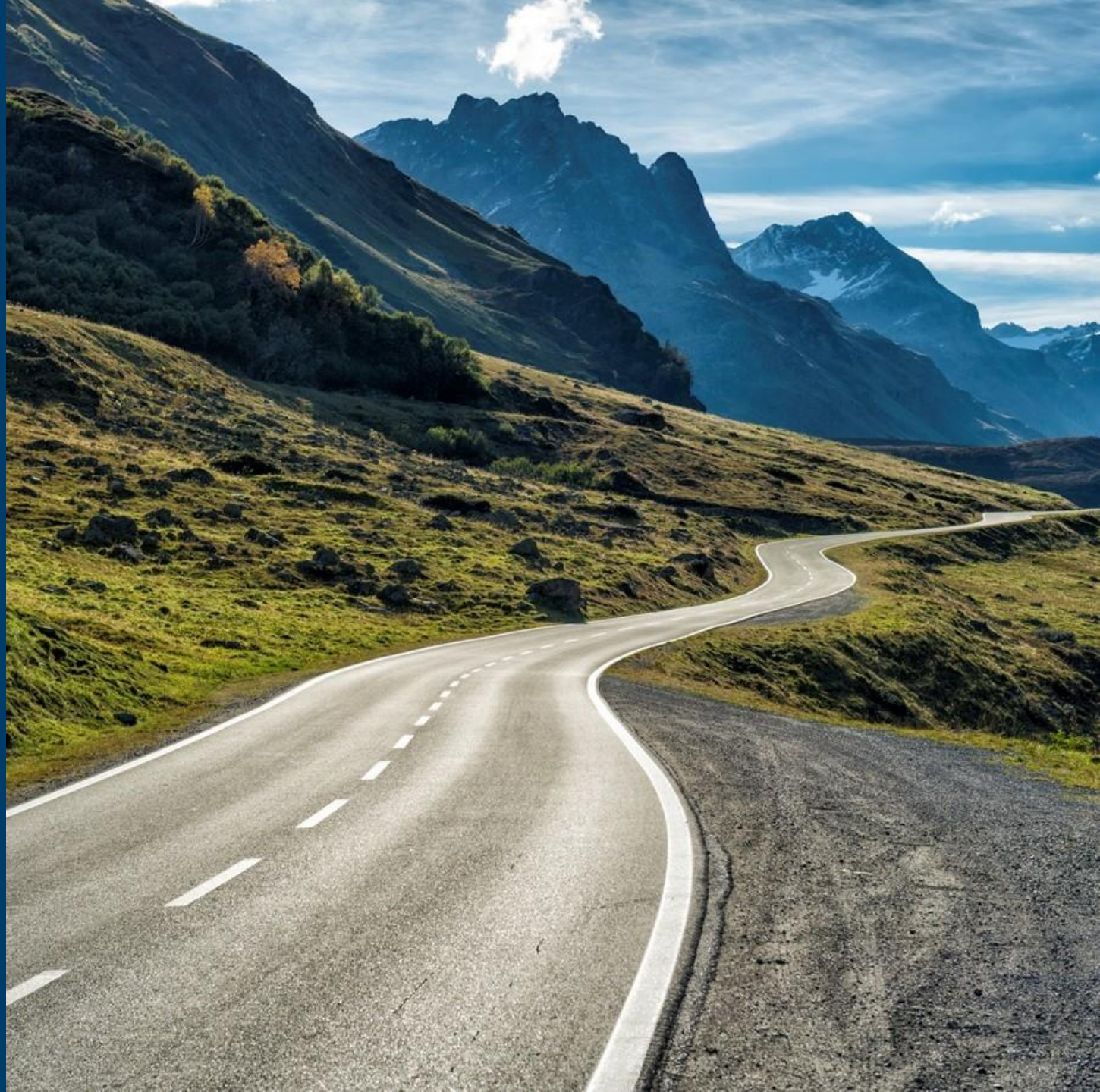**Microsoft**

CloudAscent

Propensity model leveraging
transactional customer data
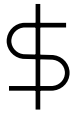for SMB partners

———

- **How to download propensity insights
  for transactional customers in Partner
  Center**
- **What is CloudAscent and what data
  surfaces in the download?**

What is CloudAscent

Grow your business with a deeper understanding of existing customers

Customer opportunity impact

Focus high-cost sales resources on the customers with highest propensity to buy

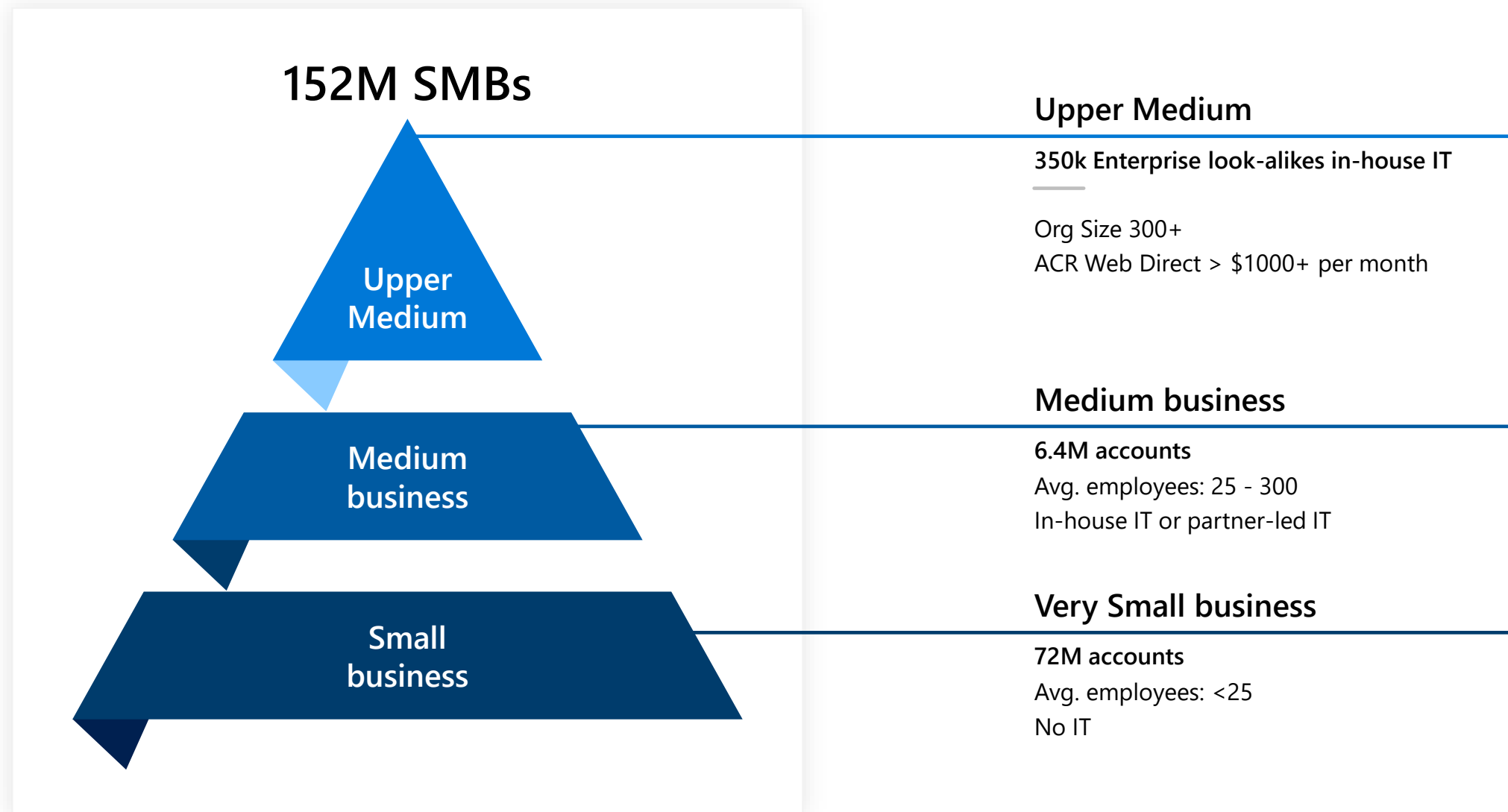Identify when customers are ready to move to a second workload

