



LEVERAGING THE MACC TO HELP ACHIEVE GOALS



Partner

**PARTNER SALES
REFERENCE**

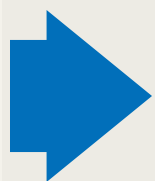
- What is the MACC?
- Enterprise Companies, Redpoint Global and the MACC
- How Redpoint Global Partners benefit
- Azure Benefits Eligible Solutions and the MACC
 - What is the process of leveraging the MACC for my clients and prospects?
- Co-selling with Microsoft
- Asset directory

What is the MACC?

The **Microsoft Azure Consumption Commitment (MACC)** program is for transactable offers that are published to Azure Marketplace. An Azure customer's cost of transactable offers enrolled into this program contribute towards their organization's Microsoft Azure Consumption Commitment.



Did You Know? Microsoft Azure has datacenters in more global regions, and is the largest compliance portfolio of any cloud provider.



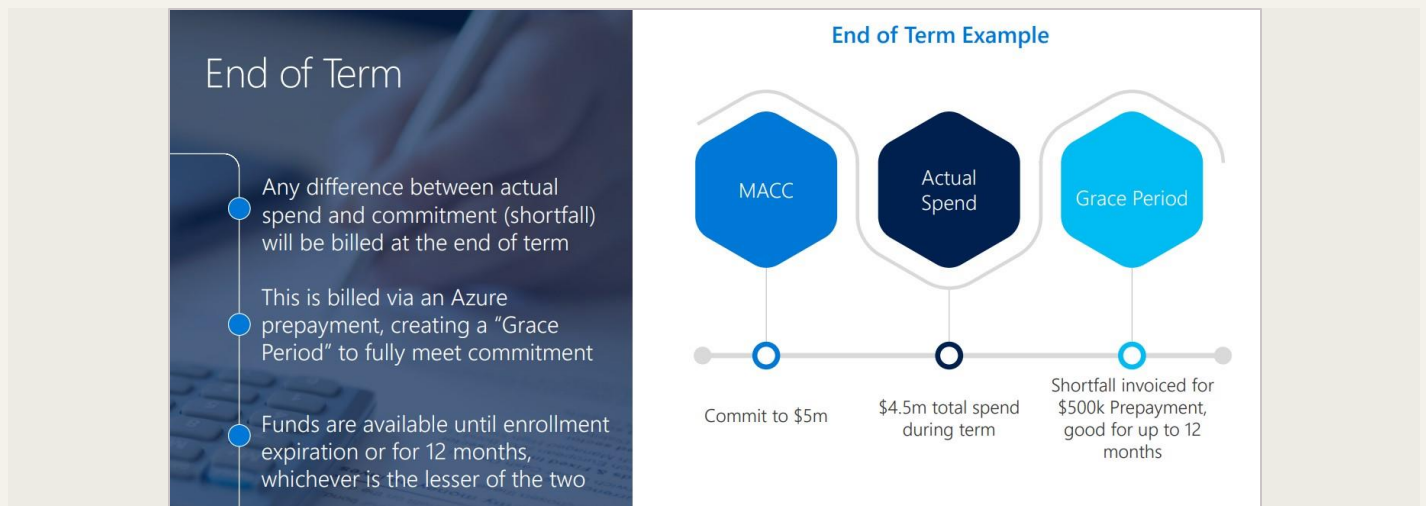
More than **95%** of Fortune 500 companies trust Azure with their business.

Enterprise Companies, Redpoint Global and the MACC

Redpoint's **rgOne platform** has been designated as an 'Azure Benefits **Eligible**' application for customers of the Microsoft Azure cloud. This means enterprise customers of Microsoft, who have a Microsoft Azure Consumption Commitment (MACC) agreement, can use their existing Azure MACC budget commitment dollars to fund purchases of the rgOne platform and our associated services through the Marketplace. The MACC is a multi-year financial commitment an enterprise makes to use an agreed amount of Azure processing.

Both the company and Microsoft are highly motivated to consume the commitment level.

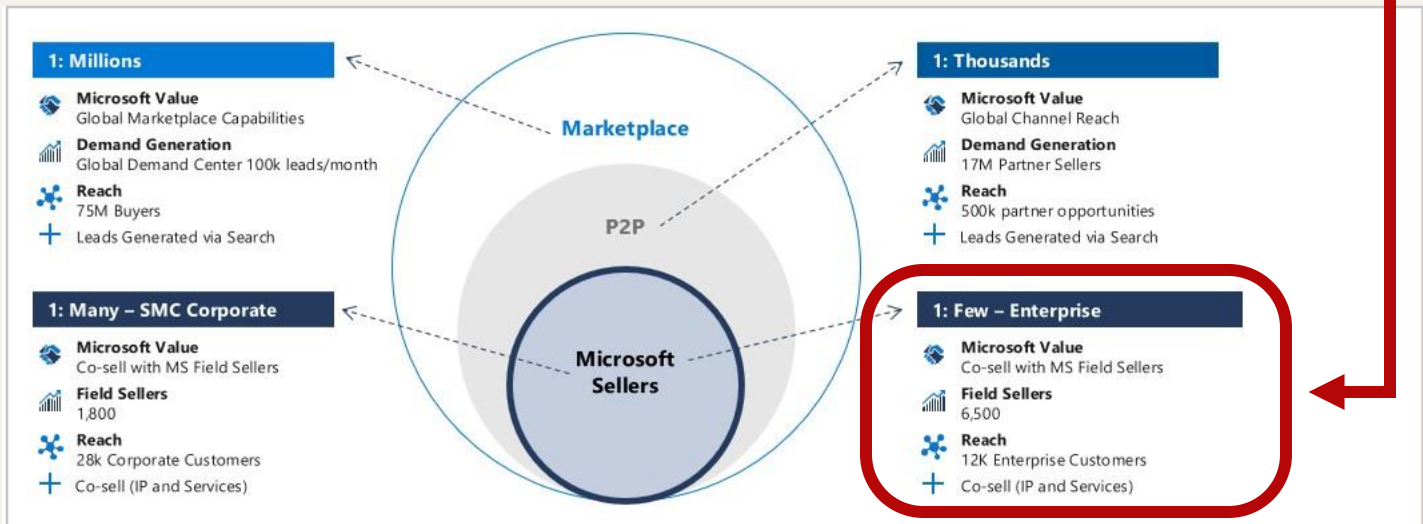
- For the company, it is a use-it or lose-it proposition, see the End of Term Example below.
- For Microsoft, they are motivated to drive consumption because the only way MS grows an account is to get that account to consume its full commitment. Conversely, if a company does not consume the entire commitment amount by the time the contract is up for renewal, the account will likely try to contract its spend. And that is bad for Microsoft and that is where YOU come in and help Microsoft.



