

Partner to Partner Collaboration Platform

Harness the power of Microsoft P2P with Microsoft Partner Center and WorkSpan Ecosystem Cloud

"WorkSpan's powerful ecosystem cloud platform enables our partners to collaborate across the Microsoft ecosystem more effectively to accelerate solution delivery and increase value for customers."

—Gavriella Schuster, Corporate VP,
One Commercial Partner, Microsoft



Digital P2P Orchestration Drives Business Value for Partners

WorkSpan powers many of the industry's partner programs, including Microsoft, SAP, NetApp, SoftwareAG and more. Digitizing partner programs helps accelerate your business and drive results like:

50%

Increase joint pipeline

24%

Increase average deal size

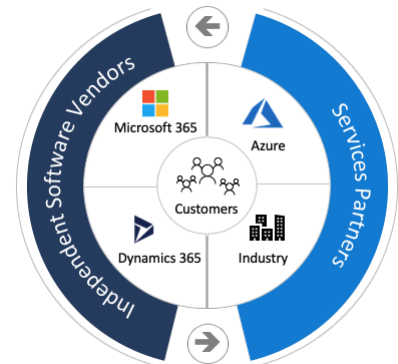
From 30% to 60%

Increase average win rates

Opportunity for Microsoft Partner-to-Partner (P2P)

The opportunity for the Microsoft Partner to Partner (P2P) ecosystem is significant, with an estimated \$300B TAM. Partnering with other Microsoft Partners can lead to increased joint pipeline (with partner sourced opportunities), faster time to deal close, and increased joint deal sizes.

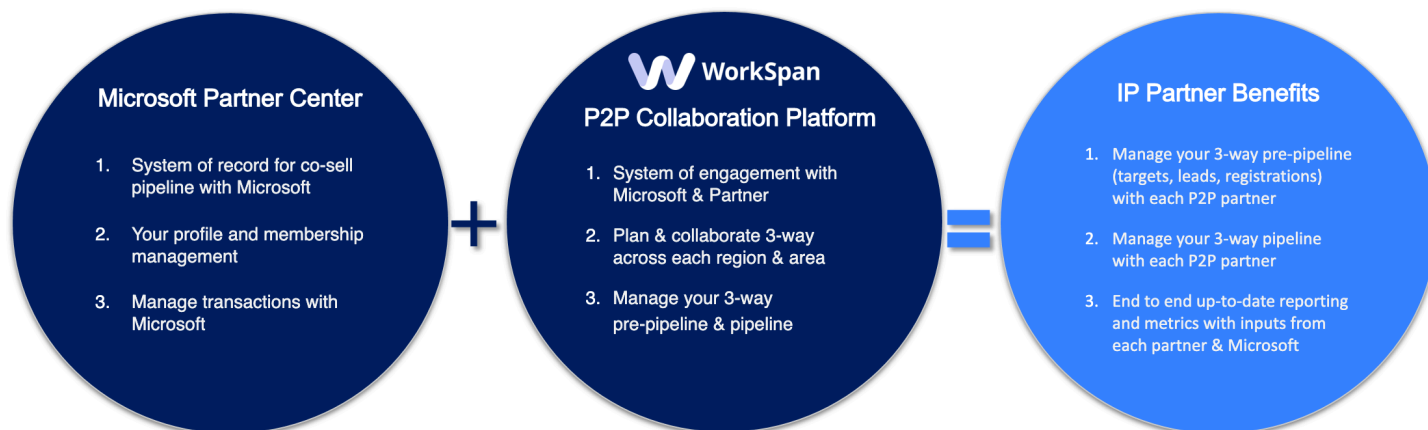
However, much of this opportunity is never realized. P2P programs face significant orchestration challenges, especially when working with more than one partner. Sharing pre-pipeline information like leads, registrations, and targets is ad hoc at best. There's no place for 3- way collaboration to stay aligned across multiple partners as they close opportunities in the pipeline. Partner Managers are forced to rely on disparate tools like spreadsheets, slide decks, and emails to share information with partners. There's no standard or methodology for creating business plans. There is no mechanism to share targets or leads (pre-pipeline data) with multiple partners. Sensitive information gets inadvertently



shared, leading to security and privacy concerns. Scaling to work with multiple partners requires additional resources.

The outcome? Partners can't work together in P2P motions to effectively identify and close joint opportunities.

Microsoft knows how critical P2P is to expanding and growing your business with us, and we're committed to helping our partners. That's why we're partnering with WorkSpan to offer the industry's first P2P digital orchestration solution that supports 3-way partnering.



Microsoft P2P Collaboration Platform

- System of engagement with Microsoft & Partner
- Plan & collaborate 3-way across each region & area
- Manage your 3-way pre-pipeline & pipeline

Bringing P2P together in one shared space

Microsoft is committed to helping partners harness the power of P2P with the combination of Microsoft Partner Center and WorkSpan with the Partner to Partner Collaboration Platform. Here's how it works:

Streamline P2P Motions

The P2P Collaboration Platform becomes your digital home for your P2P programs with Microsoft and Microsoft Partners- a shared system to plan, build, and execute 3-way sales plans that span from pre-pipeline to deal close. Here's what you can do in the P2P Collaboration Platform:

Create and Manage Joint Business Plans:

Create and manage shared regional or area sales plans with each P2P partner and Microsoft, including tracking marketing activities and metrics and sharing co-sell sales and marketing collateral (BOM). You choose which partners you invite to create joint sales plans with and enable multiple collaborators from each partner to work together on one plan.

Share Pre-pipeline:

Once you have a joint sales plan built with Microsoft and Microsoft's partner, you can share pre-pipeline with each other- this includes leads and targets. As an example, an IP Partner might want to collaborate with a Services Partner on a specific lead and include Microsoft to have a 3-way co-sell engagement. Likewise, your P2P partners can also share leads and targets with you.

