

NATIONAL SYSTEMS INTEGRATORS

THE CHALLENGE

Microsoft's National Systems Integrators, (NSI) are partners with multiple office locations, large sales volumes, and a focused practice providing Microsoft solutions to the marketplace. Due to the strategic nature of these partners, Microsoft developed a program that invested co-marketing funds in these partners at a strategic level. NSI partners were required to submit their Microsoft-focused marketing plans for funding consideration. The NSI Team needed assistance with the evaluation and modification of the marketing plans, along with ongoing marketing consultation, in order to maximize their partner marketing investments. They sought an outside resource with significant partner marketing expertise to help throughout the year.

WHY EXTRA MILE MARKETING?

Through our consultations with over 1,000 partners, Extra Mile has developed a unique understanding of successful sales and marketing strategies, best practices, required resources, and expected results for partner marketing plans. This expertise was a clear fit for the NSI Co-Marketing Program, to ensure the best possible return on investment for Microsoft.

THE SOLUTION

The NSI Team hired Extra Mile Marketing to assist in maximizing their marketing investments. Extra Mile developed a comprehensive marketing template that partners completed and returned for evaluation. We spearheaded review sessions with each partner to gain a deeper understanding of their marketing approach and capabilities. We then made improvements to the plans as necessary, working collaboratively with each NSI partner and the Microsoft NSI Team. A tracking tool was created to monitor the progression of each NSI partner plan. Throughout the year Extra Mile continued to provide marketing counsel to the NSI partner community on an as-needed basis.

"Microsoft made a significant investment in helping NSI partners be more successful with their sales and marketing efforts. We were honored to provide our partner marketing expertise and help Microsoft achieve their goals."

*Mike Hartmann,
Principal Consultant
Extra Mile Marketing*

The NSI Co-Marketing Program allowed Microsoft to provide greater marketing support to NSI partners, at a more strategic level. The program also created a stronger connection between Microsoft and the NSI partners, demonstrating their commitment to partners' long-term success. Extra Mile Marketing helped Microsoft achieve a 15 to 1 revenue return on their marketing investments, and assisted with putting the right tools and systems in place to ensure the program's successful continuation well into the future.



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