



Here's a thought. Outsource your Microsoft relationship management. Or maybe you just need to get started with Microsoft or need a boost.

We are the go-to firm to make that happen.

**REDSERGE Ventures**

Targeted action and enduring results.

## Engaging with Microsoft

**Partnering with Microsoft brings new opportunities along with challenges to your business.**

Microsoft has profoundly changed how it works with Partners as part of its shift to a cloud computing focus. These changes coupled with Microsoft's global immensity has resulted in a variety of challenges for its Partners. To drive their own success, Partners are tasked more than ever with navigating the variety of Microsoft business and industry groups, rolling with the frequent reorganization along with ever-changing Partner programs.

Many companies go it alone, some successfully, but most feel overwhelmed or unsure why their ROI did not meet expectations. Most companies will benefit

*Our mission at REDSERGE is enhancing your brand, promoting your technology, and increasing your revenue in an enduring business alliance with Microsoft.*

from a dedicated resource to manage the Microsoft relationship. We bring a team to the table, not just one or a handful.

At REDSERGE, we believe we offer the

best result for the best value. Our mission is to enhance your brand awareness, promote your technology and solutions to Microsoft, and increase your revenue and bottom line in an enduring alliance with Microsoft.

REDSERGE is here to pave the way for your company to be successful with a Microsoft partnership whether it is based on technology, market channel, co-development of technology or positioning for acquisition.

---

Contact us at [mail@redserge.com](mailto:mail@redserge.com) or reach our managing partners, Lloyd Wilhelms or Greg Alderson at (206) 486-2040.

## Effective Partner Advocacy

REDSERGE is a team of former Microsoft executives that understands and knows how to navigate Microsoft's complex programs and organizations. We are now making this experience and expertise available to businesses in the Microsoft Partner ecosystem.

Whether your current relationship with Microsoft is in place, managed or unmanaged, large or small, mature or nascent, industry or specific technology focused, REDSERGE is here to help drive results you can measure.

---

Let's schedule a call to discuss your Microsoft advocacy needs and the advantages of an outsourced solution.

---

Our team of experts can provide valuable assistance in the following areas:

- Assign a dedicated Client Advocacy Manager (CAM) who can understand your Microsoft business objectives and help achieve them.
- Assess and evaluate how you can build additional business opportunities with Microsoft and its other Partners.
- Access networking opportunities with Microsoft decision makers and influencers critical to your business success.
- Achieve revenue and bottom-line growth through pipeline acceleration that identifies more or larger opportunities, pushes deal closure earlier in the cycle, and keeps cost of sales at optimal levels.
- We are on Microsoft's campus, in your office, or in ours managing your business with Microsoft as if it were our own.

---

Connect with REDSERGE to talk with us about how to make a better outcome truly possible.



Here's a thought. Evaluate the financial and operational advantages of outsourced Microsoft alliance management with Redserge.

We are the go-to firm for Microsoft alliance management.

**REDSERGE Ventures**

Targeted action and enduring results.

At REDSERGE, we believe if a rigorous make-buy decision analysis for client advocacy services is performed, then the outsource model will bear out a clear advantage financially, operationally and strategically.

This table articulates some of the factors such an analysis would incorporate.

	<b>REDSERGE Ventures</b>	<b>Employee</b>
<b>Contacts Breadth</b>	Multi-dimensional team of ex-MS with multiple contacts and organizational knowledge spread across the entirety of Microsoft's teams and groups.	Typically, a single person, relatively one dimensional.
<b>Scalability</b>	Part time to full time as needed. Multiple subject matter experts available, unlimited scalability.	Full time. Relatively limited scalability.
<b>Skillset</b>	Broad set of skills combining to assist client: business development, technical, program mgt., project mgt., marketing, funding, M&A and others.	Relatively narrow set of skills.
<b>Cost</b>	Monthly expense with mid-term contract period. Extended only if value is realized.	Salary, bonus, health insurance, stock options, other benefits, employer payroll taxes, HR considerations.
<b>Termination of services</b>	Cancellable at end of contract without obligation.	Involuntary employee termination with incumbent separation risks.
<b>Management</b>	Self-managing, very experienced outsource team of seasoned professionals.	Dependent on experience and internal reporting structure.

At REDSERGE, we offer our clients the ability to choose the level of involvement they require from us. Whether you need ala carte services or our full range of advocacy services we are ready to assist and accelerate your success with Microsoft. Get what you need when you need it on a timeframe that works for your business.

***Our mission at REDSERGE is enhancing your brand, promoting your technology, and increasing your revenue in an enduring business alliance with Microsoft.***

Client strategy with Microsoft

Business development

Partner alliance management

Client's liaison to Microsoft

Contact us at [mail@redserge.com](mailto:mail@redserge.com) or reach our managing partners, Lloyd Wilhelms or Greg Alderson at (206) 486-2040.