TIDWIT BOOSTS MICROSOFT PARTNER SUCCESS

with Seamless Integration and Significant Time Savings

CONTACT US | Call or email us to find out how TidWiT will help your organization better meet its digital ecosystem needs:

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CHALLENGE

Microsoft encountered significant challenges in effectively enabling and connecting with its large-scale partners (GSIs), including organizations like Accenture, IBM, HCL, Infosys, Cognizant, and Capgemini.

The primary issue stemmed from a lack of visibility and connectivity between Microsoft and these partners, hindering the smooth flow of information, certifications, and training.

The existing process required partners to navigate various Microsoft portals, leading to inefficiencies, a lack of knowledge about partner activities, and difficulties in tracking employee movements between Microsoft and partner environments.

This gap in communication and visibility posed a substantial challenge to Microsoft's enablement strategies and impacted revenue generation.

Microsoft faced difficulties connecting to its largest global partners (GSIs), leading to inefficiencies in enablement and revenue readiness

Microsoft

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TIDWIT

SOLUTION

Seeking a solution, Microsoft turned to TIDWIT. With the help of the TIDWIT ecosystem platform, they created nodes for Microsoft and each of its partners, connecting them all through the TIDWIT network.

Microsoft's content, including courses and digital assets, was consolidated on the Microsoft node, which then seamlessly connected and syndicated assets to the GSI partner nodes through TIDWIT.

This enabled the GSIs to access and integrate Microsoft's content and processes within their own systems without ever needing to leave their environments, fostering connectivity, automation, and visibility within their own environments, which their users are accustomed to and feel secure in.

TIDWIT's ecosystem platform seamlessly connected Microsoft and its partners, automating content updates, learning, marketing, voucher distribution and certification, while providing real time reporting without Microsoft needing to write a single line of code to launch the ecosystem.

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RESULTS

Upon implementation, the "GSI ecosystem" **solution exceeded all expectations**. It rapidly onboarded massive amounts of libraries of learning, sales, and technical content. It then enabled masses of employees and users from GSI partner organizations, generating substantial engagement within a few weeks.

TIDWIT's architecture streamlined content deployment and integration, empowering partners to access Microsoft's resources without exiting their environments. One single GSI was able to certify more than 20,000 consultants in less than 4 months. This ecosystem transformation boosted scale of enablement, enhanced collaboration with the GSI ecosystem, and optimized partner revenue readiness.

The TIDWIT solution brought substantial benefits to both Microsoft and its global partners, offering seamless connectivity, automating content update and voucher distribution, while delivering real-time reporting—all at unprecedented scale. Additionally, partners experienced up to four hours of time savings per employee in search and discoverability, enjoying a single user experience—their very own.

The solution also eliminated the need for manual work by Microsoft's partner team, providing automated content refresh for the partners. Overall, TIDWIT's platform significantly streamlined processes, fostering efficiency and Revenue Readiness for both Microsoft and its largest global partners, while providing them real time end to end visibility.

The implementation exceeded expectations

Rapidly onboarding GSIs, providing massive amounts of users up to four hours of time savings per employee per partners, shortening enablement time, while optimizing revenue strategies through enhanced collaboration and real-time visibility.

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HIGHLIGHTS

- Up to 4 hours per partner employee saved per year
- Some of the Microsoft GSI partners who joined the ecosystem plus the numbers of their respective users:

-	Accenture	88.000
-	IBM	175.000
-	Infosys	50.000
-	Capgemini	40.000
-	Cognizant	27.000
-	HCL	20.000
-	Dell	5.000

- More efficient voucher distribution
- Real-time reporting with GDPR compliance

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