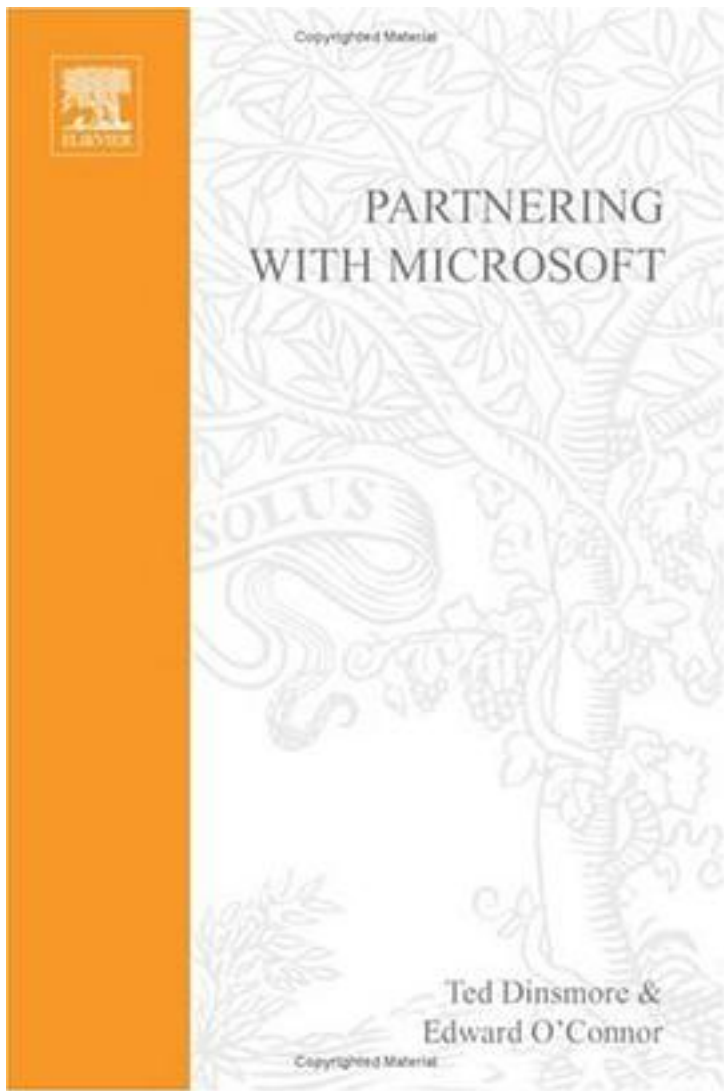# Partnering with Microsoft

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"Folks who read this book will be rewarded with an unfair competitive advantage in the marketplace. . .hide it under the newspaper on the airplane!" —Nick Copping, CEO, ZOOM Marketing; former strategist for Global System Integrators, Microsoft

"Partnering is in Microsoft's DNA. Partnering with Microsoft helps you understand Microsoft, speak their language and thrive in the Microsoft ecosystem. It's the most definitive perspective I've seen." —Sam Jadallah, General Partner, Mohr Davidow Ventures; former General Manager for Worldwide Business Strategy at Microsoft, and the architect of Microsoft's partnering strategy

"…offers insight into the fast paced nature of working and succeeding with Microsoft." —Allison L. Watson, Vice President, Worldwide Partner Group, Microsoft Corporation

"As much celebration as analytic advisory, Partnering with Microsoft prescriptively explores one of the least understood but most important mechanisms driving Microsoft's global success." —Michael Schrage, MIT Media Lab, and author of Serious Play

MICROSOFT is the largest software company in the world, dominating the information technology industry. Software, services and reseller firms have a choice: they can either compete with Microsoft or partner with it. More than any other company in the computer industry, Microsoft has proved the value of partnering and the efficiencies of the channel model. In fact, many attribute Microsoft's monumental success to its early recognition that it would need a strong channel of service providers, resellers, developers and manufacturing partners in order to seed the PC industry.

This book is the first practical resource for business leaders showing how to build a successful partnership with Microsoft. Separate chapters focus on the unique requirements for resellers, systems integrators, and independent software vendors.

The book shows readers how to increase and leverage their firms' connections to Microsoft—at various levels and with different groups in the organization, playing to the company's culture and strategy—in order to expand the terrain of shared interests between their firm and Microsoft. Doing so will help make more money in a trusted partnership through effective co-marketing, efficient channel relationships, assured referrals and joint success in selling complementary products or services in the United States and around the world. This book demystifies Microsoft's culture, global organization and strategic trajectory, and orients readers to the tactics required to increase and work their firms' connections to—and trusted partnership with—Microsoft to achieve optimal success.

The authors draw on many years of experience to help readers understand the Microsoft culture and be attuned to its strategy in order to succeed in partnering—and how to help Microsoft perceive their firms as high-value partners. They also guide readers to focus on the many business-growth opportunities that unfold when they become successful partners with Microsoft. Successful partnerships will extend a firm's business and technical development opportunities into new accounts and new markets with the globally powerful backing of Microsoft.

作者介绍:

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