ISV Cloud Capability Framework

Identify Market
Opportunity & Focus

Define Market Opportunity

Determine Key Market Growth Strategy

Target Market Segment Identification

Define Target Industry Segments

Going Global: Languages, currencies, cultural differences Define Your Cloud IP Strategy & Offering

Domain Expertise and Core Competency Review

IP Audit Review

Cloud Value Proposition

Compelling Competitive Differentiation

Capability Gap Analysis & Partnership Needs

Minimum Viable Cloud Solution Definition

Integration Strategy

Product Development Roadmap Package & Price Offers

Migration Offer and Pricing Strategy

Buyer Journey Solution Map

Direct vs Indirect Pricing Strategy & Tiering

Subscription Services Offers

Reducing Delivery Risk Industry GTM Strategy & Asset Development

Define Target Buyer Personas

Identify Priority Sales Enablement & Marketing Assets

> Identify Buying Triggers

Develop Industry Emotional Messaging Framework

Digital Marketing Strategy

Building Trust & Credibility: ROI Proof Generate Direct and Indirect Demand

Going Direct: Generating Leads: Content Creation, Digital Campaigns & Social

> Publish Offers on Microsoft Commercial Marketplace

Build a Reseller Channel

Microsoft Cosell Readiness

Geographic Expansion & Partnerships **Accelerate Sales**

Increase win rate to 70%

Enable a Remote Sales Cycle Leveraging Video

Accelerate Decision Making and Commitment

Lower Cost of Customer Acquisition

Shorten Sales Cycles

Always on Selling

Partner Onboarding, Sales Support and Enablement

Marketing Driven Sales Process Deliver Immediate Tangible Value

Build/leverage Tools to Accelerate Deployment

M&A Opportunities

Streamline &
Automate
Qualification and
Need Scoping

Leverage Accelerators

Disrupt Traditional Processes: Identify & Invest in Repeatability & Efficiencies

Rapid Onboarding and Go Live: Investment in Learning Platform & Content

Ensure Immediate ROI & Value Realization Reduce Churn: Increase Customer Lifetime Value

Post Purchase Upsell Nurture

Land and Expand: Next Best Offer Definition

Reduce Churn & Increase Satisfaction

Customer Success Videos, ROI Proof and Advocacy

Drive Consumption

Integration Partnerships

Continuous Innovation & functionality Expansion