Benefits to our Partners

- If a client purchases rgOne or our services directly through the Azure Marketplace, Microsoft contributes 100% of the qualifying purchases or Total Contract Value (TCV) towards an enterprise's Azure consumption commitment at each invoice period.
- This means a Partner client can acquire rgOne for no additional budget outlay.
- The MACC helps our clients streamline their software procurement process which should shorten contracting time.

- Partners sales teams now have Co-sell opportunities with Redpoint and Microsoft's Global enterprise sales teams (approx. 6,500 people) and over 12,000 Enterprise customers through this relationship.
- Partners that have a MACC can also leverage this arrangement if they host rgOne in their tenant for the customer.



Azure Benefits Eligible Solutions and the MACC

Partner

You can	Your customers can	Microsoft sellers can
 Engage customers, channel partners, and Microsoft sellers to drive your offer.  Put your offer on the Microsoft price list to gain global distribution.  Leverage Microsoft's existing procurement relationships and consumption commitments.	 Discover thousands of top solutions compatible with Microsoft products.  Try and buy with confidence: Each solution passes security and compatibility testing.  Benefit from the trusted expertise of Microsoft and its partner ecosystem.  Speed up purchasing and deployment by adding software to existing Azure bill.	 Accelerate consumption by adding incentivized third-party software to an existing Azure bill.  Ease procurement and shorten sales cycles for partner solutions using existing Microsoft procurement relationships.

Everyone benefits even more with IP Co-sell



Unlock fee reductions, bringing the fee from 20% to 10% for IaaS & SaaS.



Save time with simplified Azure IP Co-sell deal reg for marketplace wins.



Count third-party software toward a customer's consumption commitment via marketplace.



Count on full Azure IP Co-sell support for marketplace wins.



Drive EA/MCA deals with MACC credit, custom prices, terms, and software images.

