



Accelerating Your Microsoft Cloud Business

The Channel Sales Accelerator — your strategic engine for Azure & Microsoft
365 growth



The Evolving Microsoft Partner Landscape

FY26 STRATEGY

AI-Driven Growth

Partners focused on AI Business Solutions, Cloud & AI Platforms, and Security are seeing **2x growth** versus peers.

Marketplace as Sales Engine

Microsoft Marketplace is evolving from a listing directory into a **core transactional channel** for high-intent buyers.

FY26 Priorities

Microsoft's strategy centres on **Marketplace momentum**, AI specialisation, and tighter co-sell alignment with partners.

Introducing the Channel Sales Accelerator

A comprehensive platform purpose-built to supercharge your Microsoft Cloud sales across Azure and Microsoft 365.



Market Strategy & Insights

Up-to-date intelligence on adoption trends, customer priorities, and growth opportunities across the Microsoft ecosystem.



Vendor Solution Catalogue

A curated library of leading Azure and Microsoft 365 solutions, enabling you to expand offerings and streamline procurement.



Demand Generation Campaigns

Consistent, targeted marketing programmes designed to drive qualified leads and co-sell alignment with Microsoft sellers.

STRATEGIC INTELLIGENCE

Insight-Driven Market Strategy

Stay ahead with continuously refreshed market reports covering Azure and Microsoft 365 adoption trends.

- Identify **high-growth segments** in AI, Cloud, and Security before the competition
- Understand evolving customer priorities and buying signals
- Align your portfolio with Microsoft's **FY26 strategic direction** and real demand



Curated Vendor Solution Catalogue

Discover, integrate, and transact a comprehensive portfolio of leading Azure and Microsoft 365 solutions — all in one place.

Comprehensive Coverage

Access leading ISV and vendor solutions spanning Azure infrastructure, Microsoft 365 productivity, security, and compliance.

Multiparty Private Offers

Streamline procurement through Microsoft Marketplace with multiparty private offers, simplifying channel-led deal structuring.

Resale-Enabled Offers

Resale-ready listings empower partners to lead sales cycles, scale distribution efficiently, and transact faster through Marketplace.

Your Digital Storefront Marketplace Visibility is Foundational

In FY26, partners with a strong Marketplace presence capture more co-sell opportunities, close deals faster, and access a global buyer base that traditional channels simply cannot reach.



DEMAND GENERATION

Regular Demand Generation Campaigns

Stop relying on ad-hoc marketing. Benefit from a **consistent cadence of targeted campaigns** engineered to generate pipeline.

- Campaigns aligned to Microsoft solution areas and buyer personas
- Co-marketing assets to **amplify your brand** alongside Microsoft
- Co-sell motion alignment to increase close rates and accelerate deal cycles



Scaling with Microsoft Marketplace

\$777B

SME TAM by FY26

Microsoft's estimated total addressable market for SMEs — surpassing **\$1 trillion** by 2030.

400K+

Partner Ecosystem

Multiparty private offers unlock access to Microsoft's vast global partner network for co-sell and distribution.

2x

Faster Transactions

Resale-enabled offers allow partners to lead sales cycles and transact significantly faster through Marketplace.

