

Barracuda Networks Case Study

Barracuda reels in clients, transforming its business with the Microsoft Marketplace Rewards programs and Azure Marketplace

How to increase awareness and sales with low-contact clients

Barracuda Networks wanted to expand sales of its cloud security solutions by raising awareness among prospective clients and attracting new customers through low-contact channels.

Microsoft Marketplace Rewards raises awareness of offerings

Barracuda participated in the Marketplace Rewards program, which provided Barracuda with marketplace listing optimization, co-sell selling, and other benefits that helped customers discover its offerings.

Barracuda nets Azure Marketplace leads with social media promotions

Through social media promotions, hundreds of potential customers learned about Barracuda's solutions on the Microsoft partner site. In FY20, Barracuda logged over 1,000 opportunities and hundreds of co-sell wins, delivering seven-figure revenue.

Microsoft
Partner
Network

Barracuda Networks, a Microsoft security partner removing barriers to cloud adoption

Barracuda is committed to bringing cloud-engineered, enterprise-grade security solutions that are easy to buy, deploy and use. The company believes in providing innovative cloud solutions that grow and adapt with its customers. Barracuda engineering teams collaborate extensively with Microsoft development teams, leveraging the Microsoft Azure platform to deliver client solutions. More than 200,000 customers worldwide trust Barracuda to protect them from advanced and emerging risks.

“Thanks to Barracuda, we no longer have any security-related concerns about deploying in Azure. That frees us to ramp up our cloud innovation strategy considerably,” said Miguel Vidal, Production/Systems/Communications Manager, UNICRE.

Flexible billing and monthly payments through Azure Marketplace let customers quickly deploy new services. Having delivered over one million cloud-enabled products, Barracuda facilitates its customers’ cloud adoption and protects them from threats to applications, data, and networks.

In 2016, Barracuda was named Microsoft Partner of the Year, and in 2020, Barracuda was named Microsoft Commercial Marketplace Partner of the Year Finalist. Barracuda is a globally managed Apps & Infrastructure partner and a Gold Cloud Platform partner.

Microsoft Marketplace Rewards drives low-touch leads to Barracuda through awareness campaigns

By taking advantage of recently launched capabilities like Private Offers, Barracuda has captured customers it would not have been able to sign without purchase orders. Barracuda has used Azure Marketplace to win customers who require monthly billing and the ability to spin up new services without going through procurement. Via Azure Marketplace, Barracuda has also provided pay-as-you-go and other flexible payment terms to very large customers around the globe, such as Herbalife. After purchasing Barracuda [WAF-as-a-Service](#) firewalls from Azure Marketplace to protect customer-facing apps, Herbalife decided to adopt Barracuda more broadly across customer-facing and channel-facing apps.

“With clear evidence of marketplace driving low-touch growing deals (both revenue and Azure Consumed Revenue), and enterprise capabilities that are drawing in deals from our larger customers, Barracuda sees strong opportunity to use our multiple Co-sell Ready/Preferred solutions to engage our sellers for joint selling via Azure Marketplace,” said Nicole Napiltonia, VP of Business Development and Alliances, Barracuda Networks.

Through awareness campaigns and spotlights to Microsoft field sellers, Microsoft drives leads to Barracuda. In FY20, Barracuda logged over 1,000 co-sell opportunities and registered hundreds of sales, resulting in seven-figure revenue through Azure Marketplace. Barracuda also benefits from the new ability of its Azure Marketplace offers to draw down a customer’s committed Azure spend, helping customers find budget for security solutions while delivering incentives for co-selling motions.

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