FlashGrid case study

FlashGrid sparks growth and expands its customer base with the Microsoft Marketplace Rewards program and Azure Marketplace.

Traditional procurement is slow, rigid, and time-consuming
FlashGrid realized its customers wanted speed and execution in their procurement cycles instead of weeks of red tape. For FlashGrid and its customers, time is critical, and agility is essential.

Microsoft Marketplace Rewards drives leads and adds flexibility
FlashGrid participated in the Microsoft Marketplace Rewards program to drive awareness of its offerings. With custom pricing, terms, and conditions, FlashGrid helped customers shorten purchasing cycles and focus on implementation.

Social promotions fuel FlashGrid’s surge of Azure Marketplace leads
Social promotions connected tens of thousands of potential customers to FlashGrid’s solutions on the Microsoft partner site. Through leads on Azure Marketplace, FlashGrid logged a significant increase in year-over-year growth.

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FlashGrid, a database infrastructure company based in Silicon Valley, is innovating in the combination of Microsoft Azure and Oracle RAC clusters. Its software allows large and small enterprises to run mission-critical databases on commodity compute, storage and network infrastructure in the data center or the public cloud. FlashGrid makes database high availability simple and robust. FlashGrid customers can upscale virtual machines or resize clusters without FlashGrid’s involvement and without lengthy contract renegotiations. Through Azure Marketplace, FlashGrid has landed deals in the six figures with companies such as Nuance Communications and Tiffany & Co.

"For us, the Microsoft Marketplace Rewards program is a coordinated framework where ISVs, like FlashGrid, and Microsoft work together to get the product message out to customers and Microsoft sellers," said Emil Sildos, CRO at FlashGrid. "The proactive support and guidance that we are receiving from the Microsoft Rewards team has become an integral part of our marketing strategy."

FlashGrid is a Co-sell Ready Microsoft silver partner with a Cloud Platform competency and a Microsoft 2020 Partner of the Year Finalist. Its Cloud Cluster solution, available in the Azure Marketplace, is an engineered cloud system designed for database high availability with Oracle Real Application Clusters.

Microsoft Marketplace Rewards fuel year-over-year growth and conversion ratios

Through blogs, seller webinars, and social promotions, FlashGrid closes most Azure deals thanks to customer confidence that is built on Microsoft Rewards, including blogs, seller webinars, and social promotions. Over 27,000 potential customers learned about FlashGrid’s Cloud Cluster offering on Azure Marketplace through a social promotion on the Microsoft Azure Twitter handle. Dozens of prospective customers learned about this offering through a Transact blog on Microsoft Tech Community. A Microsoft seller webinar generated several new leads, with more expected over time.

“The Microsoft Marketplace Rewards program has provided us with valuable opportunities to reach our target audiences, namely the enterprise customers looking to run their mission-critical databases on Azure cloud,” said Art Danielov, CEO, FlashGrid.

Every time FlashGrid has executed a benefit with its Marketplace Rewards Engagement Manager, it has noticed a strong spike in leads received. Azure Marketplace makes it easy for FlashGrid to offer custom pricing, terms, and conditions, closing small deals with big impact as well as larger deals. FlashGrid credits its Partner of the Year Finalist status for the increased confidence of its customers, new leads, shorter sales cycles, and better conversion ratios. Thanks to Marketplace Rewards, FlashGrid has received dozens of new engagements and tripled year-over-year growth.

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