

# SingleStore boosts win rate by 50 percent with Microsoft Marketplace Rewards

## The challenge

Microsoft partner SingleStore wanted to promote its database solution, SingleStoreDB Cloud, to customers and the Azure field sales team.

## The solution


SingleStore and the Microsoft Marketplace Rewards team worked to refine SingleStore's pitch, record a Microsoft sales team webinar, and execute other marketing activities.

## The results

- **SingleStore gained direct access to Azure field sellers** with a webinar and a solution spotlight on the Azure GearUp site.
- **1,045 views were recorded** for a commercial marketplace blog feature in which SingleStore promoted its database solution.
- **Microsoft funds spurred proof-of-concept projects** and paved the way for development of new features on SingleStore's managed database solution.

## Learn more

[View SingleStoreDB in the Microsoft Azure Marketplace](#)



"The Marketplace Rewards program has allowed SingleStore to maximize the business value we can provide to our joint customers."

Aaron Shoffa, North America VP of Sales, SingleStore

## Highlights



SingleStore secured 25 percent more proof-of-concept engagements.



The Azure field sales team helped SingleStore identify customer opportunities.



SingleStore's win rate improved by 50 percent.

## About partner

SingleStore is an IP co-sell partner whose hybrid transactional and analytical processing (HTAP) database, SingleStoreDB, uses the global infrastructure of Microsoft Azure to support real-time applications.