

LTI case study

Azure Marketplace increases the global visibility of Larsen & Toubro Infotech's blockchain solution and delivers 50+ leads into its sales pipeline

Going global with Microsoft

Larsen & Toubro Infotech (LTI), a \$1.2 billion global IT services company, developed a blockchain solution on Microsoft Azure that caters largely to banking institutions that offer trade finance services, insurance companies providing freight insurance, and the manufacturing sector.

An easy demo for customers

LTI realized that Azure Marketplace would be a robust channel through which it could reach many more customers. LTI launched a demo of its blockchain solution to highlight its Microsoft partnership and to provide potential customers with an easy way to see how the solution works with Azure.

Gaining leads and leadership

Launching in the Azure Marketplace brought LTI 50+ new opportunities. In addition, it strengthened LTI's credibility with customers and Microsoft sellers, drew positive attention from the media, and helped position the LTI blockchain solution so that it was included in the top quadrant of analyst reports.

Microsoft
Partner
Network

LTI brings its blockchain solution to market

LTI is a \$1.2 billion global technology, consulting, and digital solutions company with more than 300 clients, including 59 Fortune 500 clients. LTI has a 360-degree relationship with Microsoft, is a Blockchain Partner Council Member, and was honored with the 2018 Partner of the Year Winner - App Innovation Award. LTI is a Microsoft Gold Partner with eight Gold competencies and has 50+ industry solutions on the Microsoft Azure stack.

Blockchain, or distributed ledger technology, is fast disrupting the way business is done. LTI is at the forefront of the blockchain revolution, and it can help companies leverage this disruptive technology for exponential operational efficiencies. LTI offers a blockchain solution to improve efficiencies in import-export processes, and it brings all partners on a single blockchain network to share infrastructure costs and reduce reconciliation costs.

Azure Marketplace offers a great way to reach customers, gain new leads, and convert them faster

LTI realized that Azure Marketplace would be a great way to reach customers globally, giving it the global visibility it wanted to generate for its blockchain solution. LTI launched [Trade Finance – Letter of Credit solution on Azure Marketplace](#) and created a demo so customers could gain direct experience with the product. Showcasing its partnership with Microsoft further added credibility to the solution and allowed customers to experience how it worked with Azure. By tapping into the robust Azure Marketplace channel, LTI captured 50+ new leads within one year. These included multiple opportunities with large enterprises, primarily in the banking, insurance, and manufacturing space. Listing in Azure Marketplace allowed LTI to tap into the Microsoft global sales team as a sales engine, and many leads were provided directly from Microsoft sellers.

In addition to the benefits of expanding its sales pipeline, LTI drew positive media attention after issuing a [press release](#) announcing the launch in the Azure Marketplace. It was also positioned in the [High Performer quadrant](#) of the HfS Blueprint Report: Enterprise Blockchain Services, which focuses on the blockchain capabilities of 21 service providers. The report highlights LTI as one of the first members of the Microsoft Blockchain Partner Council. Also, Avasant's first Blockchain Services RadarView™ Report recognized LTI as a [leader in blockchain services](#).

Azure Marketplace gives LTI sales staff one destination to send potential customers to learn more and to try the product. It allows LTI to provide a richer product experience to potential customers, bringing them further into the sales funnel and allowing them to be more efficient with their own sales and marketing resources. Based on the success with this first foray, LTI is working to deliver other solutions into Azure Marketplace.

"Azure Marketplace has been a door opener to us, providing new opportunities and thereby supporting our vision to deliver the exponential operational efficiencies of our blockchain solution to enterprises around the world. We will continue to leverage its potential and expand the usage for other LTI offerings."

- Giri Rajaiah, Vice President & Global Alliance Leader, LTI