



# 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



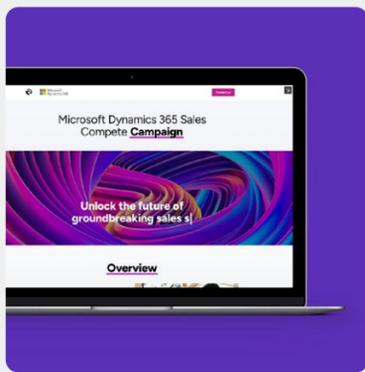
Infographic



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