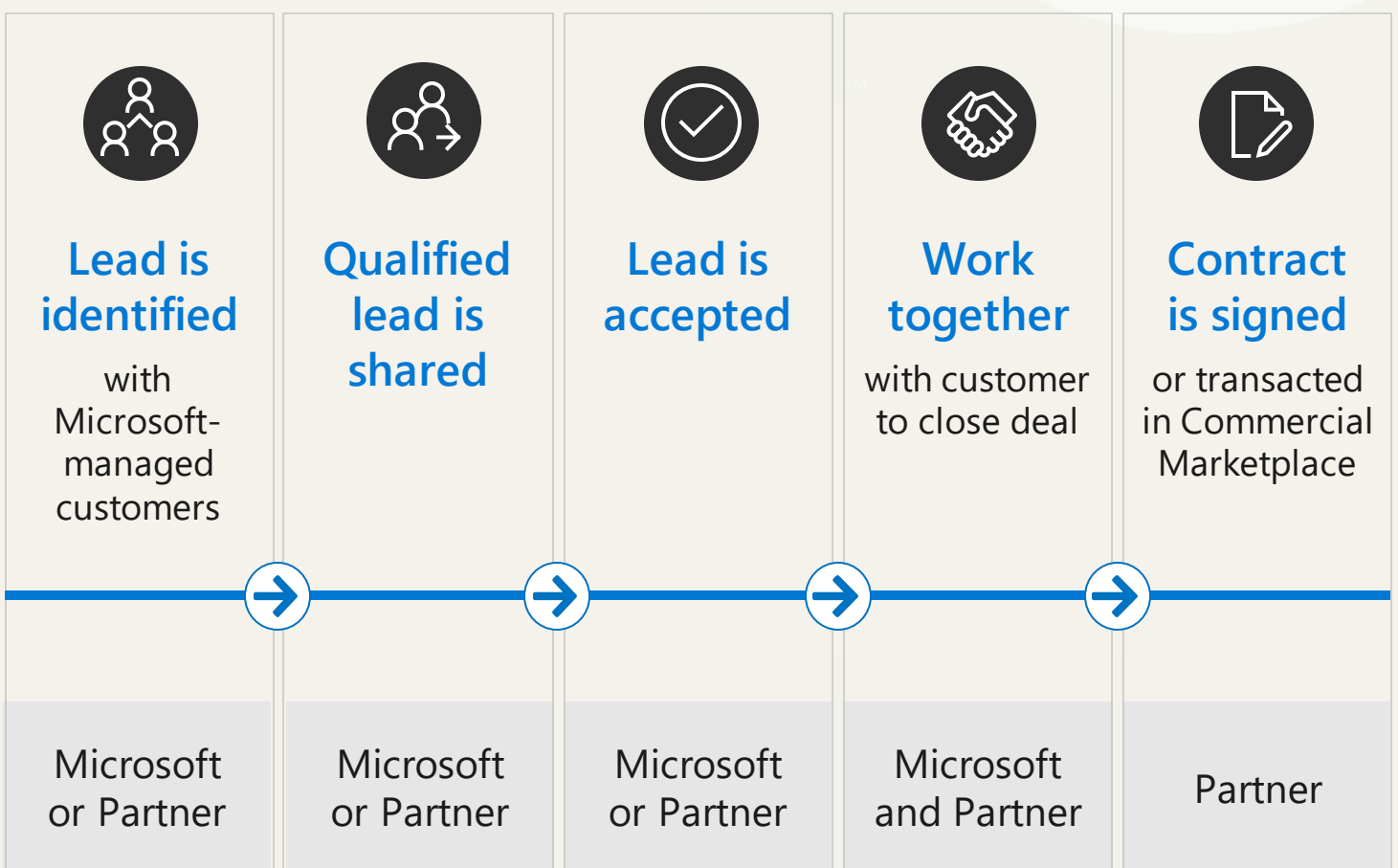
Customers	Aligning	Next Steps
<p>Many of our enterprise customers have MACCs (cloud contract) with Microsoft. (MACC=Microsoft Azure Cloud Consumption)</p> <p>Azure Benefits Eligible Solution can burndown the CIOs MACC.</p> <p>The MACC gives customer special pricing, investments, packages, etc.</p> <p>To qualify to burndown the MACC, the solution needs to be Azure Benefits Eligible.</p>	<p>About 7 months before the MACC is up for renewals, discussions between the account team and the customer take place on the following:</p> <ol style="list-style-type: none"> Organic growth New solutions needed <p>We want to ensure relevant ISV solutions are made known at this time to be included in the customer's MACC discussions.</p> <p>This strategy aligns with the customer buying and budget cycle too.</p>	<ol style="list-style-type: none"> Let the Microsoft account teams know that you are Azure Benefits Eligible. Know when enterprise customers contracts come up for renewal from the Microsoft Account Teams. 6 – 7 months prior to the renewal, ensure that the Microsoft account teams are including your solution in their "MACC" list. Coordinate with the Microsoft account teams Demo and alignment with potential funding programs for POCs.

Co-selling with Redpoint & Microsoft

What does it mean to co-sell with Redpoint Global & Microsoft?

Co-selling with Microsoft is defined as any collaborative engagement between Microsoft and our partner ecosystem, including building demand, sales planning, sharing sales leads, accelerating partner-to-partner empowered selling, and delivering marketplace-led commerce for customer transformation.

Co-sell with Microsoft Sellers happens when qualified sales leads are shared, accepted, and won

