

COMMITMENT

best-of-breed

ADVOCACY

PROFITABILITY

VOICE

MICROSOFT

SUCCESS

INSPIRE

education

COLLABORATE

community

trusted

ADVOCACY

growth

ENGAGE

partnering

THE GLOBAL BUSINESS COMMUNITY
FOR MICROSOFT CHANNEL PARTNERS



International Association of
Microsoft Channel Partners™

INTRODUCTION

The International Association of Microsoft Channel Partners (IAMCP) is the leading organisation for business networking in the Microsoft partner eco-system with 100+ chapters in over 40 countries around the globe. IAMCP members represent the trusted, independent voice of the Microsoft partner community.

IAMCP members have the ability to influence Microsoft, government legislators and the media. Through regular activities and online events, members are able to discuss partner experiences, share best practices, and learn from colleagues in order to improve and develop their businesses.



JOIN IAMCP TODAY!

If you are serious about your partnership with Microsoft and want to maximise the opportunities available, joining the IAMCP should be a natural part of your business strategy. It is almost certainly one of the best investments you will make and is the reason why IAMCP continues to grow its membership and develop a thriving partner community around the globe.

The IAMCP has established itself as the principal advisory body when it comes to helping partners understand the new strategies and business models being advocated by Microsoft.

The IAMCP represents Microsoft's best of breed partners from around the globe. Our organisation was formed in 1994 and provides Microsoft Partners a voice into Microsoft programmes and strategy, to the IT community at large, as well as a vehicle to facilitate mutual growth and business development among partners.

The non-profit organisation is operated by an annually elected board of directors, and is funded through membership fees and sponsor grants.

Our aim is to provide a range of services to support the P2P efforts of our members, provide education services, allow members to share in advocacy initiatives and to support local communities by facilitating partners to give their time and expertise as well as through charitable efforts.



IAMCP is helping Microsoft Partners around the world to develop new business opportunities and grow their businesses.

I KNEW MICROSOFT WOULD BE KEY TO OUR COMPANY'S GROWTH. LEVERAGING IAMCP HELPED US UNDERSTAND HOW TO ACHIEVE GOLD COMPETENCY STATUS QUICKLY AND EFFICIENTLY.

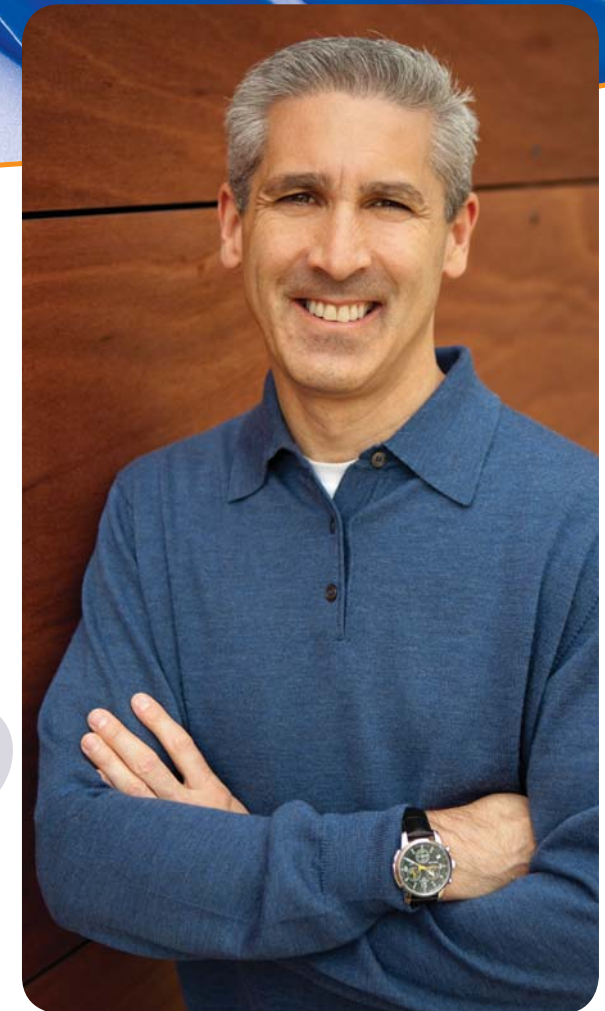


The IAMCP is highly valuable to partners looking to influence Microsoft. From our partner programs to marketing initiatives, the voice of the IAMCP is heard and makes an impact.

