

## BACKGROUND

Microsoft had a requirement to increase membership of their partner network program across Asia.

Their goal was to expand Azure product sales through partner nurture and account management.

## SOLUTION

### *First Movers*

Identified potential targets with the highest probability of conversion using bChannels AI Tools .

Drove adoption of Azure and recruitment to the Microsoft Partner Network using a local language team of Microsoft specialists with SMB focus.

## RESULTS

### *ISV PARTNER RECRUITMENT* *A CASE STUDY WITH MICROSOFT*

