



CSG managed 5,000+ hosting partners on behalf of Microsoft to help them develop and grow their business. This group of partners was previously unmanaged by client resources. Partners leverage CSG reps as trusted advisors to be their conduit into Microsoft for licensing help, access to MDF requests, and access to channels within Microsoft previously unavailable. Acting as an incubator, CSG proactively promoted high performing partners to Microsoft for FTE management, to capitalize on high growth rates and to provide partners lower rep to partner ratios.

### **Client: Microsoft**

#### **Need**

Proactive management of long-tail partner portfolio

#### **Solution**

CSG tele and email named account management

#### **Budget**

55k/month

#### **Duration**

Five years

#### **Goal**

Cover gaps in client resources by deploying CSG team to manage long tail accounts on client's behalf.

#### **Result**

39:1 ROI assessing YoY growth % of CSG managed partners