

Microsoft CSP Klarinet Solutions, Doubles Revenue, Performance & Growth Relaunch



KEY HIGHLIGHTS

2X
Total Annual
Revenue

Microsoft Partner
Modern Work
Designation

5
Microsoft
Marketplace
Co-Sell Listings

40+
CPOR
Associations

\$250,000
in Incentives

Klarinet Solutions

Microsoft 365 Solutions and Managed Services

Established: 2010

Location: San Diego, CA, United States

Microsoft Partnership:

- Microsoft Cloud Solution Provider

Core Industries Served:

- Life Sciences
- Legal
- Corporate
- Healthcare
- Financial Services

Spotlight:

- Microsoft Designated Modern Work Partner
- Inc 5000 Fastest Growing Company 2023
- San Diego's Top Cloud Consulting Firm by Clutch 2023
- Staffbase Partner of the Year 2022
- Bronze International Business Award Winner 2022

Klarinet Solutions is an award-winning digital workplace solution provider that designs simple, innovative, and efficient SharePoint solutions specific to medium and large corporate needs. Klarinet enables their clients to achieve success through the intelligent application of SharePoint intranet and Microsoft 365 solutions. The Klarinet team emphasizes relationships, collaborating with clients to optimize internal communications and workflow while empowering them to reach their goals.

Differentiating in a Sea of Software/Software Services Sameness

When Klarinet Solutions experienced a change over with their in-house marketing personnel, the company struggled to establish a consistent content, communication, and lead generation cadence. The organization wanted to elevate its overall marketing strategy, but found it difficult to pinpoint areas of improvement. With the aim of driving more traffic to the website and attracting more qualified leads, Klarinet Solutions engaged with Maven Collective Marketing, the multi-award-winning marketing partner for Microsoft Partners.

Klarinet Solutions needed a marketing agency that understood the specific marketing needs of a Microsoft Partner. Maven Collective Marketing completed the puzzle as an entirely outsourced marketing department. Klarinet was also facing challenges with their relationship with Microsoft and was struggling to move the needle forward with clients regarding usage and consumption.

We've worked with hundreds of Microsoft Partners over the last decade, helping drive measurable outcomes. Klarinet Solutions trusted Maven Collective to drive their marketing strategy and engine, which has paid off exponentially in revenue gains."

– Erica Hakonson, CEO, Maven Collective Marketing



Increasing Brand Presence and Awareness

Klarinet Solutions partnered with Maven Collective Marketing for a full Microsoft Partner Digital Performance Audit of their current web performance to prioritize deficiencies and areas for improvement. Maven Collective Marketing commenced the engagement by evaluating and benchmarking Klarinet's existing web performance against other Microsoft Partners. By benchmarking, Maven Collective was able to immediately determine the gaps in Klarinet's current marketing strategy and opportunities for improvement, ensuring the Klarinet team could be confident in the path forward for measurable outcomes.

Based on the findings, Maven Collective implemented a cohesive content strategy, allowing the organization to educate and inform leads and customers on a regular basis through blogs, case studies, emails, and newsletters. In addition to content creation, Maven Collective also manages the company website, social media presence, and organizes insightful webinars featuring Microsoft MVPs and industry thought leaders, enabling Klarinet to obtain in more marketing qualified leads.

We've noticed a substantial increase in the quality of our marketing, web traffic, and leads since working with Maven Collective. Since they work exclusively with Microsoft Partners, they're able to speak our language and deliver knowledgeable strategic marketing."

– Daniel Amaro, Co-Founder & President, Klarinet Solutions



Maven Collective's Tailored B2B Digital Marketing Services

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Microsoft Partner Digital Performance Audit
- 