This group of smart, engaged, and connected partners has great insight into what drives growth in local market.

PHIL SORGEN

*Microsoft Corporate Vice President,
Worldwide Partner Group*



IAMCP VALUE TO MEMBERS

We work in close collaboration with Microsoft so that we can help align partner planning and strategy with Microsoft Go-To-Market campaigns. The IAMCP is constantly innovating and driving new initiatives that help partners realise substantial business benefits.



BENEFITS

PROVIDE A STRONG VOICE LOCALLY, NATIONALLY AND INTERNATIONALLY TO INFLUENCE MICROSOFT PARTNER AND MARKETING PROGRAMMES

IAMCP is a respected source of partner feedback to Microsoft at all levels - international, national, regional, district and local. Our members, both individually and through IAMCP, offer partner perspectives on Microsoft programmes, initiatives, and strategies that impact our businesses daily and give us an opportunity to guide and shape the creation of programmes.

RECEIVE UNIQUE AND EARLY KNOWLEDGE OF MICROSOFT'S PROGRAMMES AND DIRECTIONS

Advance knowledge of Microsoft's initiatives lets IAMCP members align their business early enough to be delivering well before the day of launch.

GET EARLY ACCESS TO TRAINING AT REDUCED COSTS

Microsoft recognises IAMCP members as valued partners who have made an investment in Microsoft technologies and practices. In return, Microsoft reciprocates and offers early access to training at significantly reduced rates, and in some cases free of charge.

WORK MORE CLOSELY WITH MICROSOFT IN ENGAGING THEIR FIELD STAFF

Many partners find Microsoft a challenging organisation to navigate. IAMCP leaders have substantial experience working with Microsoft at many levels, and work closely with new members to help them find their way around the organisation and connect with the right people.



IAMCP helped us to make partner to partner connections so we could rapidly develop our sales network - we were able to establish contacts in 8 countries and set up our channel within as many days!

*DID YOU KNOW? - IAMCP IS THE WORLD'S
LARGEST COMMUNITY OF MICROSOFT PARTNERS.*

*IAMCP IS THE ESTABLISHED LEADER IN P2P BUSINESS NETWORKING
FOR THE MICROSOFT ECOSYSTEM. EVERY DAY AN IAMCP ACTIVITY
IS TAKING PLACE SOMEWHERE IN THE WORLD.*



RECEIVE MENTORING TO ELEVATE YOUR PARTNER STATUS

Both Microsoft and IAMCP are dedicated to growing IAMCP members' businesses. We work with members to help them engage in the partner community and advise them on ways to make the most of being part of the Microsoft Partner Network.

LEVERAGE MICROSOFT'S BRAND THROUGH THE IAMCP AND DIFFERENTIATE YOUR COMPANY

Microsoft is a brand name recognised around the world. Leveraging this brand through the IAMCP can establish your firm as an elite IT provider with unparalleled access to Microsoft services and support.

GAIN ACCESS TO BUSINESS BEST PRACTICES

IAMCP provides information and experts to assist members in areas outside of technical development including business strategy, legal, marketing, financial, human resources, health care and other areas of concern to business owners and managers.

BROADEN YOUR SOLUTION OFFERINGS THROUGH PARTNERING

Many clients desire a single point of contact for managing IT efforts. However, most partners focus on one or two key delivery areas. IAMCP fosters partnering among members as a way to expand service offerings while focusing on core competencies.

