



# HELPING MICROSOFT TURN AI INTO ROI

Driving deeper partner engagement and clearer customer conversations

## The big picture

Microsoft D365 Sales gives sales teams the AI-driven insights to close deals faster and sell smarter. But to better position D365 Sales in a highly competitive, AI-evolving market, Microsoft needed to educate and empower its partners on how the solution's core benefits unlock AI-driven sales outcomes for customers.

Right on the Line was tasked with turning complex, cutting-edge technology into clear and compelling messaging to resonate with partners.

The goal wasn't just content distribution—it was about building a full-scale enablement experience to help partners position D365 with confidence



## The challenge

Microsoft has a powerful value proposition for D365 Sales. But without consistent, campaign-ready materials, partners had no easy way to effectively showcase its value.

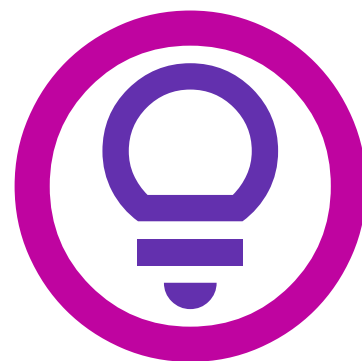
To help Microsoft engage partners faster, we needed to give partners a practical toolkit to translate technical depth into sales-ready clarity and position D365 Sales as a sales gamechanger.

## Our approach

We created a flexible, scalable framework tailored to each partner's needs.

Using SME workshops and strategic consultation as our baseline, we crafted a suite of modular content designed to be adaptable across multiple campaigns or specific audience profiles.

We followed three pillars to achieve partner engagement and long-term impact:



### Giving PMMs the tools to spark momentum

We launched with short, sharp emails and a two-page overview that reframed D365 Sales as an AI-powered upgrade to CRM.



### Helping partners start better conversations

With plug-and-play email templates, partners had the language to lead with customer outcomes, not product features.

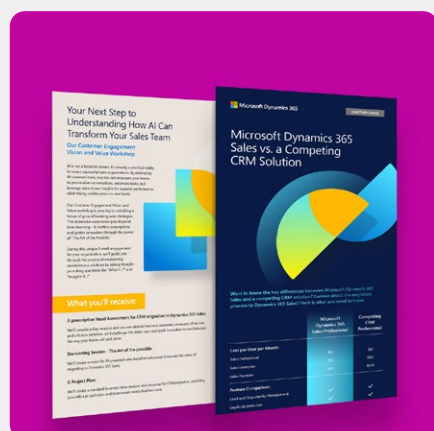


### Turning clarity into conversion

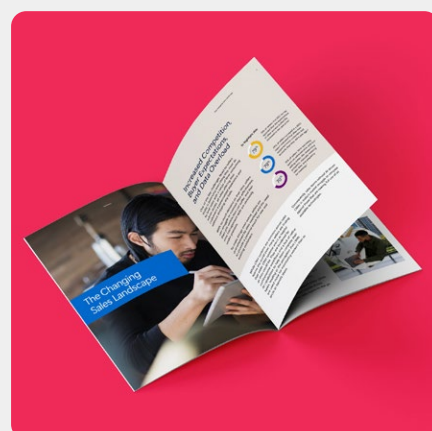
A customisable co-branded microsite helped us capture leads, share downloadable content, and deploy flexible messaging—so we could maximise engagement for partners and prospects.



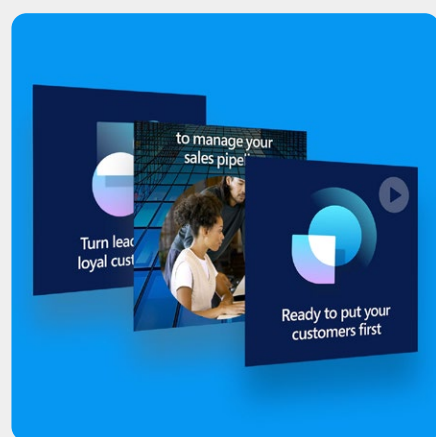
EBook



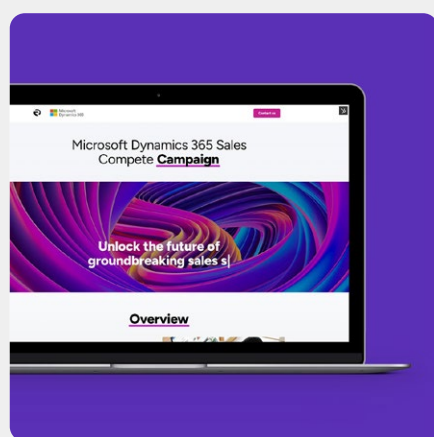
Infographic



EBook



Animated LinkedIn campaign



Landing page

## The results

We didn't just deliver content. We delivered confidence, at scale. Thanks to our insight-driven partner education programme, we helped Microsoft generate hype and build trust around AI-powered CRM and increased partner engagement and activation.

# Delivering 280+ engaged prospects

Plus, insights from our bolt-on syndication activity proved that our messaging wasn't just landing with the right audience—it clearly resonated with their pain points.

“I just want to thank you. The process was super. It was easy and we just love the assets that came out of it.”

– Joan Spindel, EY