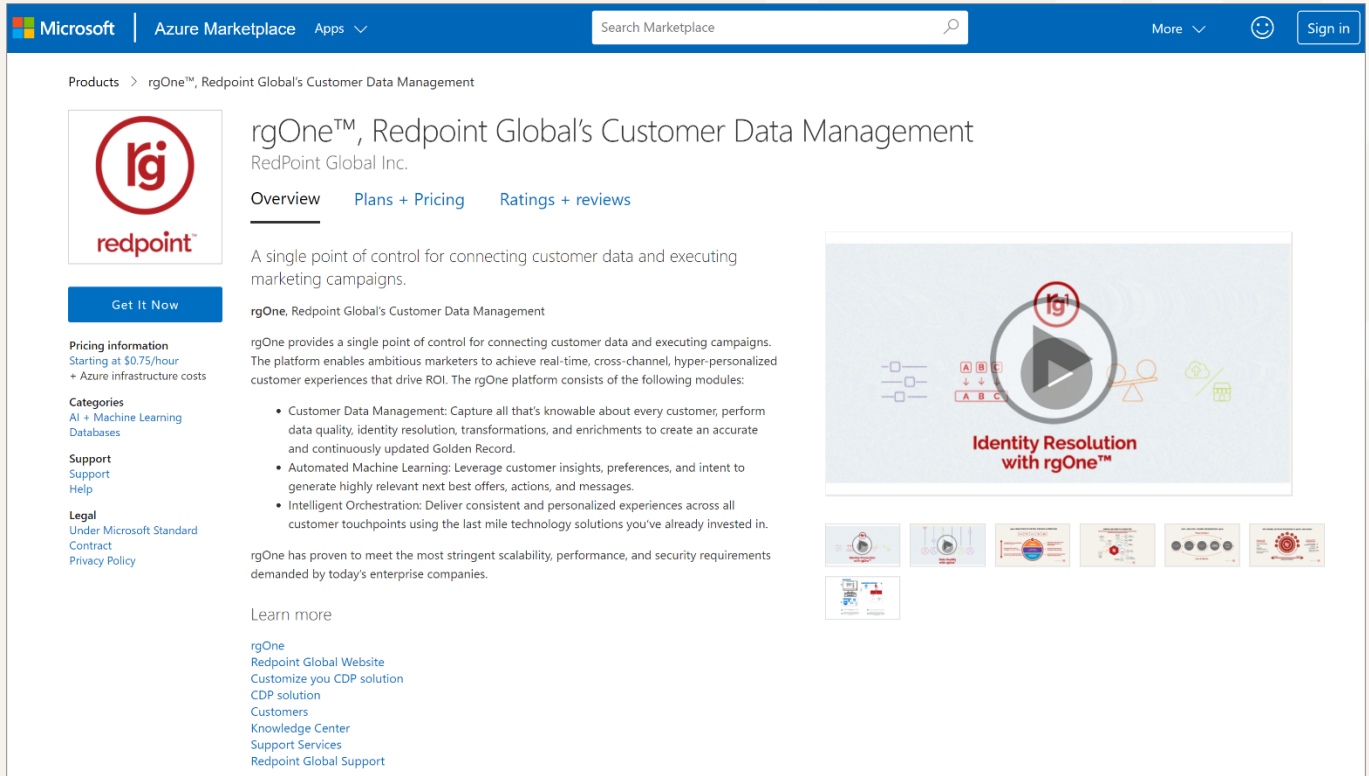


Visual Asset Directory

rgOne™, Redpoint's Customer Data Management (CDP listing)

Partner

Current listing page on the AZURE MARKETPLACE



The screenshot shows the Azure Marketplace listing for 'rgOne™, Redpoint Global's Customer Data Management'. The page layout includes a Microsoft header with 'Azure Marketplace' and a search bar. The main content area features the Redpoint logo, product title, and navigation tabs for 'Overview', 'Plans + Pricing', and 'Ratings + reviews'. A 'Get It Now' button is prominently displayed. The 'Pricing information' section states 'Starting at \$0.75/hour + Azure infrastructure costs'. The 'Categories' are listed as 'AI + Machine Learning' and 'Databases'. The 'Support' section includes 'Support' and 'Help'. The 'Legal' section includes 'Under Microsoft Standard', 'Contract', and 'Privacy Policy'. The main description states: 'A single point of control for connecting customer data and executing marketing campaigns.' Below this, it says 'rgOne, Redpoint Global's Customer Data Management' and 'rgOne provides a single point of control for connecting customer data and executing campaigns. The platform enables ambitious marketers to achieve real-time, cross-channel, hyper-personalized customer experiences that drive ROI. The rgOne platform consists of the following modules:'. A bulleted list follows: 'Customer Data Management: Capture all that's knowable about every customer, perform data quality, identity resolution, transformations, and enrichments to create an accurate and continuously updated Golden Record.', 'Automated Machine Learning: Leverage customer insights, preferences, and intent to generate highly relevant next best offers, actions, and messages.', and 'Intelligent Orchestration: Deliver consistent and personalized experiences across all customer touchpoints using the last mile technology solutions you've already invested in.' Below the list, it says 'rgOne has proven to meet the most stringent scalability, performance, and security requirements demanded by today's enterprise companies.' A 'Learn more' section contains links to 'rgOne', 'Redpoint Global Website', 'Customize your CDP solution', 'CDP solution', 'Customers', 'Knowledge Center', 'Support Services', and 'Redpoint Global Support'. On the right side, there is a large graphic titled 'Identity Resolution with rgOne™' showing a play button icon and various data-related icons. Below this graphic are several smaller thumbnail images representing different aspects of the product.

Visual Asset Directory

rgOne™, Redpoint's Customer Data Management (CDP listing)

Partner

rgOne: SINGLE POINT OF CONTROL OVER DATA & OPERATIONS

LINKING USE CASES TO CAPABILITIES

Real-time personalization, journey orchestration, segmentation, and machine learning & analytics

DATA • ANALYTICS • JOURNEY ORCHESTRATION

Measure & Report

ANY CHANNEL, DEVICE OR TOUCHPOINT via rgOne's Open Garden

Integrate with all technology
AdTech (DMP & web)
CRMs

Seamless APIs and Connectors

- Future Proofing Data and Technology ✓
- Scalable Performance ↗
- Rapid Cloud Deployment ☁

