



# First Distribution: Enabling and scaling the partner network in East Africa.



**FIRST DISTRIBUTION™**

Epsidon Technology Holdings

## ON THE GROUND SUPPORT IN EAST AFRICA

First Distribution's role as a Microsoft Indirect Partner is not to just find partners to sell the Microsoft public cloud across East Africa. We are heavily invested in partner business enablement and supporting our partners to scale their organisations.

### OUR ROLE: ENABLEMENT AND CREATING DEMAND AND SCALE

We analyse all the local requirements for cloud solutions and enable our partners selling solutions by facilitating their costing model and building solutions on public cloud that they can take to market.

- The conversation is no longer focused on infrastructure as a service on its own.
- It's about capabilities and building out solutions that solve specific customer pain points.

Since the model is ever changing, we no longer see ourselves as simply a distributor. When it comes to being a Microsoft Cloud Provider, it's important for us to help evolve the channel. This moves beyond selling licenses and into a space that offers a platform with many benefits to our channel. We help them build out solutions and support their strategic relationships with their end customers.

### THE JOURNEY TO THE CLOUD IS, NOW MORE THAN EVER, A GREAT OPPORTUNITY

*It is important for First Distribution to be available to assist each of our partners across the region.*

Weekly Meetings between Territory Channel Manager and Business Development Manager, FD East Africa are held. Joint Presentations for Partner Bootcamps, Webinars and Partner One-on-one meetings; and adhoc meetings and phone calls on specific customer opportunities that need Microsoft intervention.

#### ➔ WEEKLY MEETINGS:

During weekly meetings, we plan ahead for the financial year with a specific focus on aligning engagements to the targets agreed on by Microsoft and First Distribution. Previous performance is analysed and countries of focus for activities targeting partner recruitment and activation are identified. Larger deals that may need technical or sales support are discussed, and introductions to the larger Microsoft team for support and opportunities are identified.

#### ➔ TOOLS:

We currently maintain a joint Teams Site where we record planned activities and engagements, new partners recruited, pipeline generated, and opportunities closed in order to measure the output of joint engagements on ground.

A SureStep Ambassador Teams Site, set up by the Microsoft Middle East & Africa (MEA) SMB team with resources, gives us access to consolidated information, supporting the recruitment of activation of partners for the SureStep Program.

#### Leveraging a P2P network to support migration to the cloud

*Leveraging the opportunity in market is critical is when it comes to P2P (partner to partner) relationships and evolving this ecosystem.*

*We strongly believe that a partner cannot have the ability to do everything across all three clouds, however, we do not want them to move away from an opportunity should they not have the resources, skill or capability to fulfil customer requirements.*

*The P2P ecosystem is therefore becoming a valuable tool when we support partners in creating IP co-sell solutions.*

*First Distribution is a hub of knowledge in what works, what doesn't work, and what customers expect across various markets. This knowledge is critical for us to share and facilitate across our partner network.*



## HERE'S HOW WE ARE SUPPORTING FIRST DISTRIBUTION'S PARTNER NETWORK IN EAST AFRICA

### ENABLEMENT AND SUPPORT WITH DEMAND AND SCALE

**The challenge:** Impax Business Solutions Limited (Impax) is an information systems consultancy company based in Nairobi, Kenya with operations across Africa. Impax provides business solutions and consultancy services in the areas of financial and accounting systems, business process automation and mobile solutions. Key objectives for 2019/20 were the Digital Transformation of the business, driving sales, and enhancing the staff's Microsoft Competence through Webinars and Certification Exam Vouchers.

Covid-19 caused problems for the business, but there were a number of other challenges as well, including generating quality leads, creating engaging digital strategies and identifying the right technologies for the region, particularly based on which products were released to the region.

A Microsoft information overload, including changes to the licensing model, required understanding, upskilling and the best messaging to educate the market.

*"First Distribution facilitated training through webinars, funded our marketing activities and assisted us in generating leads. With the support of our partner, we increased Microsoft Licences sales and enhanced our internal competency through certification, which has enabled us to drive scale and demand across the business."*

**Nancy Muringo**, Technical Presales, [www.impaxafrica.com](http://www.impaxafrica.com)

### ENABLEMENT AND SUPPORT WITH DEMAND AND SCALE

**The challenge:** Cloudshift helps customers build modern, agile and secured digital environment so that they can meet the challenges of the new economy. Operating across the MCC region and based in Tunisia, Cloudshift needed to develop and expand the growing business.

*"From sales perspective, we've always had outstanding support build on trust, with the First Distribution team always available to support and help us in finding innovative solutions to meet specific customer requirements."*

*"First Distribution has been very active in sharing promotions with us on regular basis, as well as marketing campaigns aligned to the market demand. The team has also supported us in organising a customer event, where we had the chance to meet over 60 different customers and identify new business opportunities. Finally, a large portfolio of value-added services ensures that we can develop and expand our business even further."*

**Anis Chebbi**, Managing Director, Cloudshift

