



STRATEGIC MARKETING PLANNING

Value Proposition

You can't expect good results from marketing if you don't have a good story to tell! Extra Mile Marketing helps you craft a story that speaks to your target audience and explains how your product or solution solves a customer's pain point or improves their current situation. We specialize in creating a value proposition that includes key points of value that differentiates your business, grab your audience's attention, and tell your target customer why they should buy from you.

DATAPIPE	
Datapipe Managed Cloud for Azure Messaging Framework <small>(MCM, 2016)</small>	
Solution Name:	Datapipe Managed Cloud for Azure
Substrate Offering: This is the partner specific Microsoft reference product ID they will sell to the reseller.	Focus: offering a full solution - licensed or on-lic. Offering Private or in-Datapipe datacenter - this will be reseller's a add-on
Value Proposition: The Microsoft Azure technology platform is an open and flexible cloud platform that companies can use to build, deploy, and manage applications across a global network of Microsoft managed data centers. Organizations can build applications using any language, tool, or framework. They can use single or public cloud applications with an existing IT environment. The engineering and development community to Microsoft on Azure are certain that ensure that Azure will be one of the few areas that will emerge over time in the commodity cloud infrastructure marketplace. The Azure Partner offering (MCM) allows enterprises to have on their applications running Azure to provide stability and security.	
Substrate Managed Cloud for Azure: Datapipe Managed Cloud for Azure is a unique offering that combines the flexibility, scalability, and power of the Azure cloud platform with Datapipe's award-winning support and managed services. Datapipe can assist clients by planning, building, and testing workloads to address the needs of clients, now including public, private, and hybrid options based on the Microsoft Cloud Platform.	
Datapipe's approach to understand client needs, and then work with a team of experienced engineers to develop and implement a custom app that addresses their specific business and business requirements. Datapipe experts utilize a strategic approach for enterprise clients looking to build or migrate applications to the Azure platform. The Datapipe team can also assist clients with existing Azure environments with optimization, migration, security, data, or volume access, along with optimization of cost, billing, governance, performance, and security.	
Datapipe Managed Cloud for Azure Features:	
	<ul style="list-style-type: none"> • Single Point of Contact for cloud management with Datapipe's Cloud Management Portal (coming soon) • Single vendor billing capabilities - Multiple Azure accounts on one bill • Access to Datapipe Azure Networking and Firewall Data for financial optimization and guidance • Datapipe ensures cost per bill on Azure pricing

MICROSOFT OFFICE 365, AVAILABLE FROM SPRINT	
Microsoft Office 365, available from Sprint, increases productivity and increases the power of your enterprise workflow by delivering secure, cloud-based versions of familiar Microsoft communication and collaboration tools to any internet capable device. Powerful new features, including email, calendar, online meetings with HD video conferencing, and documents sharing for real-time problem solving are easily accessible with just one-click in Outlook. Sprint simplifies the purchasing and support processes with free set-up, a user-friendly portal, and ongoing 24/7 customer care. And only Sprint delivers the industry's best value in activation, data plans, access through our 4G and 4G LTE networks, and available plans to give your business the flexibility it needs to grow.	
Partner Solution Value Prop: One line and one paragraph versions that articulate the partner-specific value of their Microsoft product offering.	Focus for this is public offering - with subletter for specialized needs cover Datapipe is uniquely positioned to manage public, private and hybrid IT. Datapipe Managed Cloud for Azure leverages the Azure portfolio and cloud to get enterprise customers running in their new Azure environments cloud. This managed public cloud offering from Datapipe is one of the first to that leverages the Azure platform.

Microsoft Office 365		InterCall Messaging Framework <small>Draft v3 9-28-11</small>	
InterCall Solution Offering: This is the partner specific offering this is the reseller product ID they will sell to the reseller.		Small and Mid sized Business	
Target Audience Definition:		<ol style="list-style-type: none"> 1. Small Business (over 100, up to 250) - in current partnership 2. SMB-Productivity (ES) \$1,500/mo 3. SMB-Productivity Plus (ES) \$2,500/mo 4. SMB-Productivity Premium (ES) \$3,500/mo 	
<ol style="list-style-type: none"> 1. Small Business with 20-50 employees: <ul style="list-style-type: none"> • Business Owner - resell • Typically more than 10 users and • Single office location • Smart phone users • Interacts including reading reports (Excel), music • Focus industry verticals: TEO 2. The reseller's (Datapipe) with 1-10 employees: <ul style="list-style-type: none"> • Founder/Owner - resell • 20-40s • Smart phone users • Interacts including reading reports (Excel), music 3. Mid-sized business with 50-1,000 employees: <ul style="list-style-type: none"> • Business Owner - resell and C-level users • IT Professional/ CIO/ Director/ Manager (IT) • Typically more than 50 users and • Multiple offices with some global • Smart phone users 		<ol style="list-style-type: none"> 4. Small to e-Commerce (retailer only) 5. Internet Sales Team <ul style="list-style-type: none"> • Interacts and submitting the demand and how to reach message • Partners 	
<ol style="list-style-type: none"> 1. Specific Sales Channel - Microsoft software partner 			

To discuss options for a value proposition to help your team achieve their sales goals, send us a quick [email](#) or call us at (425) 746-1572, and we'll set-up a meeting.