Cloud ← Hybrid →
Deployment Options

Static Images

Data Quality with rgOne™

Data Quality with rgOne™

ID Resolution with rgOne™

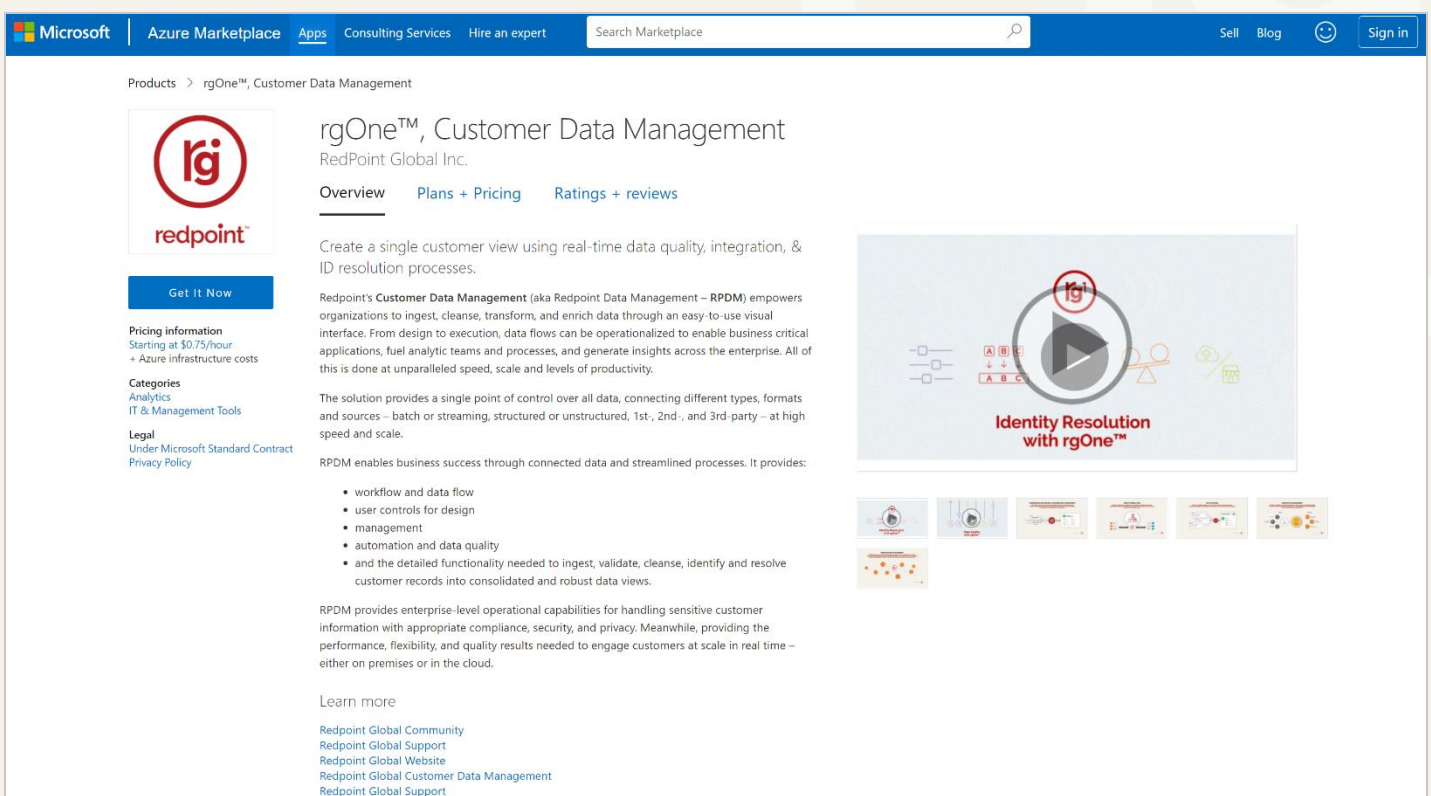
Identity Resolution with rgOne™

Videos

Visual Asset Directory

rgOne™, Redpoint's Customer Data Management (RPDM listing)

Current listing page on the AZURE MARKETPLACE



The screenshot shows the Azure Marketplace listing for 'rgOne™, Customer Data Management' by RedPoint Global Inc. The page includes a navigation bar with 'Microsoft', 'Azure Marketplace', 'Apps', 'Consulting Services', and 'Hire an expert'. A search bar and 'Sign in' button are also present. The main content area features the Redpoint logo, a 'Get It Now' button, and pricing information starting at \$0.75/hour. The product description highlights its capabilities for ingesting, cleaning, and enriching data. A large graphic on the right side of the page reads 'Identity Resolution with rgOne™' and includes a play button icon. Below this graphic are several smaller thumbnail images representing different aspects of the product.

Products > rgOne™, Customer Data Management

rgOne™, Customer Data Management

RedPoint Global Inc.

[Overview](#) [Plans + Pricing](#) [Ratings + reviews](#)

Create a single customer view using real-time data quality, integration, & ID resolution processes.

Redpoint's **Customer Data Management** (aka Redpoint Data Management – RPDM) empowers organizations to ingest, cleanse, transform, and enrich data through an easy-to-use visual interface. From design to execution, data flows can be operationalized to enable business critical applications, fuel analytic teams and processes, and generate insights across the enterprise. All of this is done at unparalleled speed, scale and levels of productivity.

The solution provides a single point of control over all data, connecting different types, formats and sources – batch or streaming, structured or unstructured, 1st-, 2nd-, and 3rd-party – at high speed and scale.

RPDM enables business success through connected data and streamlined processes. It provides:

- workflow and data flow
- user controls for design
- management
- automation and data quality
- and the detailed functionality needed to ingest, validate, cleanse, identify and resolve customer records into consolidated and robust data views.

RPDM provides enterprise-level operational capabilities for handling sensitive customer information with appropriate compliance, security, and privacy. Meanwhile, providing the performance, flexibility, and quality results needed to engage customers at scale in real time – either on premises or in the cloud.

Learn more

[Redpoint Global Community](#)
[Redpoint Global Support](#)
[Redpoint Global Website](#)
[Redpoint Global Customer Data Management](#)
[Redpoint Global Support](#)

Identity Resolution with rgOne™

Visual Asset Directory

rgOne™, Redpoint's Customer Data Management (RPDM listing)

Partner

CUSTOMER GOLDEN RECORD via CUSTOMER DATA MANAGEMENT

RPDM fully cleanses, formats and standardizes data at the speed and scale that your enterprise demands through parsing & normalization, data enrichment, and matching & merging records in real-time.



MASTER DATA MANAGEMENT

The MDM capabilities available through rgOne help companies collect and ingest any type of data, automate data quality tasks, with lightening fast data integration that is available to other applications.



IDENTITY RESOLUTION

RPDM can implement, manage and solve identity resolution challenges with deterministic and probabilistic matching that is standardized for accuracy for both online & offline data.



