



Advanced Analytics Partner Solution Opportunity

Contact Us

analyticspartner@microsoft.com

Leverage Advanced Analytics for...

Marketing	Sales	Service	Finance	Operations	Workforce
Customer Insight	Customer Acquisition	Service Analytics	Financial Analytics	Demand Forecasting	Employee Insight
Customer Feedback Analytics	Cross sell & Upsell	Contact Center Analytics	Financial Forecasting	Inventory Optimization	HR Insight
Churn Analytics	Lead Generation & Opportunity Scoring		Fraud Management	IT Operations Insight	Pay for Performance
Product Innovation			Risk Management	Operational Efficiency	
Personalization				Procurement Insight	
Product Recommendation				Spend Insight	
Marketing Optimization				Supplier Insight	

Partner Opportunities

1. Building Intelligent Solutions

- Build intelligence into new Solutions
 - Make your applications natively intelligent with CIS & MRS
- Differentiate existing solutions with Advanced Analytics & Cloud Capabilities
 - Leverage Cognitive Services & BOT Framework to automate and streamline

2. Targeted Technology Opportunities

Migrate

SAS to Microsoft R

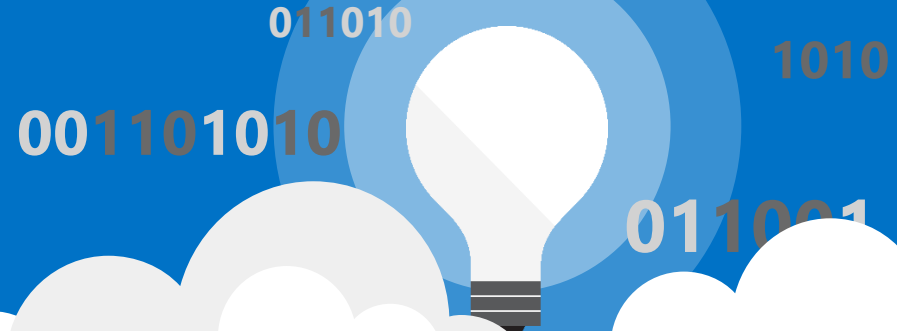
Modernize

EDW to Cloud (Azure)

Accelerate

In-database analytics w
SQL R-services

Promote Your Practice Solution Showcase



Promote your advanced analytics solutions on:

<http://analyticspartner.microsoft.com>

- Make your solutions discoverable
- Be a Microsoft affiliated partner
- Generate customer leads
- Raise your company profile

All Countries ▾ All Industries ▾ All Departments ▾ Business Process ▾ Partner Name ▾

Case Studies



[View Report](#)

RIGHTPOINT

Rightpoint - Marketing and Communications

In this showcase, we highlight how Microsoft Power BI can be used by marketing and communications organizations to measure the performance of their activities across a variety of internal and external channels.

[Contact partner](#)

[Watch video](#)

[Case Study](#)

Marketing and Communications Performance

Employee Engagement is an important ingredient in the success of internal communications. Our solution gathers intranet page and visit analytics from solutions like SharePoint, Yammer and Office 365 and presents insights necessary to gauge the success of internal communications.

Social media engagement has become an increasing focus for many marketing organizations. Sites like Twitter, Facebook, LinkedIn, and YouTube can be a vital ingredient in the overall success of marketing initiatives. Our solution utilized published API's to gather data from these sources and provide key insight on audience interaction and engagement.

Additionally, media relations, publications and email campaigns can be essential to overall communications performance. The Rightpoint solution integrates with key data sources such as Factiva, Newsweaver, and others to gather metrics that highlight the overall success of media and public relations initiatives.

Before you can showcase:

- Become a part of the [Microsoft Partner Network](#) if you aren't already enrolled you need to:
- Sign up for [Cortana Intelligence Partner Mailing List](#) if you haven't already
- Take at least one of the following [learning paths](#): **Azure Machine Learning, Azure HDInsight, or Azure Stream Analytics.**
- Be the digital partner of record (DPOR) of at least 1 customer using Cortana Intelligence Suite**

Solution Showcase: What you'll need to provide and create

Your logo

- Make sure logo at 200px width it is clear
- Any file format, png, jpeg, psd, gif etc...

Solution Name

- Name of Solution limited to max 6 words
- Example Solution Name: Neal Analytics – Sku Max
- Do not include in name: powered by Microsoft, Advanced Analytics, Solution (already implied)

Solution Components - must use two or more of

the following: Data Catalog, Event Hubs, Machine Learning, Data Lake Stores, Data Factory, Azure SQL Data Warehouse, Stream Analytics, HDInsight, Cortana Assistant, Cognitive Services, and Bot Framework

Filterable Criteria:

Region, Industry, Business Department, Business Process (see next slide for choices – if “other” please articulate in 3 words or less to us in form)

Short description Max 50 words

- Describes problem it solves

Long form description

Max 500 words

- Describes problem it solves
- Reference Microsoft Advanced Analytics components used
- Word/text format only – please no pdf's or PowerPoint files – also; format it the way you would like to see it with spaces, bold, bullets etc.

Your Partner Center profile URL

So we can link to your contact details on Partner Center

Case Study Video or PDF

Required: 1 operationalized customer implementation

- Problem Statement clearly defined for actual customer or anonymized customer
- Steps taken to solve problem
- Reference CIS/Microsoft Advance analytics components that helped solved the problem.
- Net benefit or ROI of instituting solution
- (link only) Please cut and Paste this into the submission form or attach PDF case study

**What is not wanted: marketing brochure or video with just an explanation of overall platform without the above requirements*

A Power BI Desktop File (.PBIX) if your application uses Power BI

- Ensure all data is imported into the PBIX file –
- No Externally referenced Data – we will create the Embedded Report for you

Screenshots of application dashboard/UI

- 2-5 Clear Screenshots of Dashboard or UI

Solution Architecture

- Can be generalized (the more specific the better) Any file format, png, jpeg, psd, gif etc...

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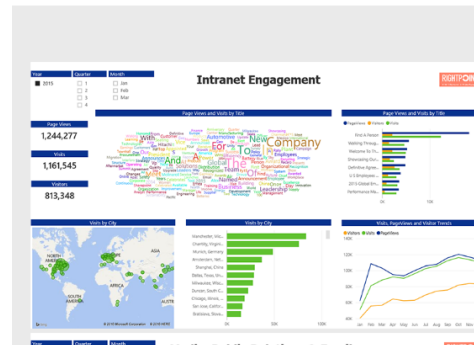
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Fill out form on next slide and send any questions to
analyticspartner@microsoft.com

Showcase Solution Form

Submission Form



Steps:

- 1. Open Form*
- 2. fill out form according to information on slide 5*
- 3. Once complete with form send an email with attached form and collateral to:*

analyticspartner@microsoft.com

Subject line: Solution Showcase Submission

Solution Showcase: Choosing a business process

Segment
 Business Process

Directions: Choose the Segment and Business Process that best fits your solution then enter selections for each solution into the submission form. If none fit, enter "other" and describe into form

Marketing	Sales	Service	Finance	Operations	Workforce
Customer Insight			Financial Analytics	Supplier Analytics	Employee Analytics
Customer Feedback Insight	Sales Analytics	Service Analytics	Financial Forecasting	Operational Efficiency	HR Analytics
Personalization	Lead & opportunity Scoring	Contact Center Analytics	Fraud Management	Demand Forecasting	Pay for performance
Marketing Mix optimization			Risk Management	Spend Analytics	
Product Recommendation				Procurement Analytics	
Churn Analytics				Inventory Optimization	
				IT Operations Analytics	





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