Develop micro-targeted marketing campaigns to address customers' unique needs

Reduce customer churn

SMB customer landscape

152M SMBs

Upper Medium

350k Enterprise look-alikes in-house IT

Org Size 300+
ACR Web Direct > $1000+ per month

Medium business

6.4M accounts
Avg. employees: 25 - 300
In-house IT or partner-led IT

Very Small business

72M accounts
Avg. employees: <25
No IT

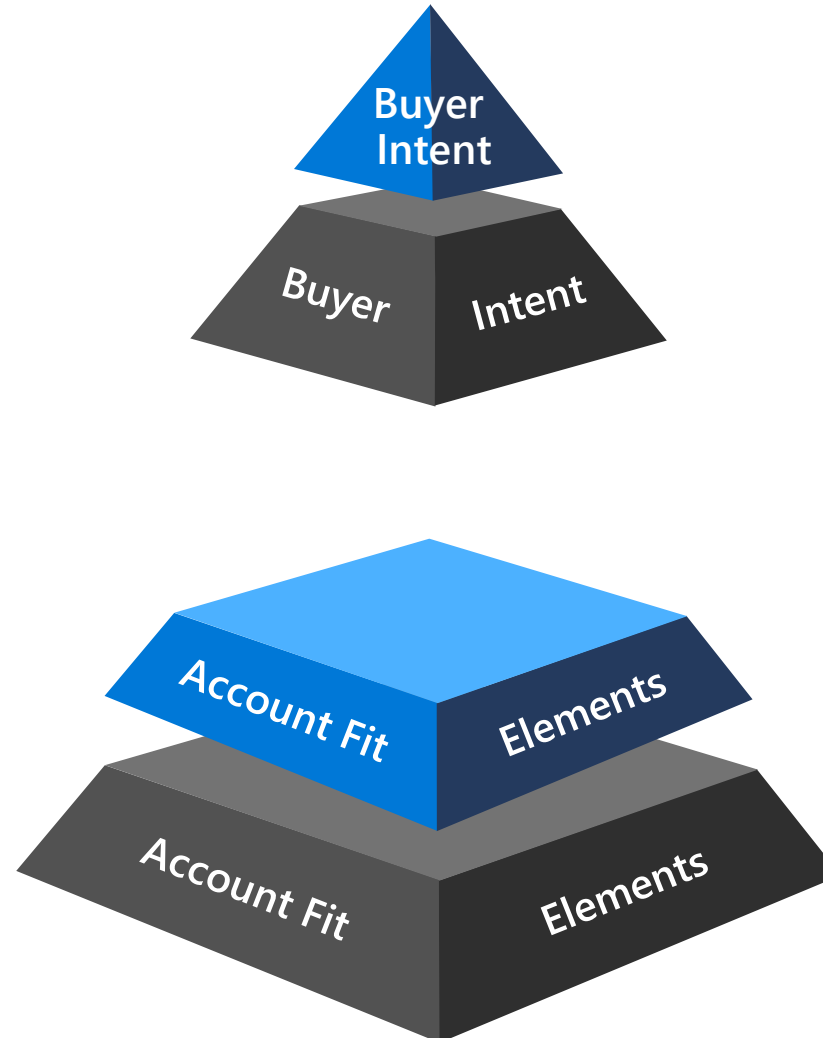# AI & ML driven predictive models

Social engagement

Behavior elements

- Browsing patterns
- Job postings
- Blogs
- Skills Profiles
- Content downloads
- Conferences
- Social Engagement

Win/Loss MS sales & CRM data

Sales elements

- Sales historical revenues/products, sales opportunities
- Win/Loss factors
- Products owned, activated, consumed
- 100+ additional variables

