

Uptale case study

Uptale raises brand recognition and spurs engagement through the Microsoft Azure Marketplace and Marketplace Rewards benefits.

How to lift worldwide brand recognition and increase leads

Uptale wanted to elevate awareness of its learning platform, raise its worldwide brand recognition, and increase traffic to its solution on Microsoft Azure Marketplace.

Uptale gains 6X CTA click growth for its Azure Marketplace solution

Through Marketplace Rewards benefits such as a microsoft.com case study, a webinar with Microsoft sellers, and social promotion, Uptale logged six times more clicks on its marketplace call to action (CTA).

Uptale reaches potential customers in 50 countries via Marketplace Rewards

By using Marketplace Rewards benefits to drive traffic, Uptale was able to take advantage of co-sell status to scale globally through the commercial marketplace.



Uptale, a Microsoft partner unlocking the power of immersive learning

Uptale is a software-as-a-service company that provides a learning platform for large and distributed enterprises in Europe, North America, and Asia. The company's mission is to train workforces at scale by enabling anyone to create virtual reality (VR) training. Uptale primarily works with manufacturing, retail, and education companies.

Uptale's immersive learning platform on Microsoft Azure makes situation-handling skills easy to digitize, distribute, and track. The Uptale solution features an intuitive VR authoring tool to create simulated workplace environments plus distribution options to deliver consistent training content to any device, at any location, in real time. It also provides insights and analytics across workforce enablement programs.

[Uptale](#) is built on Azure and utilizes Microsoft Teams and Azure Speech services, including the Text to Speech service with new neural voices and Speech to Text for voice recognition in the Uptale VR Translator.

Microsoft Marketplace Rewards benefits drive year-over-year increase in brand awareness and CTA clicks

Uptale wanted to improve its brand awareness and recognition worldwide, raise the profile of its VR training solution, and highlight its partnership with Microsoft.

Through Microsoft Marketplace Rewards, Uptale saw a tenfold increase in page visits to its offering on Azure Marketplace and six times more clicks on its marketplace call to action (CTA) compared to 2019. More than 200 visitors viewed Uptale's case study on the Microsoft partner site, while a tweet promoting the case study garnered more than 1,000 impressions.

"With the help of Microsoft Marketplace Rewards, we were able to raise awareness internally and externally on our VR platform. We are thrilled to see that Microsoft is an active partner that helps us at so many levels. It's a 360-degree partnership that give us a lot of boost," said David Ristagno, CEO, Uptale.

Uptale optimized its commercial marketplace listing with the help of Marketplace Rewards, and in the following month logged a 50 percent increase in unique visits. Since becoming a co-sell partner, Uptale has utilized Marketplace Rewards to reach potential customers in more than 50 additional countries.

"Being a partner with Microsoft helps us show our legitimacy as a company. Microsoft Marketplace Rewards benefits help us raise awareness inside Microsoft and at a worldwide scale. We couldn't do it alone. This is what partnership is all about, joining our forces," said Dwayne Iserief, COO, Uptale.

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