

Grazitti Interactive Case Study

Grazitti unlocks new customer segments and increases business with the Microsoft Marketplace Rewards programs and Microsoft AppSource

How to reach and sell faster to global prospective customers

Grazitti Interactive wanted to sharpen the targeting of its SearchUnify application, boost listing traffic on Microsoft AppSource, and engage with a larger prospective audience.

Microsoft Marketplace Rewards boosts awareness of offerings

Grazitti participated in the Microsoft Marketplace Rewards program, which provided Grazitti with marketplace listing optimization, co-sell selling, dedicated support, and other benefits.

Grazitti logs Microsoft AppSource leads through social promotions

Through social media promotions, thousands of potential customers learned about Grazitti's solutions on the Microsoft partner site. In two months, Grazitti logged a significant increase in product exposure and prospect engagement.

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A digital innovation company passionate about transforming global business

Founded in 2008, Grazitti Interactive is a global provider of Software-as-a-Service products and services for clients ranging from small businesses to Fortune 500 enterprises. This Microsoft Gold Partner develops solutions for customer relationship management, support, and analytics. The Microsoft AppSource portal provides Grazitti Interactive with visibility and direct access to Microsoft customers for its products, such as SearchUnify, Grazitti's cognitive search platform.

"SearchUnify expands upon Microsoft's suite of products, including SharePoint, Microsoft Dynamics 365, Microsoft Teams, and Microsoft Power BI, and can be hosted on the Microsoft Azure cloud or on-premises. SearchUnify helps support teams tap into the knowledge and intelligence already present in Dynamics 365," said Vishal Sharma, CTO, SearchUnify.

SearchUnify has powered digital transformation for some of the leading companies in information technology, high-tech, e-commerce, banking, insurance, pharmaceuticals, and education.

Microsoft Marketplace Rewards mobilizes Microsoft AppSource leads for Grazitti through awareness campaigns

Through awareness campaigns, listing optimization, and press releases, Microsoft drives leads to Grazitti. Hundreds of prospective customers learned about Grazitti's [SearchUnify](#) offer on Microsoft AppSource through a June 2020 success story. Over 2,500 potential customers learned about the offering in a week, through a social promotion on the Microsoft Dynamics 365 Twitter handle. These promotions drove significant interest in Grazitti's solution and resulted in dozens of ongoing engagements.

"As a long-standing Gold Partner, the Microsoft Marketplace Rewards program has enabled us to proactively strengthen our engagement efforts and unlocked a bevy of benefits to accelerate our solution's market time-to-value," said Sharma.

Grazitti leveraged Microsoft Rewards Program benefits, including sales, technical, and marketing expertise.

"Thanks to the Marketplace Rewards team, we were able to power our solution's market reach and visibility. The precision of the program and the hands-on support from the engagement team has helped us reach the right decision-makers on the right channels," said Ajay Paul Singh, Head-Marketing, SearchUnify.

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