Browsing patterns & content consumption

Solution categories

- Cloud productivity
- Cloud platform
- CRM
- ERP
- Mobile device mgmt. and security
- Database–BI/Analytics, data modernization
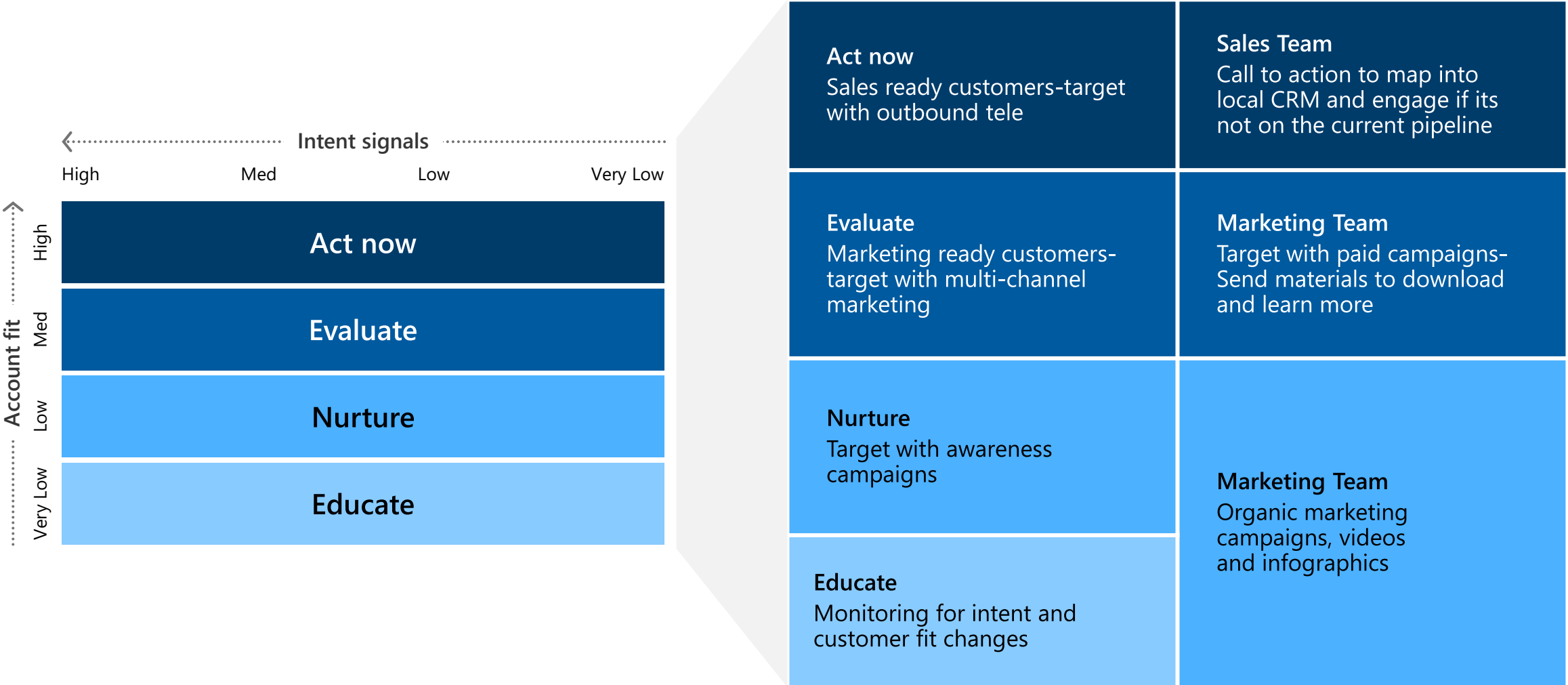- Voice

Firmographics & technology install

External firmographics

- Company size
- # of employees
- Recent funding events
- Hiring

Install Data

- 3rd party technology profile data racking of 3,000+ technologies/installed bases publicly accessible data

CloudAscent propensity how to leverage

Intent signals

| High | Med | Low | Very Low |

Account fit

High	Act now
Med	Evaluate
Low	Nurture
Very Low	Educate

Act now
Sales ready customers-target with outbound tele

Sales Team
Call to action to map into local CRM and engage if its not on the current pipeline

Evaluate
Marketing ready customers-target with multi-channel marketing

Marketing Team
Target with paid campaigns-Send materials to download and learn more

Nurture
Target with awareness campaigns

Educate
Monitoring for intent and customer fit changes

Marketing Team
Organic marketing campaigns, videos and infographics

CloudAscent propensity models

Grow your business by tapping into your current customer base by leveraging customer opportunity reports powered by Cloud Ascent
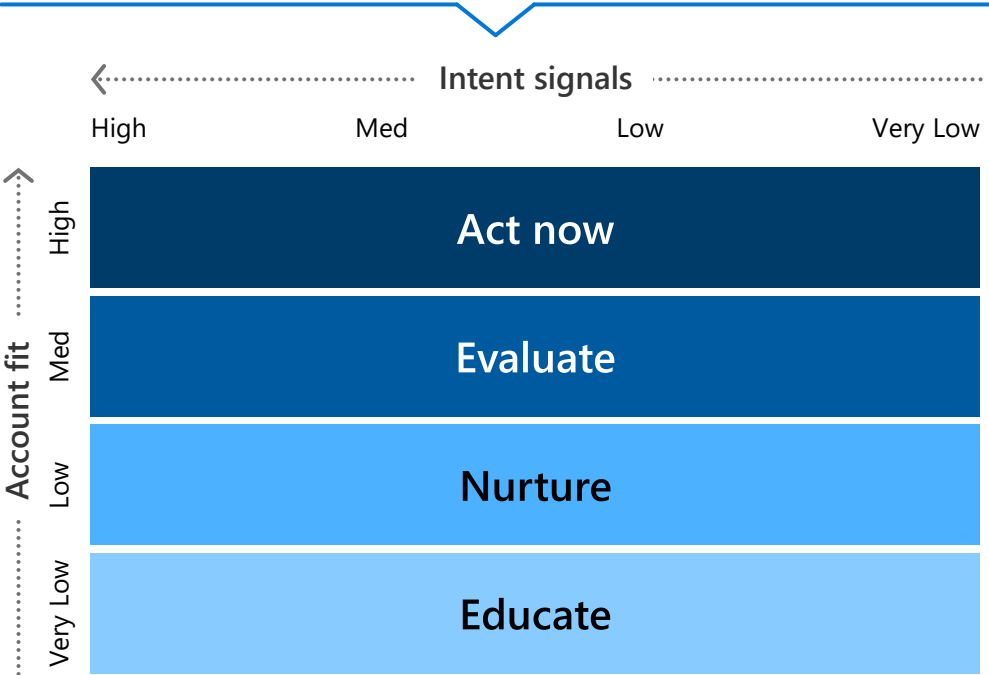
Machine learning models calculate account fit and buyer intent scores based on hundreds of signals

Buyer intent models are updated monthly and account fit models are updated quarterly for refreshed reports every month

Scores are ranked into high, medium, low, and very low across both account fit and buyer intent

These scores are then clustered to represent the customer propensity Act Now, Evaluate, Nurture, and Educate for your current customer base

Social	Public events	Win/Loss
Job postings	Blogs	Content consumption
Browsing patterns	Install data	Sales performance
Technology install	Product usage	Company size