PERSISTENT KEY MANAGEMENT

RPDM allows your enterprise to build and manage your own identifier from scratch, with simple automated processes that handle changes in your customer lives, use keys to relate multiple golden records, and with keys that span complex customer journey



DATA MATCHING

RPDM's capabilities support an array of B2C & B2B fuzzy & simultaneous matching, grouping & householding, versioning, and in an anonymous environment.



Static Images

Data Quality with rgOne™



ID Resolution with rgOne™



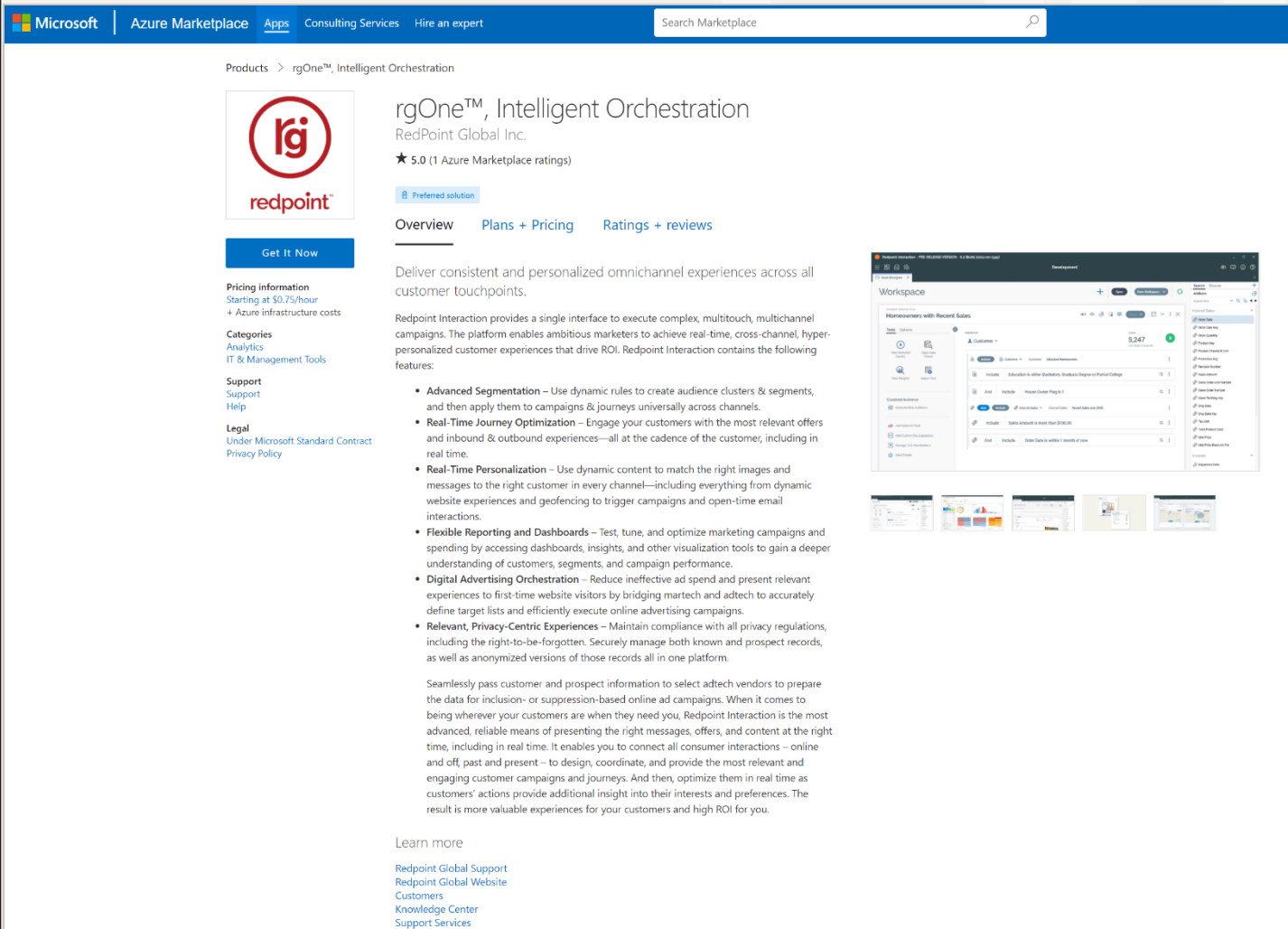
Videos

Visual Asset Directory

rgOne™, Redpoint's Customer Data Management (RPI listing)

Partner

Current listing page on the AZURE MARKETPLACE



The screenshot shows the Azure Marketplace listing for 'rgOne™, Intelligent Orchestration' by Redpoint Global Inc. The page includes a navigation bar with 'Microsoft', 'Azure Marketplace', 'Apps', 'Consulting Services', and 'Hire an expert'. A search bar is present in the top right. The main content area features the Redpoint logo, a 'Get It Now' button, and a 'Pricing information' section stating 'Starting at \$0.75/hour + Azure infrastructure costs'. Below this are 'Categories' (Analytics, IT & Management Tools), 'Support' (Support, Help), and 'Legal' (Under Microsoft Standard Contract, Privacy Policy) links. The product title is 'rgOne™, Intelligent Orchestration' by Redpoint Global Inc., with a 5.0 star rating from 1 Azure Marketplace rating. A 'Preferred solution' badge is visible. The 'Overview' section describes the product as a platform for omnichannel experiences. A list of features includes:

- Advanced Segmentation** – Use dynamic rules to create audience clusters & segments, and then apply them to campaigns & journeys universally across channels.
- Real-Time Journey Optimization** – Engage your customers with the most relevant offers and inbound & outbound experiences—all at the cadence of the customer, including in real time.
- Real-Time Personalization** – Use dynamic content to match the right images and messages to the right customer in every channel—including everything from dynamic website experiences and geofencing to trigger campaigns and open-time email interactions.
- Flexible Reporting and Dashboards** – Test, tune, and optimize marketing campaigns and spending by accessing dashboards, insights, and other visualization tools to gain a deeper understanding of customers, segments, and campaign performance.
- Digital Advertising Orchestration** – Reduce ineffective ad spend and present relevant experiences to first-time website visitors by bridging martech and adtech to accurately define target lists and efficiently execute online advertising campaigns.
- Relevant, Privacy-Centric Experiences** – Maintain compliance with all privacy regulations, including the right-to-be-forgotten. Securely manage both known and prospect records, as well as anonymized versions of those records all in one platform.

 A paragraph below the features states: 'Seamlessly pass customer and prospect information to select adtech vendors to prepare the data for inclusion- or suppression-based online ad campaigns. When it comes to being wherever your customers are when they need you, Redpoint Interaction is the most advanced, reliable means of presenting the right messages, offers, and content at the right time, including in real time. It enables you to connect all consumer interactions – online and off, past and present – to design, coordinate, and provide the most relevant and engaging customer campaigns and journeys. And then, optimize them in real time as customers' actions provide additional insight into their interests and preferences. The result is more valuable experiences for your customers and high ROI for you.'

Learn more

[Redpoint Global Support](#)
[Redpoint Global Website](#)
[Customers](#)
[Knowledge Center](#)
[Support Services](#)

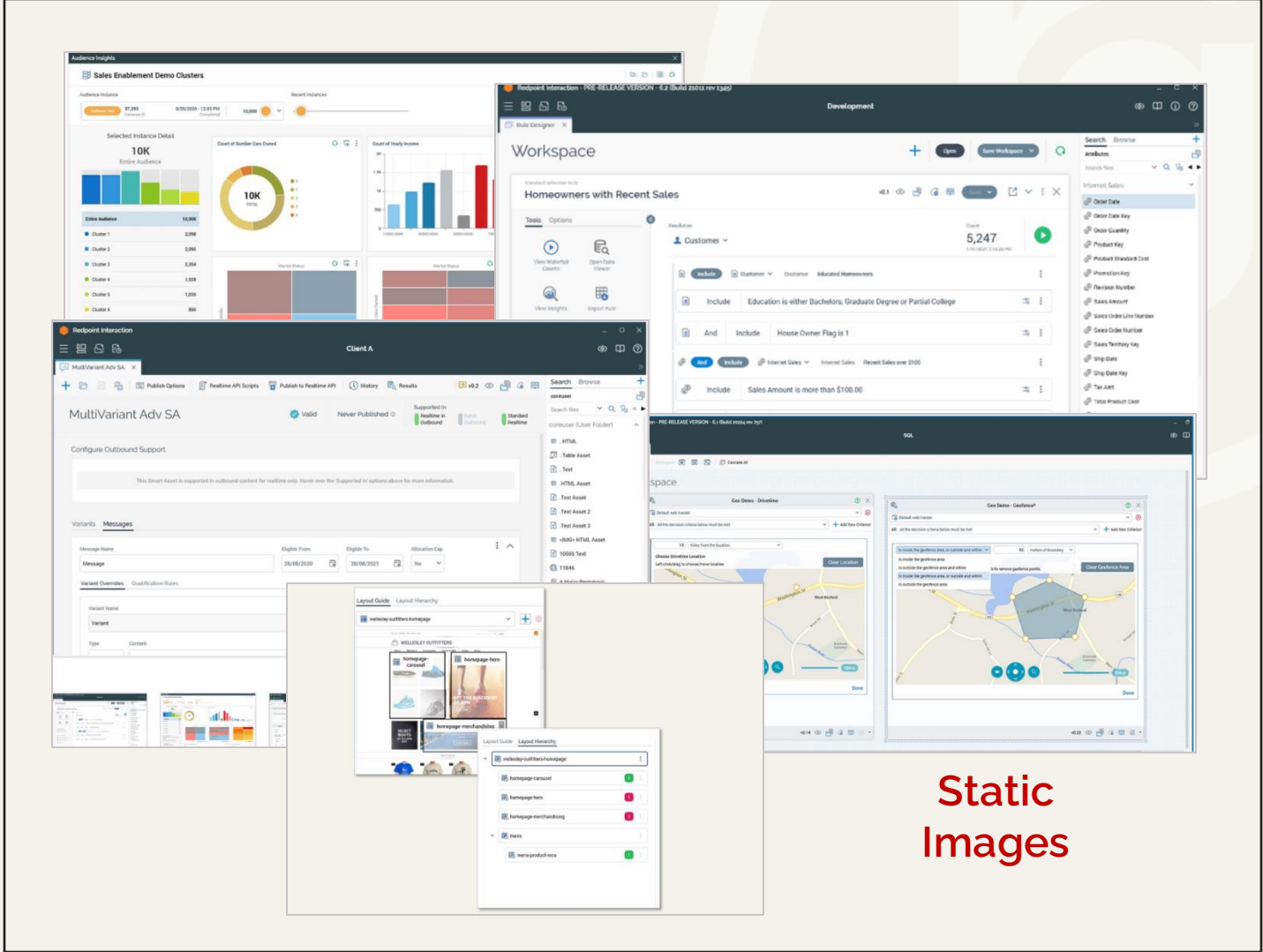
On the right side of the listing, there is a 'Workspace' screenshot showing a dashboard with a table of customers. The table has columns for 'Customer', 'Status', and 'Actions'. The first row shows 'Education & other Studies, Studies Dept or Postgrad College' with a status of '1' and an 'Add' button. The second row shows 'Invest Group Pkg 1' with a status of '1' and an 'Add' button. The third row shows 'Sales & Services from Dept 00000' with a status of '1' and an 'Add' button. The fourth row shows 'Over 1000s with 1 month of use' with a status of '1' and an 'Add' button. The total number of customers is 5,247.