Website Optimization & Content Development
- 

Webinar & Virtual Event Management
- 

Lead Generation & Conversion Optimization
- 

Routine Performance Reporting, Strategy & Enhancements
- 

SEO Blogging/Content Marketing Strategy
- 

Marketing Automation & Email Nurture Campaigns
- 

Social Media Marketing & Paid Social Advertising
- 

B2B Award-Winning Strategic Brand/Content Submission
- 

Microsoft Marketplace Listings & Co-Sell Ready Publishing

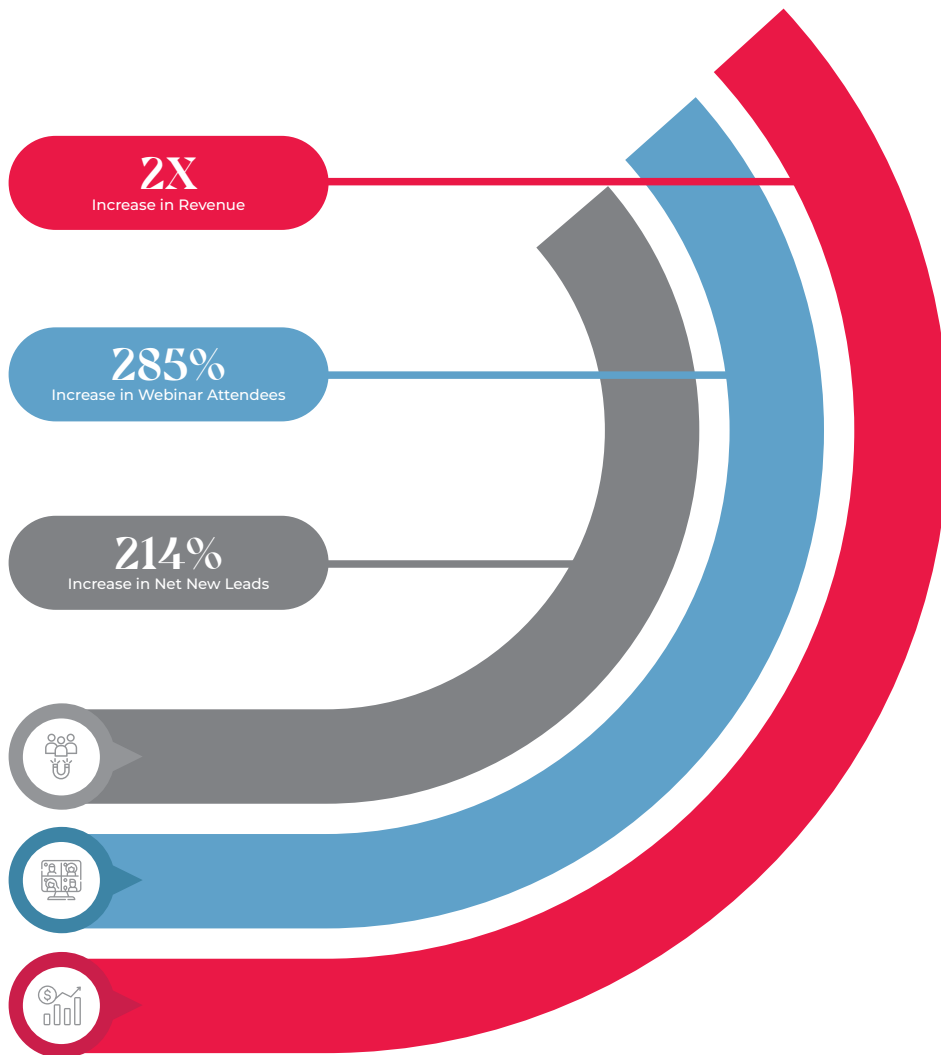
One of the best parts of our relationship is how the team at Maven have become an extension of our firm. It's as if they are part of our team directly. I highly recommend Maven Collective Marketing if you're looking to get serious about growing your technology company."

– Brian Long, Director of Business Development, Klarinet Solutions

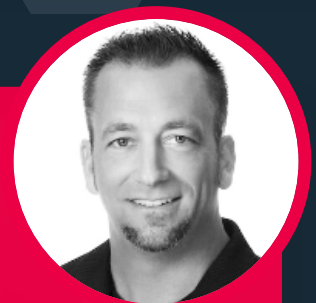


Establishing the Klarinet Brand as a Leader in the Oversaturated Market

Klarinet Solutions has doubled their revenue since commencing their engagement with Maven Collective Marketing. The engagement has yielded quality website traffic and leads, triple the webinar attendees, and over a two-hundred percent increase in net new contacts. Plus, Maven Collective Marketing has woven compelling stories for award submissions for Klarinet Solutions, earning them a bronze accolade as the Company of the Year at the International Stevie Awards.



We've been working with Maven Collective for two years now and without a doubt, they are true experts in Microsoft Partner marketing. They've truly transformed our business and we've seen revenue double during this period of our relationship."



– Brian Long, Director of Business Development, Klarinet Solutions

Working with Microsoft Consulting Experts

After finding significant success working with Maven Collective Marketing, Klarinet Solutions decided to expand their advisors, bringing in the Microsoft Consulting experts, The Partner Masters, to work with the Mavens to accelerate growth even further.



Keeping track of Microsoft's targets and changes year to year is difficult. We didn't know how to maximize benefits and funding options, and needed somebody that really understood the ins and outs and could explain exactly what Microsoft's goal is with these programs."

– Brian Long, Director of Business Development, Klarinet Solutions



Microsoft Partner Program Support



Established: 2023

Location: Mission Viejo, CA, United States

The Partner Masters provides a variety of services to Microsoft Partners to help them grow their Microsoft practice, capabilities, and integrations, including business & technical consulting, advisory, and operational support. Together with Maven Collective Marketing, they were able to generate measurable results for Klarinet Solutions within the first 30 days of working together.



Our passion is empowering Microsoft Partners to achieve more. When a partner like Klarinet Solutions calls on us to assist them, we get excited because we know they are ready to take their Microsoft partnership to a new level. It gets even better when there is a great marketing agency like Maven in the mix as well."

– Justin Slagle, CEO, The Partner Masters



The Partner Masters' Enablement Opportunities

Klarinet Solutions was struggling to move the needle forward with clients regarding usage and consumption. The firm wanted to find a better means of staying up to date with the Microsoft Partner programs and incentives offered. Hearing the focus of what The Partner Masters aimed to achieve with each Partner, Klarinet Solutions jumped on the opportunity to get acquainted with the Microsoft Partnership experts.

