



Customer Journey-in-a-Box | Playbook

SMB Low Code Power Apps

January 2023



For every \$1 of Microsoft revenue partners in Western Europe sell, customers purchase an additional average of \$6.70 of the partner's services and products.

\$1 =
USD



\$6.70
Western Europe



\$6.10
Total (Worldwide)



For every \$1 of
Microsoft revenue

Resale-led
partners make
\$2.21
in economic value

Services-led
partners make
\$5.75
in economic value

Software-led
partners make
\$7.86
in economic value

Customer Journey Insights

Gartner predicts that by 2025, 70% of new applications will use low-code or no-code technologies. Currently, Microsoft is the only company to offer a complete solution and has a huge opportunity to become the single low code platform.

⚡ Priority

- Accelerate Innovation with Low Code

🕒 Segment

- Strategic
- Major Commercial & Public Sector
- Corporate & **Top and Midsized SMB**

🗄️ Solution Area

- Business Apps

★ Hero SKU

- Powerapps
- Power Automate

📊 KPIs

- # Customer adds
- Power Apps/Automate Billed Revenue

Audience, workshops & assessments

Opportunity

- The low code **TAM** in WE for all segments is **\$0.9B in FY22**, growing to **\$1.7B in FY24 (21% CAGR)**.

Solution Play

- Accelerate Innovation with Low Code.
- SMB: Automate and Transform Business Processes
 - Enable everyone to innovate
 - Rapidly Build Apps
 - Automate business processes

Targeting

- Talk To Different Audiences:** Identify **Critical** Bus Processes with BDMs and enable IT to Secure and Govern
- App Innovation:** Innovate applications and automations at scale by looking at **High Value** and **Volume** Use Cases
- Upsell to:** Premium PP (M365, Azure, D365)

Buyer persona

- BDM / ITDM**
- Users / Citizen Dev / Pro Dev**

Campaign material

BOM and campaign related materials

- [Microsoft Power Platform for Partners – SMB Landing Page](#)
- [Microsoft Power Apps GTM Landing Page for Partners](#)
- [SMB Power Apps Conversation guide](#)
- High Volume Program assets: [Dynamics 365 Partner Portal \(microsoft.com\)](#)
- [Digital Marketing Content \(microsoft.com\)](#)
- [Partner led marketing guidelines](#)
- [Brand Central](#)
- [Demo resources](#)
- [Microsoft Power Platform Immersion Workshops](#)
- [Pricing | Microsoft Dynamics 365](#)

1. Enable everyone to innovate

- Empower everyone with low code tools:** Business, IT & Pro Devs build better solutions faster and drive innovation
- Leverage a smart **data** platform, with **built in security & governance**, to build integrated scalable solutions.
- IT has full visibility and control** with built-in governance, monitoring and reporting in one centralized admin experience.
- Connect biz apps data** across departments & functions, by using a **single structured platform** for core business process data so organizations can **rapidly adapt** to solve business challenges.

Hero Products:
Power Platform (All)
Secondary (Cap.):
Dataverse, Premium Connectors

2. Rapidly build apps

- Build better solutions faster** with low code dev platform and meet business needs quickly and efficiently (*App Innovation*).
- Build unlimited custom apps** that fill any gap, serve customers with intelligent solutions, and keep employees engaged with tailored user experiences (*App Innovation*).
- Empower Pro Devs to do more** with a platform that integrates with popular tools & scale dev via business SMEs (Fusion Dev).
- Increase longevity and value of existing apps** by easily customizing and extending existing 1st and 3rd party solutions.

Hero Products:
Power Apps, - Automate and - Pages
Secondary (Cap.):
Dataverse, AI Builder, Premium Connectors

3. Automate business processes

- Leverage an **integrated & single platform** that enables the full spectrum of automation across API, RPA, AI & conversational bots.
- Easily replace paper and manual processes**, adapt legacy systems and processes, and build new workflows that streamline operations, enabling fully digitized operations that are secure and scale.
- Boost productivity** by empowering employees to focus on strategic work by automating repetitive and redundant tasks.
- Deliver end-to-end process automation with a single platform** that brings together people, data, and systems.