Intent signals

| | High | Med | Low | Very Low |

Account fit

| High | Act now |
Med	Evaluate
Low	Nurture
Very Low	Educate

CloudAscent Partner Center Downloads

CloudAscent Data in partner center is available in two locations: **Customer opportunities** with a summary view for partners; Detailed downloads available via **Downloads Hub** tab.
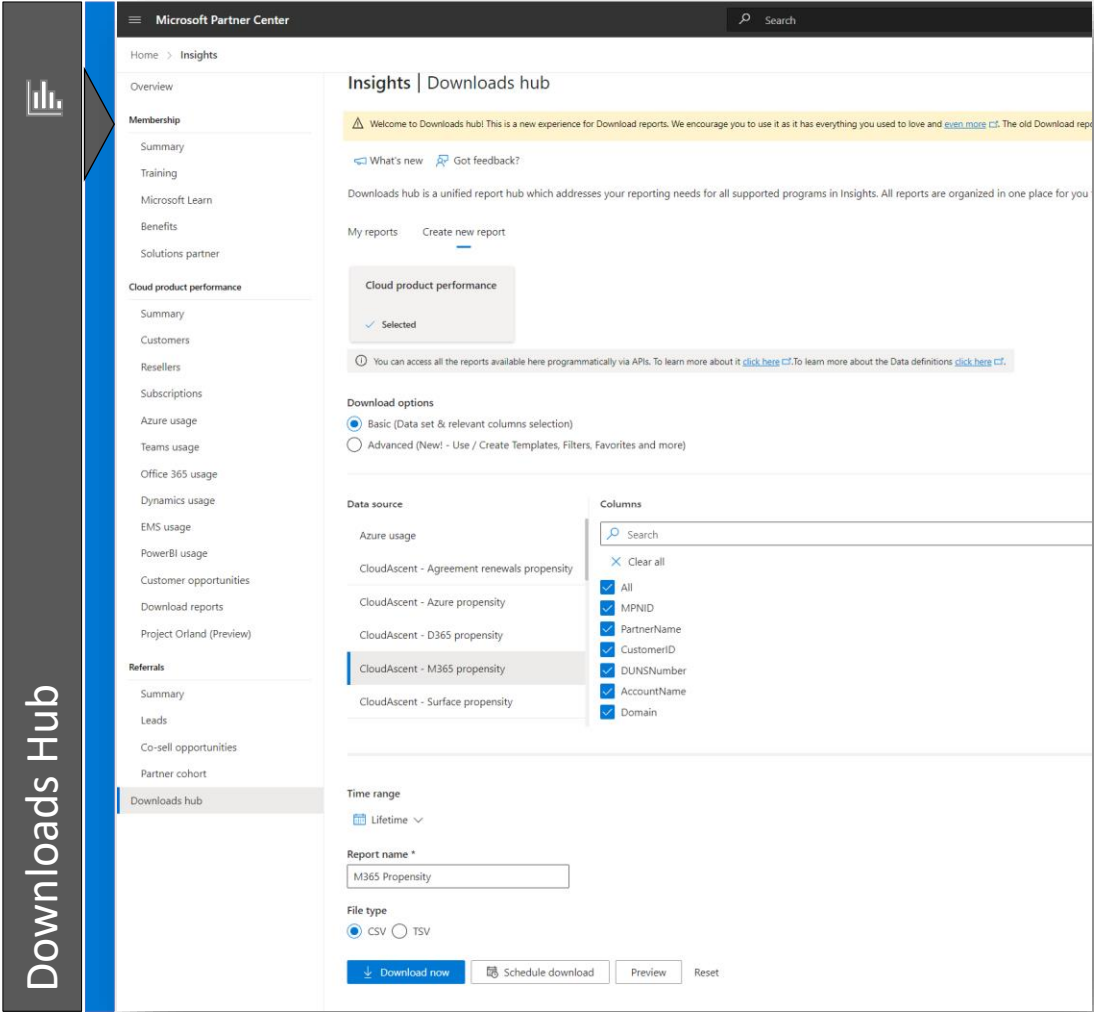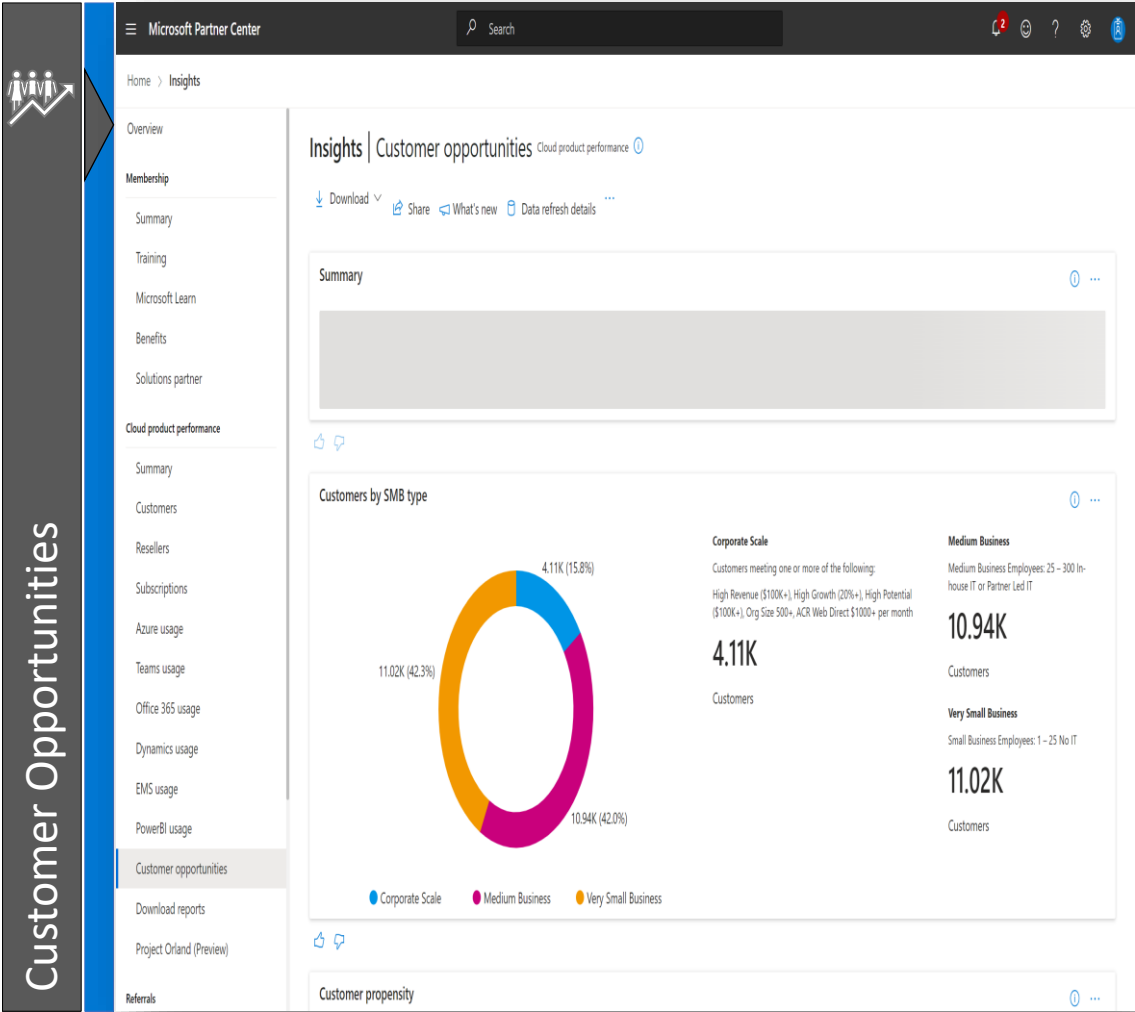
Accessing through partner center

1 | Navigate to https://partner.microsoft.com/ & select **Partner Center.**

2 | Sign in using your company email.

