

# SAM P2P: SAM Partner and ISV

## Partnership with ISVs

Independent Software Vendors or ISVs develop and sell business software and/or solutions. The relationship between SAM Partners and ISVs can be advantageous when an ISV has a product and/or expertise that SAM partners can incorporate into their accounts to better serve customers. This may be a technical or in-depth capability that the SAM Partner does not wish to develop on their own. Alternatively, an ISV may need assistance from a SAM Partner to help their customers understand, manage, and optimize software assets.

### Example:

A SAM Partner engages with their customer in a SAM Cybersecurity Engagement. During this engagement, the SAM Partner will conduct an analysis of the customer's cybersecurity infrastructure to detect vulnerabilities, identify weaknesses in security processes and procedures, and provide the customer with recommendations on how to better secure their IT environment.

Leveraging their relationship with an ISV who specializes in cybersecurity, the SAM Partner can then propose an end-to-end solution to their customer to implement the provided recommendations – and incorporate the services into a broader SAM Managed Service offering for their customer. While the SAM Partner continues to own the customer relationship and manage all services delivered, the cybersecurity partner can deliver consulting services through the SAM Partner to drive Windows 10 adoption, EMS deployment, and the implementation of their own ISV solution that monitors the customer's Office 365 and Azure tenants to extend their on-premises security best practices in the Cloud.

In this situation, the SAM Partner is well-versed in performing SAM Cybersecurity Engagements and detecting cybersecurity issues, however they may not have the expertise or tools to fix identified issues and manage cybersecurity risks on an ongoing basis. This is where they partner with the cybersecurity ISV whose services and solution enable the SAM partner to extend the service offerings included in their managed service and deliver a comprehensive solution to their customer beyond their initial SAM scope.

By working together, the SAM Partner and ISV better serve the customer and in-turn, capitalize on their own skills and expertise.

## ISV Core Competencies

SAM Partners can benefit from engaging ISVs with expertise in the following:

- Cybersecurity Expertise
- Cloud Consultation and Migration
- Server Optimization
- Infrastructure Optimization
- SAM Tool Provider



### Customer Benefits:

- Increased satisfaction and value.
- Transaction is seamless to the customer, with the customer contracting through their single service provider and both partners working together for the benefit of the customer.



### ISV Benefits:

- Expansion of partner channel outside "traditional" ecosystem in their area of expertise.
- Success allows for the ability to promote services to additional SAM Partners.
- Demand generation through third-party SAM engagements.



### SAM Partner Benefits:

- Enabling capabilities without needing to develop skills in-house.
- Increasing and diversifying revenue streams via direct services, software reseller, and through-partner services fees.
- The ability for further account expansion via additional P2P engagements as customer's needs grow.



### Microsoft Benefits:

- Satisfied customers and partners.
- Balanced partner ecosystem.