

Datometry case study

Datometry soars to co-sell success with Microsoft Azure Marketplace and the guidance of the Marketplace Rewards team

Trying to build on partnership and marketing goals

Microsoft partner Datometry wanted to expand the profile of its virtualization technology, which allows enterprises to more easily replatform to Microsoft Azure.

Taking the next step with Microsoft Marketplace Rewards

Microsoft Marketplace Rewards helped Datometry refine and promote its Azure Marketplace listings, then publish strategic marketing benefits.

Quadrupled listing page traffic, new opportunities, and co-sell wins

Datometry saw a fourfold increase in page views and enjoyed a growing reputation. This led to key invitations, paving the way for co-sell wins at major enterprises.



Helping companies unlock the benefits of Azure

Datometry has been a Microsoft partner since 2016 and is an IP co-sell incentivized, Microsoft Azure Consumption Commitment-eligible independent software vendor (ISV) focused on helping Microsoft win with Azure Synapse. The San Francisco-based company brings virtualization to the database stack to make customers' existing applications instantly interoperable with modern cloud data warehouse technology. This enables companies to unlock the benefits of Azure without needing to reinvent their business, disrupt business processes, or compromise.

Datometry Hyper-Q, [available in the Azure Marketplace](#), enables enterprises to replatform to Azure without a time-consuming, costly, and risk-laden manual database migration. Azure Marketplace is Datometry's preferred customer procurement platform for two reasons: increased deal velocity, via simplified contracting and budgeting, and access to the diverse array of valuable sales, marketing, and technical benefits Datometry earns as the result of marketplace transactions.

"Datometry plus Microsoft is a winning combination for both parties," said Chad Bonner, VP of Sales, Datometry. "We help Microsoft own the data warehouse space and, in turn, Microsoft invests in our continued success through Marketplace Rewards and refilling our co-sell pipeline."

A story leads to invitations, then to co-sell wins

Working with Marketplace Rewards, Datometry started with the listing optimization service, which improved its public-facing marketplace presence. From there, Datometry published a marketplace press release through its PR agency, enhancing visibility with the prestige of Microsoft's brand. Datometry proceeded to a marketplace blog spotlight, which in the first few days drove more than 800 views of its marketplace listing: four times more than its previous peak.

Datometry then did a customer success story on its co-sell win at United Kingdom retailer Co-op. That marketing asset led directly to Datometry receiving invitations to run partner showcase enablement sessions for Microsoft's Retail and CPG teams in the United Kingdom and in the United States. This was pivotal to Datometry's subsequent co-sell wins at major enterprises around the world.

"The Marketplace Rewards program has proven to be of incalculable value in building our credibility and visibility inside Microsoft, as well as publicly in our global target market," said Dan Langille, Lead – Datometry-Microsoft Alliance. "Our Marketplace Rewards engagement manager has been, and continues to be, tremendously supportive in guiding us through a logical progression in activating our Rewards benefits."

"Marketplace Rewards and all the benefits we've earned as an actively transacting ISV sit at the very core of our go-to-market playbook. We owe our credibility and visibility inside Microsoft to the Marketplace Rewards program. Thank you!"

- Dan Langille, Lead – Datometry-Microsoft Alliance, Datometry