

# Digital Kungfu + Microsoft



*Digital Kungfu  
secures and vets  
300 market-qualified  
leads for Microsoft  
within 30 days of  
campaign launch.*



## **About Microsoft Data**

**Industry:** ICT

**Location:** Johannesburg

**Solution:** Azure, Modern  
Workplace, Dynamics 365

**Web:** [www.microsoft.com/  
en-za](http://www.microsoft.com/en-za)

## **The Challenge**

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Towards the end of the first quarter in 2020, there was a 722% increase in cloud revenue for Microsoft, Teams users increased by 12 million and 900 million minutes of Teams meetings were streamed every day. This sudden uplift in consumption was driven largely by Covid-19, and this growing trend was also seen in the South African market. This represented a significant opportunity for Microsoft to support South African businesses in their digital transformation journeys, a critical step as businesses navigated new, virtual ways of working.

Given the circumstances of the Coronavirus pandemic however, many of the decision makers that Microsoft typically engaged with were no longer working from their offices. This meant that reaching them through traditional methods, such as landline numbers, was proving difficult.

Denave, Microsoft's partner for driving outbound sales leads, traditionally utilises existing Microsoft databases to engage with appropriate decision makers. With the disruptions of Covid-19, this outbound approach was not delivering results.

The decision was taken to partner with Digital Kungfu to achieve inbound leads from an engaged audience interested in how Microsoft's products could assist in the digital transformation of their businesses.

This partnership provided an end-to-end lead service focused on Microsoft Azure, Dynamics 365 and Modern Workplace.

## Solution: The Lightning Strike™

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Microsoft engaged Digital Kungfu – the fastest gun in Tech – to assist with market approaches designed to deliver qualified pipeline and deal opportunities for three of Microsoft's products, Microsoft Azure, Dynamics 365 and Modern Workplace. Digital Kungfu has delivered R236 million in sales qualified pipeline to tech vendors in the past 12 months alone, and this uniquely positioned them to partner with Microsoft to support the ambitions of the business and its channel partners.

Digital Kungfu specialises in the creation of sales qualified pipelines for technology companies using its Lightning Strike™ system. Market education about the suite of applications on offer was critical, as many businesses are only aware of one Microsoft product suite instead of the integrated support that is available.

Creative performance assets across all three channels – Microsoft Azure, Dynamics 365 and Modern Workplace – were developed and deployed. Speed was of the essence, as businesses were looking for fast, secure solutions that supported a seamless migration to the cloud.

## The Results

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Digital Kungfu's digital team tracked, measured and optimised campaign assets, securing **300 vetted market-qualified leads** for Microsoft within **33 days** of the campaign's launch.