**3** | Once logged in, navigate to the **customer opportunities** tab in the **Insights** workspace.
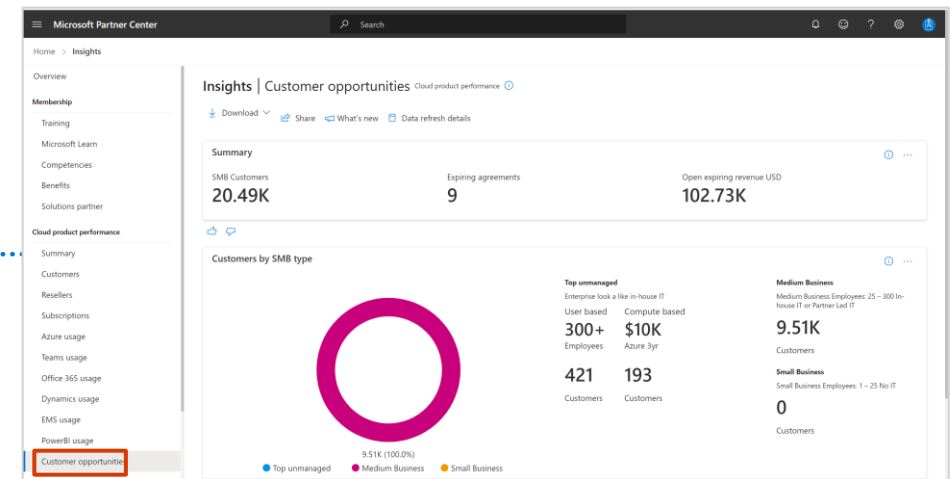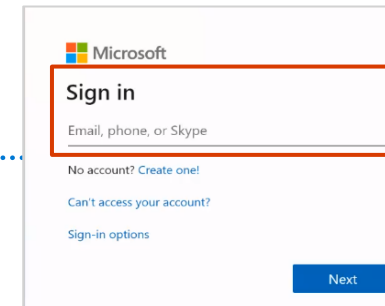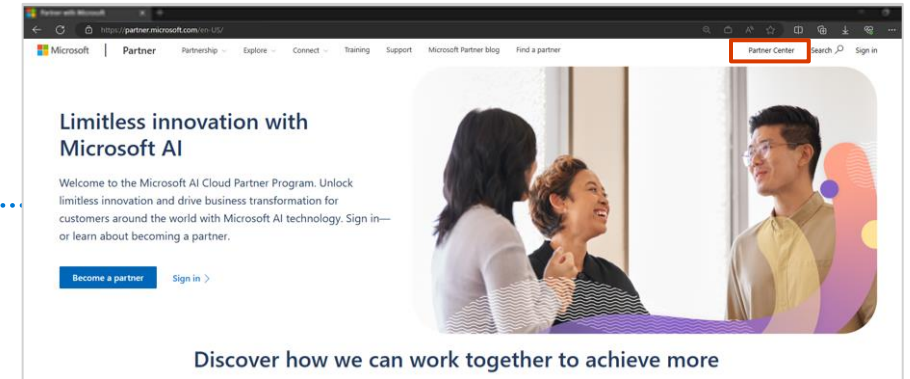
Getting started

4 | To download the report insights into Excel, Select the **Downloads Hub** in the left-hand navigation.

5 | Within the Downloads Hub, Create a new report, ensure you have Cloud product performance selected and have chosen the Basic Download option.

Under Data Source, you can select any of the 5 CloudAscent Propensity data reports identified by the "CloudAscent–Title" (M365, D365, Azure, Surface, Renewals).