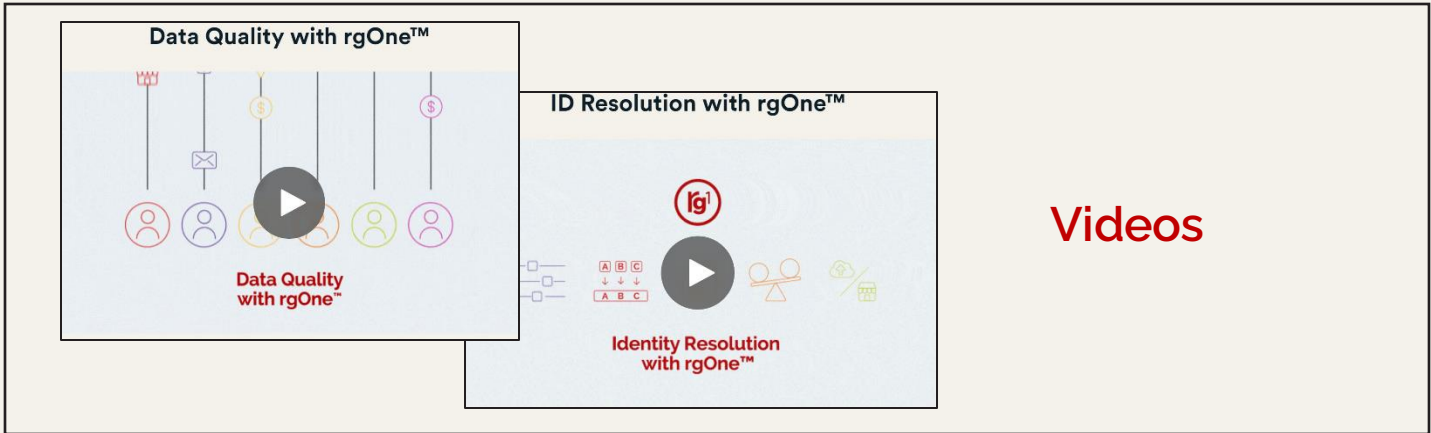
Visual Asset Directory

rgOne™, Redpoint's Intelligent Orchestration (RPI listing)

Partner



Static Images



Videos

These assets are available upon request

One pager quick reference docs

Redpoint Global
 rgOne™: the platform that delivers you a single point of control to connect customer data and execute marketing campaigns.

SOLUTION HIGHLIGHTS

The platform enables ambitious marketers to achieve real-time, cross-channel, hyper-personalized customer experiences that drive ROI. rgOne's unique capabilities are delivered through **Customer Data Management, Automated Machine Learning, and Intelligent Orchestration.**

<p>Customer Data Management Capture all that's knowable about every customer, perform data quality, identity resolution, transformations, and enrichments to create an accurate and continuously updated Golden Record.</p>	<p>Automated Machine Learning Leverage customer insights, preferences, and intent to generate highly relevant next best offers, actions, and messages.</p>	<p>Intelligent Orchestration Deliver consistent and personalized experiences across all customer touchpoints using the last mile technology solutions you've already invested in.</p>
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Key Features
 rgOne is the only CDP that:

- Delivers an enterprise-scalable CDP
- Creates a true, 360-degree view of each customer in real time
- Enables a perfect customer experience path for every individual customer at every individual moment
- Processes every single data character & bit and makes it instantly available to marketers
- Has clear visibility across multiple channels at once
- Removes latency and provides marketers ability to improve effectiveness and move instep with their customers.
- Delivers a personalized one-to-one marketing at scale across channels.

888 Worcester Street, Suite 200
 Wellesley, MA 02482
 www.redpointglobal.com
 partners@redpointglobal.com

Azure Benefits Eligible | Microsoft Partner

Public facing:
 What is shown on the product listing

Redpoint Global
 rgOne™: the platform that delivers you a single point of control to connect customer data and execute marketing campaigns.

Estimated Total Contract Value for Typical Enterprise Customer: **\$2 Million**
 Azure Benefits Eligible Date: **15 Sept. 21** Email: partners@redpointglobal.com
 Note: Final Contract Value to be determined after final negotiations with customer.

SOLUTION HIGHLIGHTS

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INTERNAL CONFIDENTIAL

Azure Benefits Eligible | Microsoft Partner

Internal Microsoft Sales Team use:
 what the team will use to help sell Redpoint to meet their MACC quota

rgOne™
 Customer Data Platform

2021

Solution/Offer Pitch Deck
 Internal Microsoft Sales Team:
 what the team will use to help sell Redpoint to meet their MACC quota



Let us know how we can support you.
Let's be great **partners.**