






**This incentive helped convince big Azure strategic customers to use Azure Marketplace over competitive CSP marketplaces.**

-Nadav Tzucker, Cloud Alliance Manager, Wiz

## Highlights

-  Wiz realized 10 times better results with Azure credits than with other CSPs.
-  Azure credits helped Wiz close over a dozen competitive deals.
-  Wiz plans to quadruple sales by creating a large-scale incentive program using Marketplace Rewards and quadruple sales.

## About partner

Relied on by over 40 of the Fortune 100 companies, Wiz enables security, DevOps, and engineering to remediate the highest risks and proactively harden cloud environments. The Wiz cloud-native application protection platform (CNAPP) identifies and removes the most critical risks to Microsoft Azure, Kubernetes, and other cloud platforms.

# Wiz conjures 1,500 % ROI from Azure sponsorship with Microsoft Marketplace Rewards

## The challenge

Seeing an opportunity to increase growth, Wiz executed a three-month campaign to promote offers through the Microsoft Azure Marketplace. Wiz utilized over \$350,000 in Azure sponsorship credits to close over a dozen competitive deals. The company used its remaining credits to create an Azure Marketplace pipeline for its customers.

## The solution

According to Wiz's sales team, the Azure credit incentive helps push customers to use the Azure Marketplace over competitors before the commercial discussion even starts. In almost all of the aforementioned deals, Wiz converted customers who had decided to use a competing marketplace to switch to Azure Marketplace.

## The results

- Wiz utilized over \$350,000 in Azure sponsorship credits to close over a dozen competitive deals.
- The company used its remaining Azure sponsorship credits to create an Azure Marketplace pipeline for its customers.
- For Wiz, the Azure credit incentive program resulted in a 1,500 % return on investment (ROI) when measuring Marketplace Billed Sales against every dollar of credit submitted.
- Wiz found that the ROI of the credit incentive program had 10 times better results than its efforts with other CSPs (cloud service providers) in terms of ROI.

## Learn more

[Learn about Wiz Cloud Infrastructure Security Platform on Microsoft Azure Marketplace](#)