To download select the columns to include in your report, add a report name, select CSV file type and Download now.
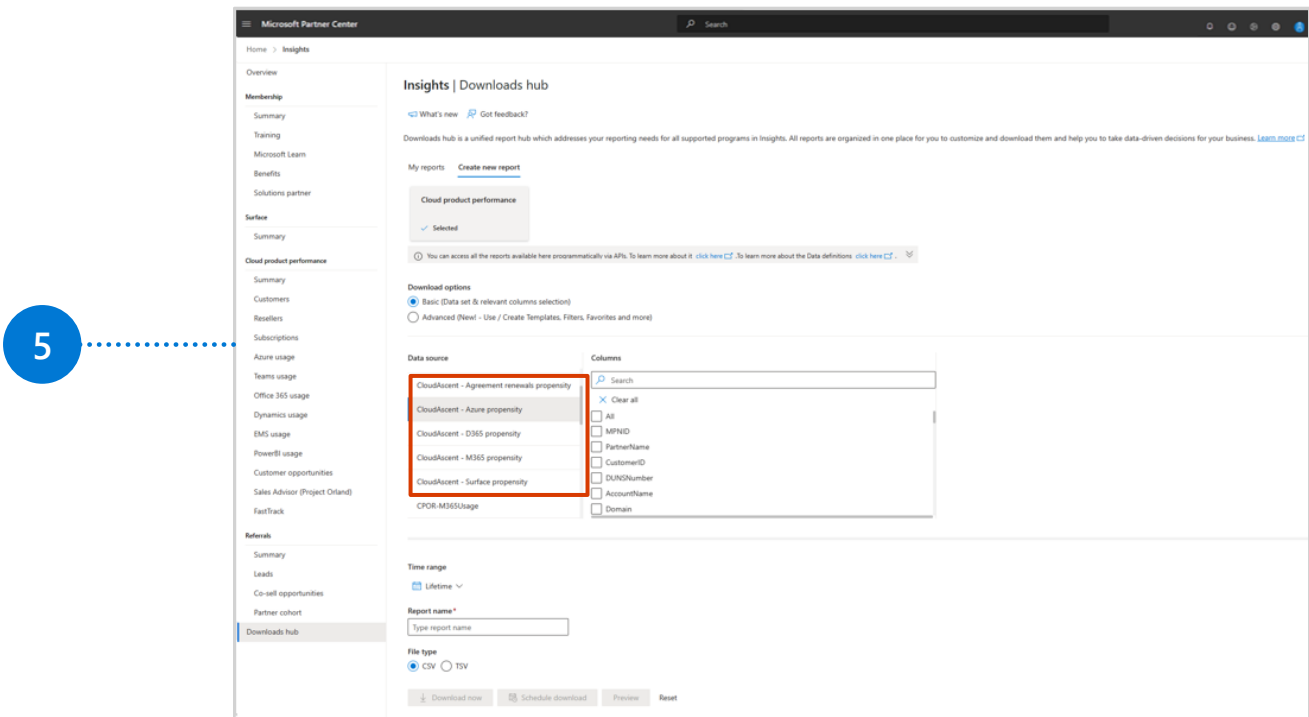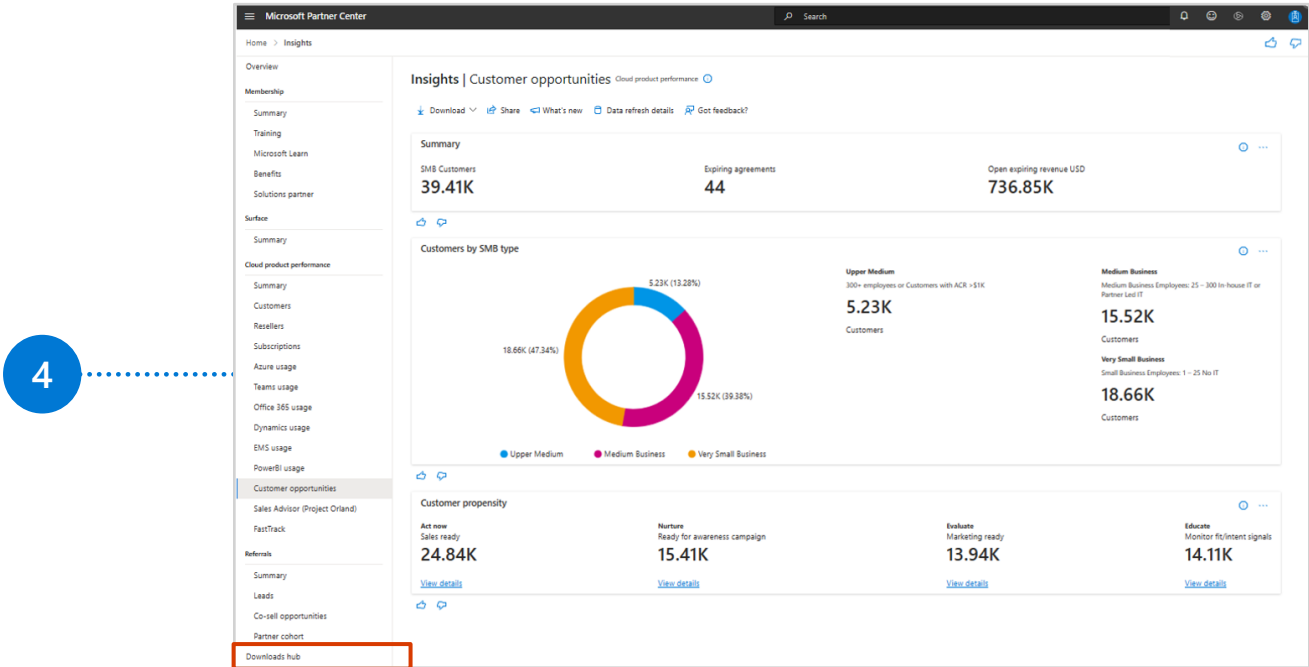
Propensity reports

6 | Once open, each file starts with your own Partner ID/Name, followed by your customer firmographics data, and propensity recommendations.

Target the act now and evaluate propensity clusters for the highest yield customers.

7 | Set up to receive reports on a recurring bases.

Download Highlights

1 Key Customer Firmographic Attributes: Customer Name, Domain, Duns Number, Org Size, City, State, Postal Code, Industry, Vertical, Segment, Sub Segment

2 SMC Type Summary: Customer Segmentation into Upper Medium, Medium, and Very Small Business to define customer size and potential

3 Solution Plays: yes/no indicator to determine if the customer is part of the Solution Play. Use Microsoft Learn to get the targeting details

4 Propensity:

M365 – M365, Surface, and M365 upsell potential

D365 - D365 Finance & Operations, D365 Business Essentials, D365 Sales Pro, and Power Apps

Azure – Azure, & Azure next logical workload

FY24 Solution Plays

Modern Work
Secure Productivity
Converged Comms
Modernize with Surface

Dynamics
Maximize Sales Impact
Simplify Business Process
Transform Business Operations

Azure
Accelerate Developer Productivity
Build Intelligent Apps
Innovate with AI
Innovate with HPC, AI Infrastructure
Migrate & Secure Windows Server & SQL Server
Migrate Linux Estate
Migrate Oracle
Migrate SAP
Migrate to Azure Analytics
Modernize Enterprise Applications
Power Business Decisions with Cloud Scales Analytics

Support for accessing partner center

If you are having challenges accessing CloudAscent, please create a Support ticket.

A Within Partner Center, in the top-left menu, select **Help + support.**

B Explore Partner Center How-to docs or API for self-serve help. For help within a Workspace, select the Copilot icon to contact support.