Share Pipeline:

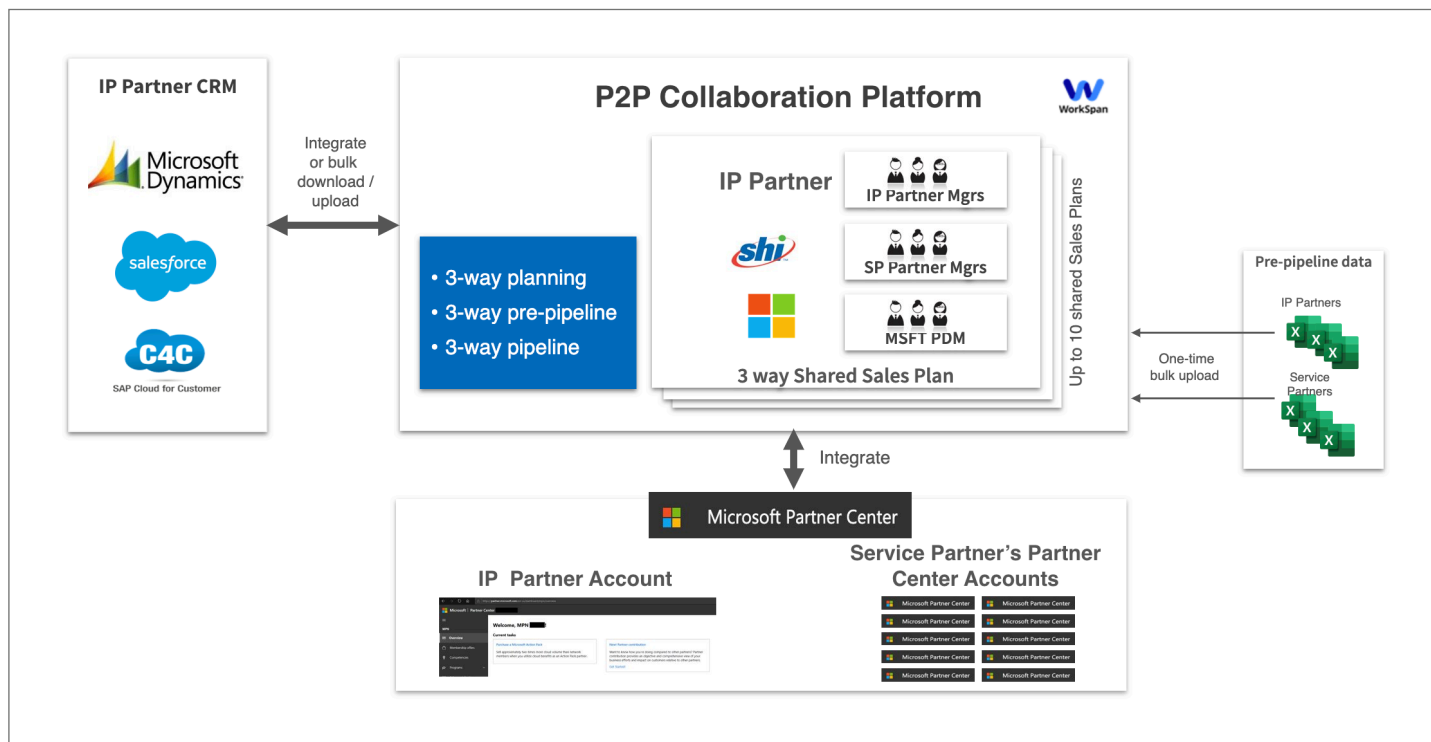
In addition to sharing pre-pipeline, you can also automatically bring in pipeline from either Microsoft Partner Center and your CRM to share updates with partners and Microsoft and keep them updated. Likewise, your P2P partners can also share updates on their joint pipeline with you.

3-Way Alignment:

Keep shared opportunities moving by collaborating on next steps, action items, and more, driving visibility, transparency, and accountability with all partners involved in each deal to accelerate deal cycles in each region.

Report on Progress and Impact:

On-demand metrics cards and charts show Azure Consumed Revenue by industry, region, sales stage (end to end- pre-pipeline to pipeline to close), or by partner- giving you real-time information to make decisions and clearly demonstrate the impact of P2P.



To Learn More:

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Integrated with Microsoft Partner Center and CRM

Microsoft Partner Center will remain the system of record for pipeline and closed deals while the P2P Collaboration platform will be the digital home for 3-way joint business planning and pre-pipeline. The P2P Collaboration Platform is integrated with Microsoft Partner Center out of the box through a Power Automate API for read/write capability. This enables you to pull in existing, shared pipeline already in Partner Center and share updates back to Partner Center. The P2P Collaboration Platform can also be integrated with your

CRM through a bulk upload, or via API with read/write capability. This lets you add pipeline and provide updates back to your CRM for visibility. You can upload your pre-pipeline opportunities via spreadsheet. New opportunities can be created in the P2P Collaboration Platform and pushed via integration to Microsoft Partner Center. Microsoft can also create referrals in Partner Center that can be added to the P2P Collaboration Platform to share with a Services Provider. The net result is you have a collaborative space to manage 3-way business plans and opportunities that is connected to Partner Center and your CRM, greatly reducing manual effort and increasing accuracy.

ABOUT WORKSPAN

WorkSpan is the Ecosystem Cloud to drive joint sales, marketing and solutions with partners. WorkSpan gives you a single source of truth, bringing together your ecosystem partners on a digital platform to quickly deploy and operationalize your partner initiatives. You can now drive revenue with your partners from Leads to Wins in real-time and deliver solutions from Idea to Launch with speed.