



Products and Services
Microsoft Dynamics 365
Power platform
Azure

Industries
Automotive
Heavy Equipment
Manufacturing

Organization Size
Medium (50 – 999
employees)

Country
Iceland

BusApps partner since
2002

Annata accelerates growth through co-sell with Microsoft

Build on an evolving platform

Annata is a global ISV with 15 years of experience delivering end-to-end business solutions for the automotive and equipment industries. They partnered with Microsoft for their commitment to innovation and go-to-market support, which empowers Annata to get ahead of competitors and acquire new customers.

Annata adopted Microsoft Dynamics 365 early, believing it would help them deliver the right solutions for customers. They leveraged the platform to develop Annata 365 for Dynamics, a set of vertical-specific business solutions. Annata now drives 100% of revenue through Dynamics 365 from both new customers and existing customers that have migrated to the cloud.

Fuel sales through co-selling

As an ISV, Annata co-sells with Microsoft to acquire customers and enter new markets. They took part in the first Dynamics co-sell motion and drive 90% of customer adds through co-sell. Annata believes co-sell is integral to fueling their sales cycle as an ISV, providing internal visibility for helpful product development and go-to-market support.

“ Co-selling with Microsoft has dramatically increased our capacity to generate leads and close deals.

— Elva Guðrún Guðjónsdóttir, Chief Marketing Officer, Annata





- **Drives 100% of revenue** through Dynamics 365
- **Generates 90% of customer adds** through co-sell with Microsoft
- **Expanded presence in LATAM** through co-sell deals in Chile

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Collaborate to win with Microsoft

For Annata, Microsoft's co-sell team is what differentiates it from other vendor's co-sell programs. This dedicated team of Microsoft sellers and partner managers supports Annata throughout the sales cycle to identify likely customers and close deals. Annata sees co-sell with Microsoft as a true partnership, working together to source leads and expand into new markets.

For Microsoft, ISVs who have developed industry-specific solutions speak the language of customers and are key to winning co-sell motions. As an expert in the automotive and industrial industries, Annata is crucial to landing customer conversations. Microsoft and Annata achieve a greater win rate together than they could achieve separately.

Expand into new markets

Annata recently closed a \$1.2M deal with an automotive customer in Chile through co-selling with Microsoft. The customer needed an industry-specific Dynamics 365 solution, so the Microsoft co-sell team recommended Annata 365 for Dynamics and engaged a local services partner to implement it.

"We relied on Annata's industry expertise and credibility in the customer conversations. Annata's involvement was critical to landing these wins."

- Christian Alvarez
Territory Channel Manager, Microsoft

Together, Annata and Microsoft created a co-sell motion that could be easily replicated, leading to two more wins in Chile. Annata and Microsoft are evangelizing this joint success internally to expand into other regions in LATAM.

“ We couldn't have scaled our business as successfully without co-selling and connecting with other Microsoft partners to provide implementation services. ”

— **Elva Guðrún Guðjónsdóttir**, Chief Marketing Officer, Annata