The Future of Partner Growth

AI-FIRST & OUTCOME-ORIENTED

Revenue Through AI

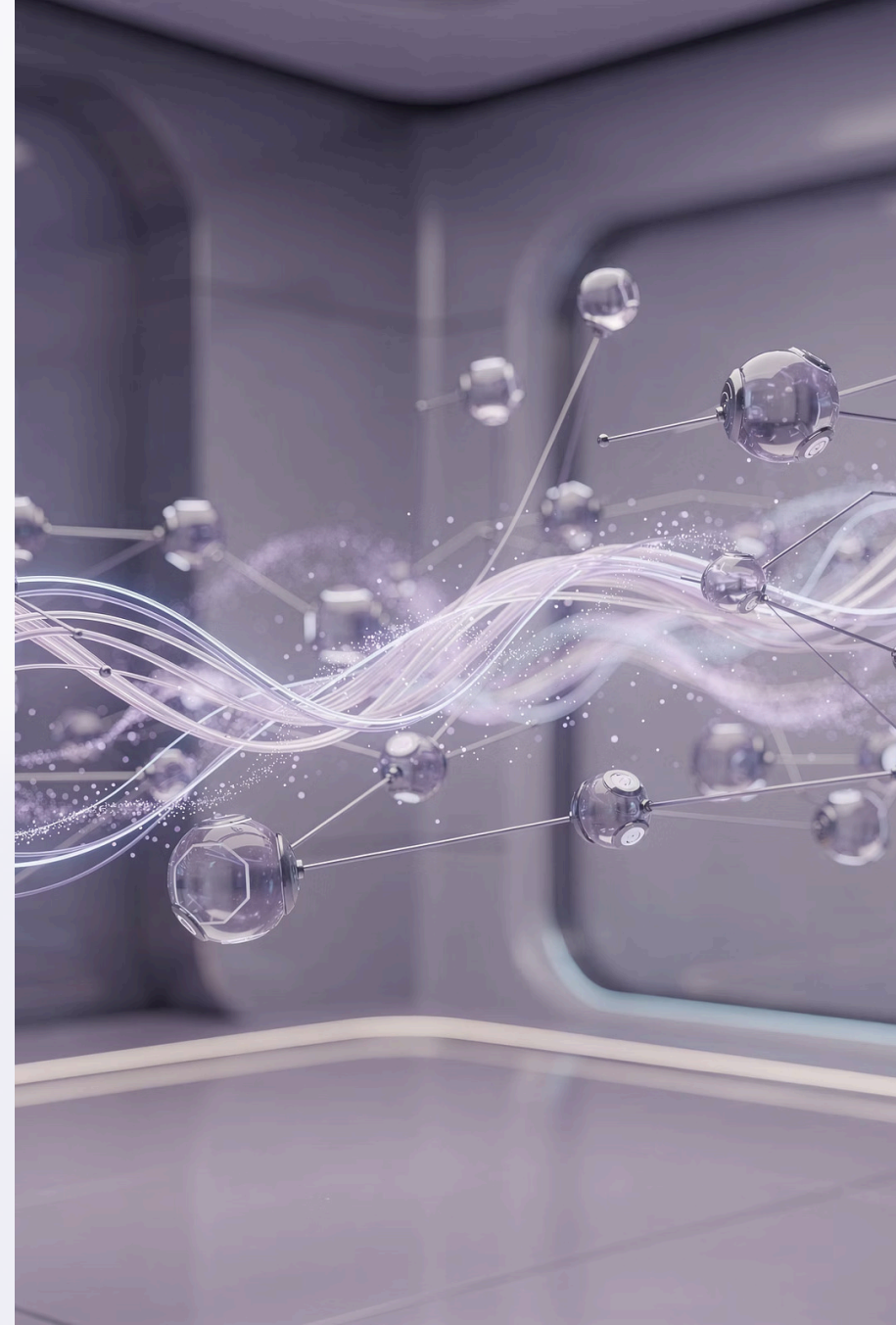
Partners deriving **25%+ of revenue from AI** are growing at twice the rate of those who aren't. The window to lead is now.

Outcome-Oriented Listings

Build Marketplace listings that clearly articulate **value, scope, and measurable results** — not just features.

Microsoft Designations

Achieve recognised specialisations and designations to **demonstrate expertise**, build buyer trust, and improve win rates.



Your Path to Sustainable Growth

The Channel Sales Accelerator brings together everything you need to thrive in Microsoft's evolving partner economy.



Embrace AI & Cloud Specialisation

Build recognised expertise in high-growth solution areas to differentiate and win more business.



Make Marketplace Your Core Sales Engine

Transact through Microsoft Marketplace to unlock co-sell, accelerate deals, and reach more buyers.



Invest in Targeted Marketing & Co-Sell

Leverage consistent demand generation campaigns and co-marketing to build a predictable, qualified pipeline.



Accelerate with the Channel Sales Accelerator

Your dedicated partner for navigating and winning in the future of Microsoft Cloud sales.