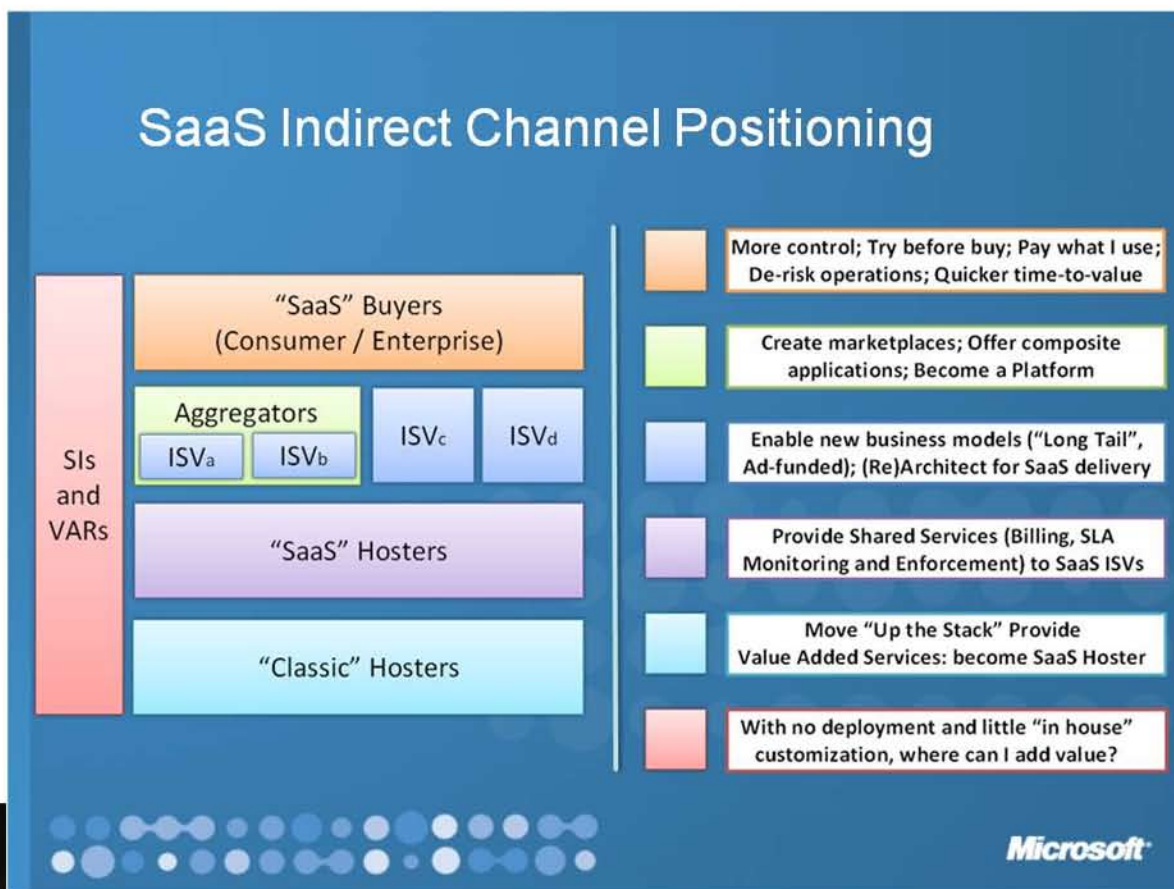


Key Success Factors: A Closer Look

Best Practices for Direct & Indirect Sales

Even in the SaaS space, Direct Sales remains a necessary and effective vehicle for penetrating and maintaining success in mid-market and enterprise accounts. ISVs such as Authoria, Kinaxis, and Concur are SaaS providers that do very well with a direct sales force in Fortune 500 and mid-markets. To be successful (and profitable) in SMB markets however requires a web driven approach and a strategy going deep with those partners that have existing relationships with small businesses.



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Key Success Factors: A Closer Look

Best Practices for Direct & Indirect Sales

Though many have seen the promise of new trends like Software as a Service to allow bypass of old channels, the reality is that partnering remains an essential part of the success formula. Software & services are finding customers via new marketplaces that are arising to serve the specific needs of customers researching SaaS solutions—interested in comparing multiple products in a venue that provides a single reputable source of information.

Competitive to Optimized

Increasingly, Marketplaces provide a means to bring together ISVs and businesses interested in solving real problems. By participating in this sort of partnership and forging new channels, SaaS solution providers extend their visibility beyond their own traditional reach.

Categories in the marketplace speak to specific needs of customers—making it a valuable service to the target audience.

Developers are addressed directly on the site, encouraged to sign up to list their applications to increase exposure, thus benefiting the whole community with greater variety.

Asking for feedback encourages dialogue and conversations: with customers, with developers, with other potential channel partners, etc.

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