

K1 CASE STUDY

Multi-Million Dollar Global Co-Sell Partnership with Microsoft

How K1 built dunnhumby's partnerships model from the ground up and developed an international co-sell go-to-market strategy with Microsoft's retail team.

CLIENT

Dunnhumby — Retail Data Science

SERVICE

Strategic Partnerships & Microsoft Co-Sell GTM Strategy

Overview & Challenge

Where dunnhumby started, and what stood in the way of a strategic Microsoft partnership

OVERVIEW

Dunnhumby is a world-renowned retail data science company, providing retail and consumer packaged goods data science solutions for enterprise grocery retailers such as Tesco.

The goal was to build dunnhumby's partnerships model from the ground up and develop an international co-sell go-to-market strategy with Microsoft's retail team.

THE CHALLENGE

Dunnhumby was new to partnerships, with only a ten-year technical partnership with Google that carried no commercial benefits — while the wider enterprise grocery retail market was partnering with Microsoft globally.

- 1 Dunnhumby as a business was entirely new to formal partnerships
- 2 A quarter of the company was trained solely on Google data science technology
- 3 The enterprise grocery retail market was partnering with Microsoft globally
- 4 CPG partnerships are highly strategic, capable of growing into \$50M businesses over five years

The Approach

Partnering with K1's channel experts to build a strategic Microsoft co-sell relationship

Andy Ranson developed dunnhumby's partnerships programme and engaged Microsoft UK to grow a strategic co-sell partnership and global GTM strategy, working with Steve Jarvis, Microsoft UK's ISV Partner Development Manager, to build joint partnership plans across multiple stakeholders.

OBJECTIVES

1

Align With Commercial Objectives

Develop a strategic partnerships plan that met both Microsoft UK and dunnhumby's commercial objectives.

2

Build Microsoft Retail Relationships

Build relationships and a go-to-market strategy with Microsoft's retail teams.

3

Secure Board-Level Approval

Position the commercial and technical benefits to secure senior management and board approval at dunnhumby.

The K1 Consulting Model

A three-step methodology to build dunnhumby's strategic Microsoft co-sell partnership

1 CHANNEL STRATEGY

- Built dunnhumby's commercial partnerships model
- Engaged Microsoft partner development managers and retail teams
- Coached dunnhumby on the power of the Microsoft co-sell model

2 CO-SELL STRATEGY

- Developed dunnhumby's Microsoft co-sell strategy and implementation
- Built a joint partnerships plan and global account and GTM strategy

3 EDUCATION & TRAINING

- Educated dunnhumby management on the co-sell strategy and commercial benefits
- Developed a technical training plan for dunnhumby staff

Outcome

With the strategic Microsoft partnership in place, dunnhumby achieved:



Global Co-Sell Strategy

Microsoft partner development resources allocated across the UK and North America.



Strategic Account Access

Complete strategic account planning with Microsoft, including introductions into enterprise accounts before the partnership was signed.



\$500M Market Alignment

Positioned within the \$500M business as enterprise retailers partnered with Microsoft Azure and its ISV ecosystem.

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Andy is very knowledgeable in developing complex cloud partnerships. I've thoroughly enjoyed my time working with Andy and K1 would be an asset to any company looking to grow your business with Microsoft.

STEVE JARVIS

Senior Partner Development Manager, Microsoft

K1 VALUE PROPOSITION

De-risk your partnerships revenue strategy, execute with confidence, and turn partnerships into a predictable revenue engine.

K1 CASE STUDY — DUNNHUMBY