Hero Products:
Power Automate, - Virtual Agents, DPA, RPA
Secondary (Cap.):
AI Builder, Power Apps, Prem. Connectors

Partner

Criteria

✓ Partners

- [Catalyst Accredited Partners](#) that masters to sell and deliver across Power Platform
- Power Platform & Business Applications Partners with:
_ [New MCPP Designations Partner](#) OR
[Legacy Cloud Business Applications](#)

✓ And/Or

- [Advanced Specialization Low Code](#)

✓ MW or Azure Partner interested in expanding with PP Practice

Skilling and enablement

- [Partner Skilling on Power Platform](#)
- [Low Code Assets and Training](#)
- [Catalyst Readiness](#)
- [High Volume Program Assets and Tactics](#)
- [Get in-depth training and Certification Guidance](#)
- [Microsoft Power Platform Adoption Framework](#)

BizApps Enablement Guides:

- <https://aka.ms/enablementguides>
- [Certification overview](#)
- [Partner Training Calendar: Partner Training Calendar \(microsoft.com\)](#)

• Other resources

- How To: [Leverage Co-op Marketing Funds](#)
- [Microsoft COE Starter Kit](#)

3 questions you should ask the customer:

- Do you face a specific problem with your operations or system integration that a new app or new solution might help you solve?
- Are there areas in need to automate and simplify repetitive processes?
- Do you typically build apps in-house or outsource?

Customer Journey

Tactics

Funding & Incentives



Listen & Consult

- Partner led Digital Campaigns, Telemarketing, Events, Webinars
- Local Roundtable (Industry or generic) / Hackathons (Build as you go)

All partner led marketing campaigns should ideally be based on a Packaged Offer and drive demand to 1.few and 1:1 engagements

Workshops (1:few):

- App in a Day /RPA in a Day / Fusion Dev in a Day (*Coming*) Workshops
- [Microsoft Power Platform Immersion Workshop](#)
- [High Volume Program Assets and Tactics](#)

Through Partner Marketing (1:many)

- Marketing funds are available for the partner led demand gen based on local subsidiary prioritization

Workshops (1:few)

- Microsoft support in orchestration/invitations of accounts to Partner Led Digital Discover workshops.



Inspire & Design

- [1:1 Partner Offer Presales activities \(workshops\)](#) to build intent to purchase following the MCEM/ Catalyst Customer Journey: Envisioning Workshop, Business Value Assessment, Solution Assessment, Tailored Demo, Pilot.

SMB Presales Offer Pilot coming

- [1:1 Partner Offer Presales activities \(workshops\)](#)
- MSX Qualified Oppty Inspire stage (20%) with D365 ACV of min \$20k. Payout from 1,5k-100k



Empower & Achieve

- OSA Sell or CSP incentives: Rewards activities during pre-sales phase that lead to new or existing customers acquiring new Microsoft D365 Online seats.

- Partner Incentives MPN Portal: aka.ms/partnerincentives
- Partner Center [Incentives-specific support](#)
- CPOR Guide on [Partner Center](#)

- OSA: 15% CE base, 30% F&O base, 10% Power Apps/Automate
- CSP: 4.75% base
- 20% Customer Add (12M)
- 5-10% Product Accelerators



Realize Value

- [1:1 Post Sales activities](#) to increase usage and reduce paid to active gap in existing installed base.

- Typical activities: Envisioning and Value Realization, Success Enablement, Center of Excellence, Solution Optimization, Change Management.



Manage & Optimize

- Usage Incentive: Helps partners develop a sustainable annuity business for growth of customers' usage of Microsoft Dynamics 365.
- Portal: aka.ms/partnerincentives
- Partner Center [Incentives-specific support](#)
- CPOR Guide on [Partner Center](#)

- OSU
- QoQ MAU * Rate Card Power Suite / Customer Insights Usage
- CSP incentives usage
- MAU * Rate Card * 15%
- Power Suite / Customer Insights Usage