

UNLOCK HIDDEN BUDGET. GET PRM DONE. NO APPROVALS NEEDED.

Think you can't fund PRM and enablement? You can, with the Azure budget you already have.

PROBLEM

Most PRM initiatives don't fail because of poor technology. They stall due to internal budget hurdles, ownership gaps, and scattered execution across Sales, IT, and Channel teams. Sound familiar? If so, **you're missing a working PRM platform** and the execution to onboard and activate your partners. Internal budget approvals stall progress, and no one wants to own the cost. **Meanwhile, your Microsoft Azure cloud credits and incentives go unused.** These resources could fund your entire enablement stack.

SOLUTION

This model helps you bypass the budget bottleneck. **Using Azure cloud credits or approved commercial paths**, we deliver a complete PRM rollout – platform licensing, onboarding, enablement, and execution – without new Sales or IT budget. Everything is bundled into a cloud-funded engagement, enabling you to move faster without internal resistance. You get a functioning PRM system, partner activation, and GTM alignment with real execution. Delivered as a unified, cloud-funded engagement you can expect:

- Partner onboarding and enablement execution
- GTM messaging alignment
- EMEA rollout support without building regional teams
- Hands-on implementation focused on results
- PRM software

WHY THIS WORKS

This approach removes the number one blocker: internal budget cycles. It aligns stakeholder interests across Sales, IT, Finance, and Microsoft, while putting you back in control of partner enablement and PRM delivery. It moves the conversation from software procurement to operating model transformation, delivered by an experienced execution partner, not a reseller or traditional consultancy. For B2B SaaS vendors scaling through partnerships, especially across EMEA, this model offers a faster path to impact.

OUTCOMES

- ✓ PRM moves from stalled idea to live operating system
- ✓ Internal alignment without internal battles
- ✓ Partners onboard faster, perform better, and self-serve
- ✓ GTM and channel teams speak with one voice
- ✓ EMEA expansion gains traction without hiring
- ✓ Azure and partner incentives drive additional ROI

LET'S CONNECT

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"You already have the budget. We turn it into execution. It's the fastest, cleanest way to launch PRM that works."

**BOOK YOUR PRM & AZURE
DISCOVERY CALL**

No obligation. No pressure.
Just strategic insight.