerce

Help organisations (both consumer-facing and business-to-business) exceed customer expectations by re-defining digital and in-store practices to deliver personal, seamless, and differentiated experiences.

## Enable always-on service

As a Microsoft Partner, you can expand your footprint in prioritised industries with the Enable Always-On Service sales play that delivers packaged selling assets and Go-To-Market support that enables you and your customer to remove the barriers that prevent employees and customers from delivering and receiving a meaningful and personalised interaction.

## Optimise financial and operating models

Help organisations optimise financial and operating models to create a resilient organisation that supports digital business processes to unlock the insights needed to adapt faster, work smarter, and perform better.

## Personalise customer experience

Find out how you can grow your business by helping clients understand, reach, and engage their customers like never before.

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# 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

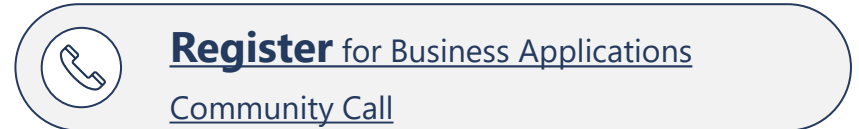
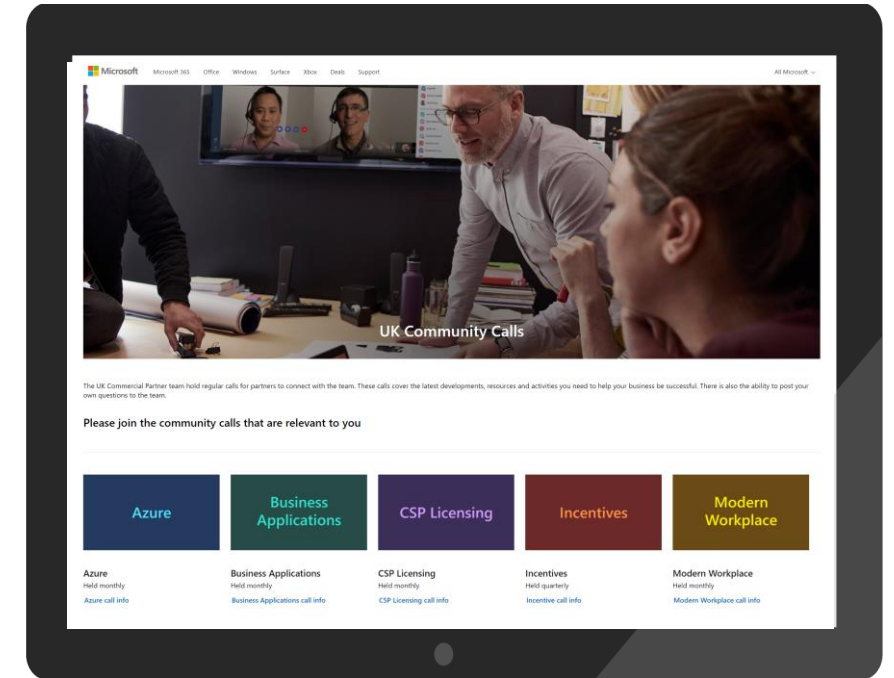
Available to Microsoft gold competency Partners, advertise your Microsoft focused event on our [events calendar](#). To submit your request to promote your event [<<click here>>](#)

## 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](#).



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# 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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