Understanding the challenges Microsoft Partners face, The Partner Masters leverages their 40+ years of combined Microsoft expertise to empower Microsoft MSPs, CSPs, ISVs, and SIs to unlock their full potential. With the greenlight from Klarinet Solutions, The Partner Masters jointly works with Maven Collective to fast-track Klarinet Solutions' path to success and maximize their Microsoft Partner incentives and showcasing of their Microsoft expertise.

"We help Microsoft Partners like Klarinet accelerate their Microsoft Partnership and grow their services revenue. When partnering with Maven Collective, Partners are able to scale the story telling of their solutions to reach new clients and markets."

– Matt Soseman, CTO, The Partner Masters



Accelerating Klarinet Solutions' Business Growth

By working together, Maven Collective Marketing and The Partner Masters have been able to accelerate Klarinet Solutions' growth immediately. Within the first 30 days of the engagement with The Partner Masters, Klarinet Solutions earned a Microsoft Modern Work Solutions Partner Designation, which was previously a struggle to achieve.

Within 60 days, Klarinet Solutions was able to publish five Microsoft Co-Sell Marketplace Listings. In that timeframe, Microsoft Partners are typically, at best, only able to publish one listing. By working with Maven Collective Marketing in conjunction with The Partner Masters, Klarinet Solutions has been able to rapidly accelerate their business, including 40+ CPORs and an astounding \$250,000 credit with Microsoft for tracked licensing and usage.

40+

CPORs

\$250,000

Microsoft
Credit

5

Co-Sell
Listings

With Maven Collective Marketing's expertise in marketing specifically for Microsoft Partners, and The Partner Masters expertise in Microsoft Partner incentives and programs, they have been able to work together to bring a full variety of benefits to Klarinet Solutions within the first two months of the co-engagement. Today the consulting firms continue to work together to help Klarinet Solutions maximize their ROI.








The Mavens have remained our trusted marketing resource, and we knew that if they worked as a team with The Partner Masters, we would be able to accelerate our business outcomes significantly. The Partner Masters team knows exactly what needs to be done, and Maven Collective knows exactly how to do it."

– Daniel Amaro, Co-Founder & President, Klarinet Solutions



Elevate Your MS Partner Growth with Maven Collective & The Partner Masters

Working together, the Maven Collective Marketing team and The Partner Masters team were able to yield immediate and significant outcomes for Klarinet Solutions. As Maven Collective Marketing and The Partner Masters work exclusively with Microsoft Partners, they work seamlessly together to help Microsoft Partners maximize their investment in the Microsoft ecosystem.

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|  <p>Power Apps and Power Automate: 4 Week...</p> <p>Klarinet Solutions</p> <p>Power Automate +1</p> <p>Enhance Efficiency and User Experience of your Digital Workplace and Automate Manual Business Processes...</p> <p>\$10,000</p> <p>Contact me</p> |  <p>File Share to SharePoint Migration Quickstart: 4...</p> <p>Klarinet Solutions</p> <p>Teamwork Deployment</p> <p>Migrate your business to the Microsoft Modern Digital Workplace Tools to Improve Efficiencies, Teamwork,...</p> <p>\$10,000</p> <p>Contact me</p> |  <p>Cloud Security Baseline Deployment Package: 4...</p> <p>Klarinet Solutions</p> <p>Teamwork Deployment</p> <p>Reduce Risk, Increase Security & Compliance by Implementing the Microsoft 365 Cloud Security Tools Yo...</p> <p>\$15,000</p> <p>Contact me</p> |  <p>Microsoft Teams Quickstart Deployment...</p> <p>Klarinet Solutions</p> <p>Teamwork Deployment</p> <p>Quickly Enable Your Microsoft Teams Solution to Match your Business Requirements While Training and...</p> <p>\$10,000</p> <p>Contact me</p> |  <p>Digital Workplace Road Map: 4-Wk Assessment</p> <p>Klarinet Solutions</p> <p>Teamwork Deployment</p> <p>Obtain Clear Technical Recommendations and a Detailed Project Timeline to Seamlessly Move...</p> <p>\$4,500</p> <p>Contact me</p> |
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Working with The Partner Masters team made getting Klarinet Co-Sell ready a completely seamless process. Thanks to their guidance and expertise, we were able to focus our efforts and work efficiently to achieve Co-Sell status repeatedly."

– Arianna Ardenne, B2B Digital Marketing Strategist, Maven Collective Marketing



Work with the Mavens

Maven Collective Marketing delivers the B2B marketing expertise you can measure to yield award-winning results for SaaS and software services clients, including Microsoft Partners, across the globe. For more than a decade, Maven Collective Marketing has helped these organizations evolve their digital marketing practices to compete and thrive in the oversaturated marketplace of software sameness.

If you are a Microsoft ISV, Microsoft MSP, Microsoft SI, Microsoft CSP, and/or Microsoft VAR interested in working with an award-winning B2B marketing agency that not only delivers measurable online marketing results but can also help you leverage the Microsoft Partner ecosystem for greater exposure of your business and solutions, look no further.

Your Award-Winning, Results Focused Marketing Partner



Exceed Your Growth Goals. Let's Embark..

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