

TIPSA case study

TIPSA demonstrates reliability and expands markets through availability on Microsoft AppSource and the benefits of Marketplace Rewards

TIPSA aims for customer trust via Microsoft AppSource

TIPSA understands that small and medium-sized customers can't afford to waste time or money on unknown solutions. It saw an opportunity to build trust by delivering its offers through Microsoft AppSource.

Microsoft Marketplace Rewards aligns value and drives leads

TIPSA aligned its 2021 marketing campaign with its included Marketplace Rewards benefits to demonstrate the value, reliability, and completeness of its AppSource solutions on Microsoft Dynamics 365 and Azure.

TIPSA gains awareness and leads while expanding into the market

Through social promotions, case studies, and other Marketplace Rewards, TIPSA gained exposure to thousands of potential customers, generating awareness and leads for its certified products and services available on Microsoft AppSource.



TIPSA demonstrates reliability and quality by building on the Microsoft cloud and commercial marketplace

TIPSA S.L., a Microsoft gold partner in Spain since 2007, specializes in helping companies in the wine, food, and beverage industry to integrate their business processes and optimize daily operations to promote collaborative work, mobility, security, and efficient data analysis. TIPSA focuses on creating business-specific solutions for Microsoft Dynamics 365 Business Central and Customer Engagement. It has aligned itself with Microsoft best practices while designing, maintaining, and expanding its SaaS offerings.

TIPSA's portfolio of enterprise resource planning (ERP) and customer relationship management (CRM) solutions for wine-making professionals, VinoTEC, is built on Dynamics 365 Business Central and integrated with Microsoft cloud technologies such as Microsoft 365 and the Microsoft Power Platform. VinoTEC, of which [VinoTEC CORE](#) on Microsoft AppSource is a part, helps to manage financial, manufacturing, supply chain, customer service, and data analysis initiatives with confidence and long-term guarantees. The company has taken hundreds of wineries and olive oil manufacturers to Microsoft cloud technologies through VinoTEC and other apps.

A campaign to expand awareness and leads with the help of Microsoft Marketplace Rewards

In 2021, TIPSA organized a campaign including go-to-market activities through Marketplace Rewards and the Microsoft Partner Network. TIPSA optimized its marketplace offer listings, announced its products through press releases featuring quotes from Microsoft executives, and published stories highlighting its success serving customers through Microsoft AppSource. These benefits continue TIPSA's efforts to demonstrate to potential customers that its Microsoft-certified products are reliable and valuable, helping the company expand into additional markets.

TIPSA used its included Marketplace Rewards to publish four stories highlighting customer success on the Microsoft Customer Stories site. These stories were promoted on social media by Microsoft and incorporated into TIPSA's marketing campaign materials. Thousands of potential customers learned about TIPSA through the social promotions, and hundreds more viewed its success stories, leading to numerous inquiries into TIPSA products and services.

"We are excited to see how solutions like VinoTEC extend their reach through Microsoft AppSource in a way that customers around the world can easily find tailored line-of-business partner solutions that work with the products they already use. Furthermore, as a Microsoft partner, we can extend our proposals with existing certified tools to help our customers meet their needs faster," said Andrés Sáenz, Chief Marketing Officer at TIPSA. "Our offers have gained wider awareness thanks to Marketplace Rewards, with more than 2,300 potential customers learning about TIPSA through co-marketing efforts with Microsoft."

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