TO BUILD COMMUNITY RELATIONSHIPS AND DEVELOP BUSINESS OPPORTUNITIES

Since business is based on trust, IAMCP members foster a community built on mutual understanding and respect. The relationships among members and Microsoft representatives enhance visibility and encourage referrals for business opportunities.

SATYA NADELLA IS A MEMBER; YOU SHOULD BE TOO!

HOW WE HELP OUR MEMBERS

IAMCP can help you in a number of crucial areas:

- **Navigating the Microsoft infrastructure**
- **Engaging with Microsoft's local partner account teams and executives**
- **Attending exclusive roundtable events**
- **Sharing best practices for gaining competencies**
- **Driving business development programmes**
- **Advising on business strategy**
- **Aligning marketing activities**
- **Maximising the value of Pinpoint**
- **Understanding the MPN Portal and resources**
- **Establishing contacts globally**

Your roadmap to success is simple with IAMCP.

YOUR VOICE INTO MICROSOFT

One of the key ways IAMCP members have a direct voice in to Microsoft is through PartnerPulse. The PartnerPulse Report is delivered to Microsoft Executives on a quarterly basis and truly represents the "pulse" of the partner ecosystem as a whole. Being one of Microsoft's only sources of unsolicited feedback from partners, the PartnerPulse report is a highly valued document and is well respected amongst senior management in Microsoft.

OPTIMISING MICROSOFT'S CLOUD POWER

IAMCP is closely aligned to Microsoft's Cloud Power Program. By embracing the cloud we can assist you in supporting your customer needs. Take advantage of the Cloud Power Program by engaging in our workshops; leverage the benefits and resources including: online sales tools, partner preferred pricing models, Marketplace participation (Pinpoint) training platforms and marketing resources.

“68% of workloads will be virtualised by 2013, but businesses use tools to manage less than half of their virtual environment.”

IDC JUNE 2010

“IAMCP is crucial to our business in developing new P2P connections and in providing us with a voice back to Microsoft in Redmond...IAMCP is a wonderful community!”

IAMCP IS A PARTNERS BEST KEPT
SECRET...BUT YOU CAN GAIN THE
ADVANTAGE BY JOINING TODAY...

GET STARTED TODAY!

Go to: WWW.IAMCP.ORG

IAMCP membership fosters personal relationships that lead to mutual business opportunities; turning your business into a more profitable business. Our large numbers of member companies provide a rich array of non competing service providers with whom you can connect to offer an expanded portfolio to your clients. Armed with great insight, you'll engage your business at the highest levels within Microsoft allowing you to make better informed business decisions. Grow your business by extending your solution offerings, enter new markets and geographies.

NO CHAPTER IN YOUR LOCATION?

Contact info@iamcp.org and start one today.

SUMMARY OF MEMBER BENEFITS

- Regular Chapter meetings
- Exclusive webinars and webcasts
- Advance information regarding Microsoft's roadmap strategy
- Exclusive Round Table events with Microsoft Executives
- Early information about Microsoft products and services
- Opportunities to take part in early pilots
- Free whitepapers and best practice information
- Advice through the IAMCP website and/or local Chapter
- Access to an exclusive P2P portal through which you can -
 - promote products and services*
 - find other partners*
 - build VAR/reseller channels globally*
- Access to product and sales training
- Access to business development sessions
- Opportunity to take part in Cloud strategy workshops
- How to make the most from tools and resources such as Pinpoint?
- Assistance with navigating the MPN Portal
- Help with making the right connections in Microsoft
- Access to a highly vibrant business community and social network of peers

NEED ANOTHER REASON TO JOIN IAMCP?



THE GROWING CUSTOMER DEMAND FOR
CLOUD AND HYBRID SERVICES IS EXPECTED
TO REACH **\$108 BILLION USD** BY 2017.



SOURCE: IDC

IAMCP IS HELPING PARTNERS TO TAP INTO THAT REVENUE STREAM.

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Flickr: http://www.flickr.com/photos/IAMCP_International/

Blog: <http://IAMCPIInternational.tumblr.com>



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