

# SOFTWARE LAUNCH PAD FOR ISV PARTNERS

## THE CHALLENGE

Microsoft was looking to reward ISV Partners who had completed a certification process for software products they built for Windows Vista™ or for the 2007 Microsoft® Office system. Microsoft wanted to create an incentive for partners to become “certified compatible”. They came up with the idea of a one-stop, marketing and sales e-kit – Launch Pad – specifically for ISV Partners to utilize when launching their new products.

## WHY EXTRA MILE MARKETING?

Microsoft asked Extra Mile to turn their Launch Pad idea into reality. The first step was to create a home for all of this valuable sales and marketing information to reside. One of Extra Mile’s Partners, Gage, was able to create the website and all necessary backend components. Then, Extra Mile was able to aggregate a large amount of existing Microsoft content and perform a gap analysis to determine what resources were missing and supplement the gaps.

## THE SOLUTION

Extra Mile developed several how-to guides, a launch checklist, marketing & sales resource guide and a sample web page template for Launch Pad. We also constructed various components to improve navigation and ease of use on the site, such as: a 3 minute onsite, audio tutorial to navigate users through Launch Pad, a 45 minute in-depth webcast addressing each section of Launch Pad, icons carrying over from created banner ads to the actual site for consistency in awareness building and identification, page bookmarks and expandable sections of content.

Within a brief three month timeframe, the Software Launch Pad for ISV Partners

had over 400 unique visits and nearly 500 downloads! Quite a feat for an audience specific website!

*“The Software Launch Pad for ISV Partners is my new “one stop shop” for launching our Outlook add-ins (we previously had a do it yourself checklist in Notepad). Thanks again for a great job!”*

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