AI Business Solutions

ScaleFast

Sell fast. Win fast. Deploy fast

Niels Nybo Jensen
Dynamics 365 ERP Partner Strategy Lead
niels.jensen@microsoft.com

Why ScaleFast?

Customers don't want long and complex implementations. Customers want projects that can demonstrate ROI and business value fast.

Partners typically want high touch projects for larger services billing, but such projects are high cost due to senior resource constraints, and competition is putting pressure on project costs and partner margins.

Enterprise Upper Majors has 11k accounts and, **Majors Growth** 4k (Source: LXP Tool), and sellers needs partners that can co-sell, win and deploy customers fast.

ScaleFast are proven partner industry or horizontal solutions in a box with rapid deployment methodology that can scale to many customers. **We sell faster, we win faster and we deploy faster.**

What is ScaleFast?

ScaleFast is partner packaged industry-offer-in-a-box, wrapped with sales engagement and documented deployment tools and methodologies that accelerate the sales cycle and reduce the deployment time and complexity. Customers can realize business value and ROI faster.

What's in it for the seller?

- Partner-led sales process
- Rapid sales cycle, retire quota faster
- Scale business: Win more deals, faster
- Vetted & experienced Partners
- Simple BOM, with a Copilot Agent to help select right partner and engage account

What's in it for the customer?

- Trusted Microsoft partner: SPD Business Applications, Specializations and FastTrack Portfolio
- Industry experience in a box
- Reduced risk & deployment time
- Realize business value and ROI faster

What's in it for the partner?

- Prioritized co-selling with sellers in Enterprise Upper Majors & Majors Growth (SME-C TBD)
- Differentiation and competitive advantage
- Scale business: Win more deals, faster. Leverage and upskill Jr. talent. Protect CSP business and build Recurring revenue model
- Coaching by Neural Impact

Call to action

- Attend the ScaleFast Partner Briefing(s) to learn about the ScaleFast partner and their value proposition (**AE**, **DES**, **SSP**)
- Send Prospecting Email to target accounts (**AE**, **DES**, **SSP**)
- Accelerate inbound leads by converting to MSX opportunities once BANT qualified (**Partner**, **DES**, **SSP**)
- Support ScaleFast Partner and update MSX opportunities through the sales cycle (**DES**, **SSP**)

nine altitudes · BEterna Part of Telefónica Tech · cegeka · HCLTech · Hso · PROMX · RSM · sa.global · signUP · SIKICH

ScaleFast Onboarding Journey

Get Ready: Nomination
Partner returns Nomination Form and arranges call.

Get Set: Neural Impact Coaching
Partner pays $10k to Neural Impact and answers CACA survey.

Evaluation Meeting
Partner and Microsoft meet and evaluate Nomination Form and rapid packaged solution IP. Go or No-go decision is made.

Coaching
Partner completes 4-week coaching program. Starts ScaleFast BOM development.

Final Review
Partner and Microsoft review ScaleFast BOM. Agree on timing of Briefing Calls.

Go!
Briefing Calls with Partner and sellers. Sellers and partners start engaging accounts.

Timeline & Neural Impact Coaching

1. Get Ready	2. Get Set							3. Go!
			Partners select the 4 ScaleFast Workshops that are most impactful to them					
Nomination Form 60 min. Partner & Microsoft Microsoft approval required to move to next step	**CACA survey completion** 3-4 hours Partner	**CACA output briefing & Goals call** 45 min. Partner & Neural Impact	**ScaleFast Worshop #1** 120 min. Partner & Neural Impact	**ScaleFast Workshop #2** 120 min. Partner & Neural Impact	**ScaleFast Workshop #3** 120 min. Partner & Neural Impact	**ScaleFast Workshop #4** 120 min. Partner & Neural Impact	**Final Review** 60 min. Partner, Neural Impact & Microsoft	**Execution** Ongoing Partner & Sellers (PDMs)
			Neural impact coaching and guidance on work in progress incl. ScaleFast BOM templates and review					Partner Briefing Call(s)
2 weeks	5-8 weeks						1 week	2-3 weeks

ScaleFast Pit Checklist

1. Get Ready	FY25	FY26
Solution Partner Designation	•	•
Specialization (min. 1) New		•
FastTrack Portfolio New		•
Commit to Execute	•	•
Rapid Packaged Solution IP	•	•
Nomination Form	•	•
Neural Impact $10k co-pay	•	•

2. Get Set	Requirement
Neural Impact coaching	$10k
ScaleFast BOM	Deck, Battlecard, Email
Partner website	Describe offer
AppSource (Marketplace)	Describe offer
Customer case study	Min. 1

3. Go!	Alignment
Briefing calls with sellers	All aligned geo's
Share deals with sellers	Tag in Partner Center
Action deals from sellers	Engage customers
Co-selling with sellers	Account planning

ScaleFast Execution

Target Account List

- Microsoft LXP target list to Microsoft sellers
- Whitespace TPID accounts
- No active opportunity, not POR conflict
- High MEI score

Briefing Calls

- Land your Customer Pitch Deck and Battlecard
- Briefing calls expected to start FY26 Q3 (February-March 2026)

Execution

- Sellers will use ScaleFast Copilot Agent to align opportunity with best fit ScaleFast partner
- Sellers may qualify opportunity using the ScaleFast BOM before sharing with ScaleFast partner(s) or,
- Seller may share outbound lead directly with ScaleFast partner(s)
- ScaleFast partner should qualify and share opportunities with sellers via Partner Center
- Leverage available programs and investments to accelerate pipeline and close

ScaleFast BOM

Prospecting Kit/Email

Email template and/or social media paragraph sellers can send to the matching accounts.

Email(s) must incl. a short description of the partners ScaleFast solution, a link to the partners home page with the packaged solution description, potentially an offer and the next steps.

Customer Deck

A deck the sellers can use to provide the value proposition and customer benefits in their customer engagement.

The deck should be a short (10-15 slides) L100 deck that use emotional selling, industry and persona challenges, sought business outcomes, and the ScaleFast partners value proposition.

Battlecard

A document or deck the seller can use as a quick reference card to prepare for the customer engagement.

The document or deck should include the industry challenges, target personas and their challenges and what they are interested in, qualifying questions, objection handling, how to address compete questions.

Two-pager

A document the seller can use send to the customer before or after the meeting.

The document should include the industry challenges, target personas and their challenges and what they are interested in. It should describe the value proposition and benefits of the solution and reference/quote of a customer case/reference with links to the website and AppSource/Marketplace.

ScaleFast Teams Site (Internal Microsoft)

BOM is uploaded to a ScaleFast Teams Site that is available to internal Microsoft sellers and stakeholders.

ScaleFast Agent (Internal Microsoft)

ScaleFast Agent runs on top of the ScaleFast BOM. It helps sellers select best fit ScaleFast partner and prepare for the customer engagement.

Video

9altitudes

I want to introduce you to Tim. Tim from 9altitudes.

AI Business Solutions

Fire side chat

HSO Brenda Somich

proMX Rudy Vanhille

AI Business Solutions

Q&A

Niels Nybo Jensen
niels.jensen@microsoft.com

AI Business Solutions

Thank you