C Outside of partner center, navigate to the **support** tab on Partner.Microsoft.com and select **create request in Partner Center** or fill out the information requested for self-serve help.
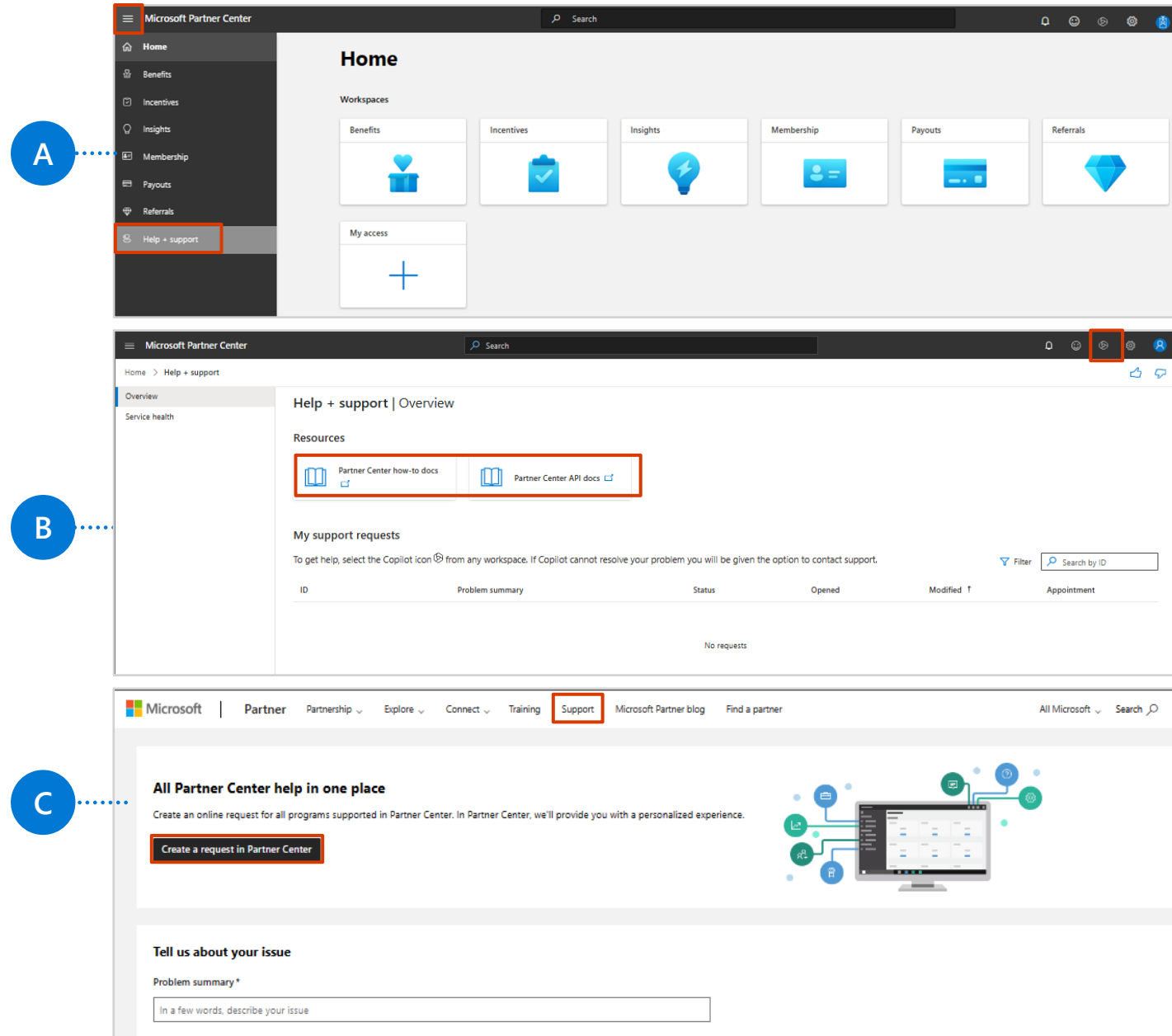
Support for accessing partner center

If you are not able to login to Partner Center, here is how to create a Support ticket.

A Select **unable to login into partner center** by browsing through topics as shown and **review resolutions**.

B If the recommended solutions do not resolve your issue, submit a ticket by selecting **Provide issue details.**

All Partner Center help in one place
Create an online ticket for all programs supported in Partner Center. In Partner Center, we'll provide you with a personalized experience.

Create a ticket in Partner Center

Tell us about your issue
To see available support topics, search for your issue

A General > Accounts, Onboarding, Access > Unable to Login Into Partner Center

Category
General

Topic
Accounts, Onboarding, Access

Subtopic
Unable to Login Into Partner Center

Next step

Review solutions >

Recommended solutions

Partner Center status

Services area	Status	Service announcement
Accounts, Onboarding, Access	⚠	We're currently experiencing delays in responding to support requests in Asia. Thank you for y...

Selected issue
General > Accounts, Onboarding, Access > Unable to Login Into Partner Center
Select a different issue

Recommended Steps

If you can't sign into Partner Center
- For different ways on how you can reset your password and regain access to your work account, read Reset your work or school password using security info ⧉
- After your work account password has been reset, you will be able to access Partner Center

Resources that explain how to assign user roles, permissions and recover or reset password in Partner Center.

Recommended Documents
- Unable to sign in Partner Center ⧉
- Reset my password ⧉
- Assign users roles and permissions ⧉
- Create user accounts and assign permissions ⧉

Next step
For further assistance and to file a support ticket, provide additional details. If you resolved your issue using the steps above, return to the homepage

B Provide issue details

GTM Resources

Marketing Resources

Microsoft AI Cloud Partner Program members can access self-serve resources to help build a strong marketing and sales motion.

Get started on your marketing journey with the below self-serve marketing resources.

Smart Partner Marketing

Training to skill-up your marketing team, including industry trends, market research, and best practices. Get started.

Digital Marketing Content OnDemand

Customizable 10-week social media and email campaign content to generate leads for your business. Get started.

Partner Marketing Center

Digital content library for solution-specific marketing, sales, and readiness materials including customer pitch decks, pre-written emails, and marketing assets. Get started.

Partner GTM Toolbox

Co-branded asset templates for you to customize specific for your industry and solution including customer pitch decks, pre-written emails, and marketing assets. Get started.

Smart Partner Marketing with Microsoft

Maximize your marketing impact.

Whether your marketing team is just getting established, is growing and boosting performance, or building loyalty among established customers, Smart Partner Marketing training can help your team hit their marks.

What is included:

OnDemand training to skill-up your marketing team, including top-tier industry trends, market research, and best practices.

Business impact:

Grow your marketing impact, test your digital marketing channels, get actionable advice, and tutorials to help you improve.

✓ Microsoft AI Cloud Partner Program members

GET STARTED
https://aka.ms/smartmarketing

8

Digital Marketing Content OnDemand

Increase productivity and generate demand online.

Digital Marketing Content OnDemand is your own personal digital marketing assistant and delivers fresh, relevant content for you to customize and share on your social, email, website, or blog.

