



Qorus Content Hub



Customer:

Microsoft

Industry:

Technology

Needs expressed:

- Improve partner engagement.
- Help partners accelerate sales.
- Make it easier to find and use Microsoft Partner Network (MPN) content.

Benefits realized:

- 85% of partners have increased their use of MPN content.
- 62% have increased sales productivity.
- 20% increase in partner sales velocity.

Learn More

<https://www.qorusdocs.com/channel-enablement-software>



CASE STUDY:

Microsoft accelerates channel sales with Qorus Content Hub

As a channel-driven organization, the success of Microsoft depends largely upon the success of its partners. As part of its commitment to helping partners sell more effectively, Microsoft recently licensed Qorus Content Hub to seamlessly connect partners to high-quality sales and marketing content.

With Qorus Content Hub, Microsoft partners can now easily access the best and most up-to-date content, share and track it with their customers, and build new documents directly from their Microsoft Office applications.

Challenge

Microsoft discovered that its partner sellers were spending an average of 3–8 hours per week looking for content, and 2–3 days creating a single pitch or proposal.

Industry research found that 65% of sales reps can't find content to send to prospects, and 90% of sales people avoid using content because it's outdated and not customizable.

"Many businesses are operating in a state of content chaos," explains **Cydney Hoffnagle, Digital Marketing Lead at Microsoft**. "Microsoft has created an entire library of content for our partners to use, and we wanted to help them find and use that content quickly and effectively across digital channels."

Solution

Qorus Content Hub is the sales enablement platform from Qorus Software that connects people, content, and data to close more deals, more easily.

Indirect software providers use Qorus Content Hub to accelerate channel sales by giving downstream partners seamless access to the best customer-facing content for every sales situation—directly from the familiar world of Microsoft Office and Teams.

Implementation

Qorus Content Hub was first rolled out as a pilot in the U.S. As soon as the pilot proved successful, Microsoft launched an early adopter program aimed at its top-tier partners in Canada.



Qorus Content Hub



Microsoft accelerates channel sales with Qorus Content Hub

Qorus Content Hub is currently being rolled out to partners in the U.S., UK, Western Europe, and APAC region, with global expansion planned for the near term.

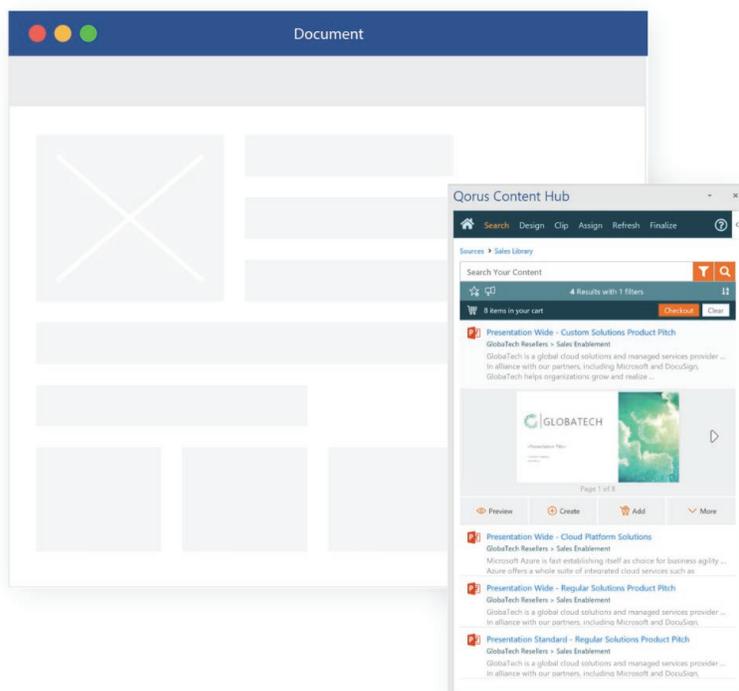
Solution in action

Microsoft has licensed Qorus Content Hub as a sales enablement benefit that is available to all Microsoft partners through the organization's Go-To-Market Services offering. It comes fully stocked with Microsoft Partner Network (MPN) content that partner sales teams can use to run campaigns and build sales pitches.

Using Qorus Content Hub, Microsoft has enabled its partners to:

- Instantly access MPN website content via Office applications.
- Efficiently find and create market-ready customer content.
- Close more deals, more easily.

“Qorus Content Hub enables our partners to easily find content and put it to work by creating customer proposals and presentations more easily, quickly, and effectively,” explains Hoffnagle. “They can securely share this content with their customers, tracking engagement to inform follow-up conversations and accelerate the sales process even further.”





Qorus Content Hub



Microsoft accelerates channel sales with Qorus Content Hub

Results

Qorus Content Hub is helping Microsoft accelerate channel sales and add value to its partners. Partners using the platform have reported:

- 50% less time searching for content.
- 5x faster creation of pitches and proposals.
- \$20k annual productivity savings per user.

62% of partner users saw a noticeable increase in sales productivity, resulting in a 20% increase in sales velocity. Additionally, 85% of partners have increased their use of Microsoft partner content.

"Microsoft values its partners very highly, so we're pleased to be able to help them find the right content for every sales situation and put it to work in marketing campaigns, sales pitches, and other revenue-generating initiatives," says Gavriella Schuster, Corporate VP, One Commercial Partner Organization at Microsoft.

"Qorus Content Hub also enables us to track content usage trends, which means that we can make sure we are creating the right type of content for our channel and better serving our partners."

Qorus

Teams Quick Launch.PPTX
https://partner-demo.qorusviewer.com/MYlo

All Viewers

Viewer	Total Duration	Longest Viewed Page	Avg Time On Pages	Downloads
ahayo@globatech.com	00:17:09	Page 2 (00:16:58)	00:08:34	0
ahayo@qorusdocs.com	00:00:03	Page 1 (00:00:03)	00:00:03	0
john@email.com	00:01:18	Page 4 (00:00:25)	00:00:13	0
linda@lynda.com	00:00:16	Page 1 (00:00:13)	00:00:05	
ohardy@globatech.com	00:01:51	Page 2 (00:01:39)	00:00:37	
sue@smallco.com	00:52:21	Page 4 (00:51:58)	00:10:28	



To learn more about empowering your downstream partners, visit www.qorusdocs.com