What is included:

10-week digital campaigns that include to-customer content and to-partner resources.
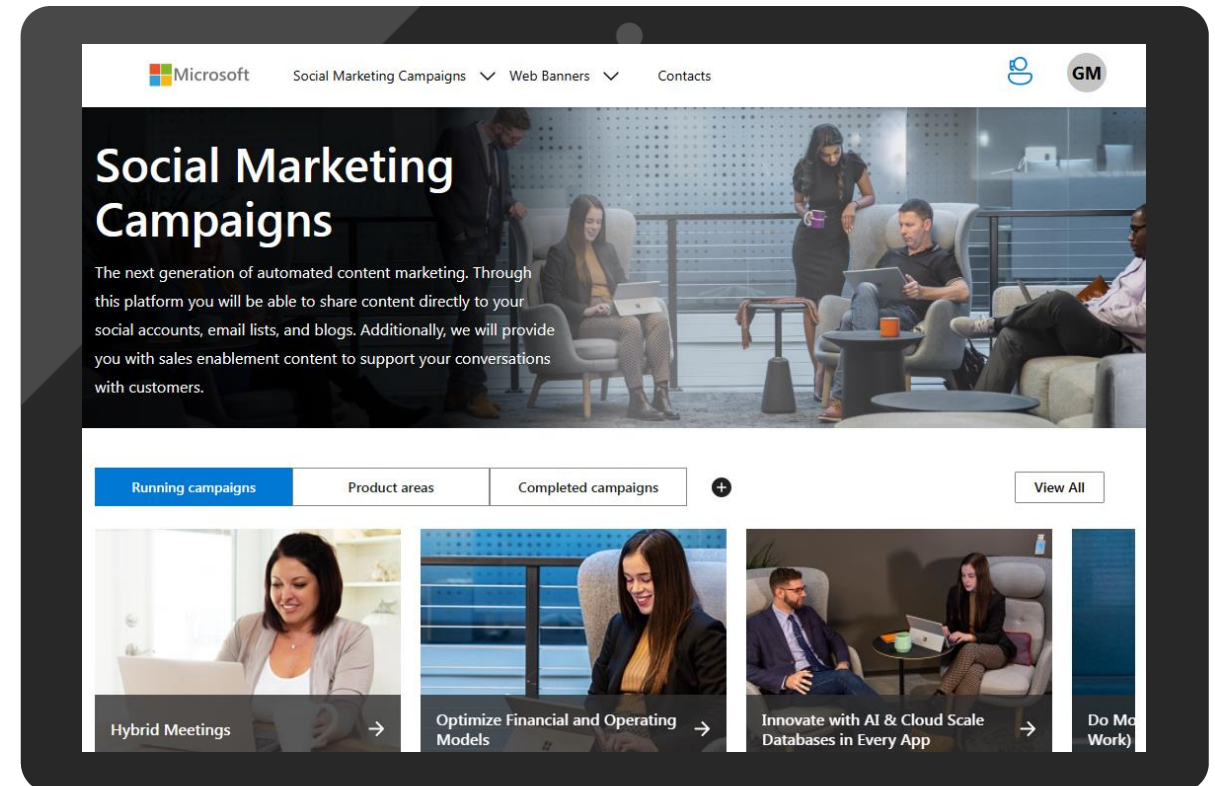
Business impact:

Gather leads directly from your social media accounts, push content to your company's social media accounts without any action from you, and leverage the pre-created emails, social posts, and other great content available.

✓ Microsoft AI Cloud Partner Program members

GET STARTED
https://aka.ms/DMC

7

Partner Marketing Center

Get the assets you need for your customer conversations

Digital content library for solution-specific marketing, sales, and readiness materials including customer pitch decks, pre-written emails, and marketing assets.

What is included:

Assets including one-pager, presentations, playbooks, and guides.
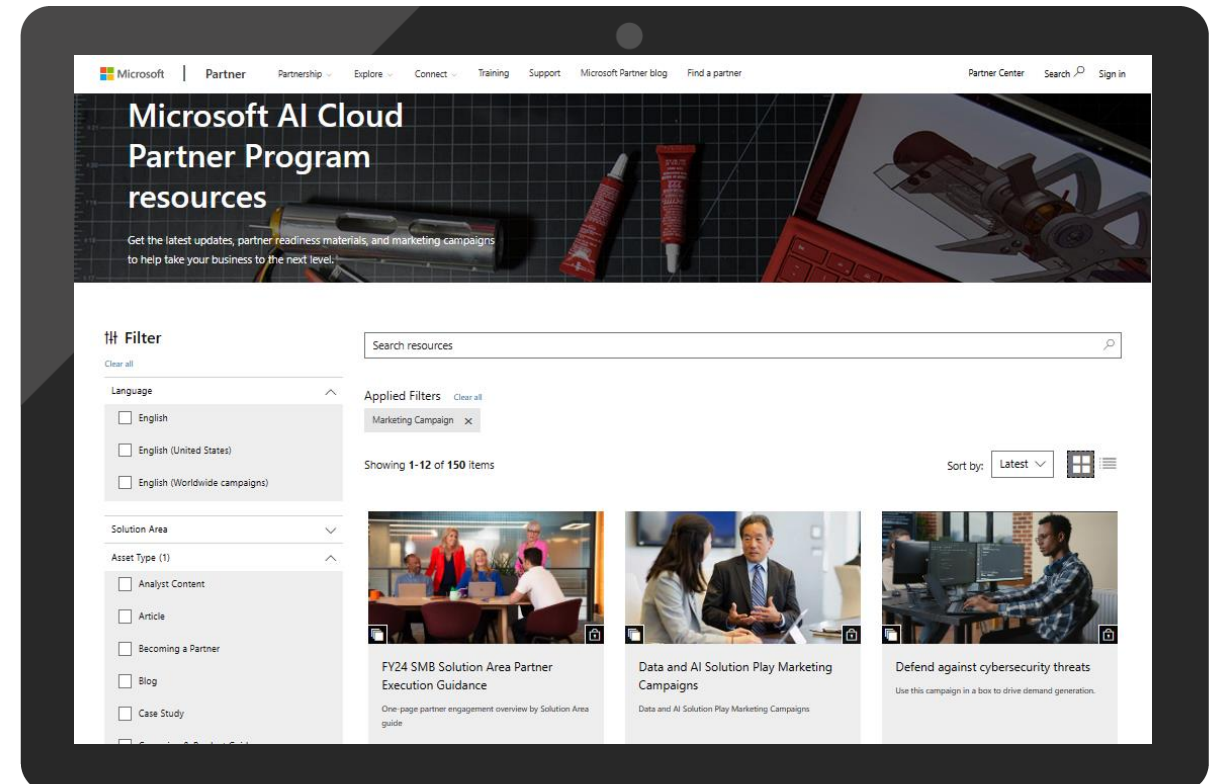
Business impact:

Check out the go-to-market gallery for more easy-to-use, co-branded assets. Plus, browse topics on planning, strategizing, and executing your go-to-market campaign.

✓ Microsoft AI Cloud Partner Program members

GET STARTED
https://aka.ms/PMC

Partner Go-To-Market Toolbox

Amplify the trust and reliability of your brand through co-branding with Microsoft.

Partners who want to bring their solutions to market faster and connect with more customers can find the support they need to effectively co-market with Microsoft in Partner Go-To-Market Toolbox.

What is included:

Fully customizable co-branded assets aligned with solution areas.

Business impact:

Drive awareness and demand of your solution.

✓ Microsoft AI Cloud Partner Program Solution Partner Designations

GET STARTED
https://aka.ms/GTMToolbox

19