



Microsoft MSP Partner Secures Significant Microsoft Investment and Accelerates Pipeline Growth

A Maven Collective Marketing Case Study

KEY HIGHLIGHTS

\$41M

Open Pipeline
Revenue in 2025

16%

MQL to SQL
Conversion Rate

2,579

MQLs Acquired
in 2025

Long View Systems

People, Forward.

Established: 1999

Location: Calgary, AB, Canada

Core Industries:

- Government
- Energy
- Retail
- Oil & Gas
- Tourism
- Education
- Financial Services
- Healthcare
- Transportation
- Utilities

Spotlight:

- 🏆 All Six Microsoft Solution Designations
- 🏆 CSP Direct Supplier
- 🏆 Azure Expert MSP
- 🏆 25+ Years in Business

Long View is a leading provider of IT solutions and services, helping businesses manage and modernize their technology environments. As a trusted Microsoft Partner, Long View delivers expertise across cloud, cybersecurity, and managed services to drive business transformation.

Turning Microsoft Funding Opportunities into GTM Impact

As a longstanding Microsoft Managed Partner with 25 years in operation, Long View was looking to strengthen its relationship with Microsoft and tap into available co-funding opportunities to expand its reach across North America. To support go-to-market and market development activities, Long View needed a strategic plan that would meet Microsoft's approval criteria and make the most of the available investment.

Having previously partnered with Maven Collective Marketing for an audit and several sales enablement projects, Long View recognized Maven Collective's deep expertise in Microsoft Partner marketing. Impressed by the value delivered in those engagements, they turned to Maven Collective once again. This time, Maven Collective built a marketing plan under the Strategic Partnership Framework (SPF) to maximize investments from Microsoft over FY25.

Maven Collective's Award-Winning Partner Marketing Services Delivered



The Maven Collective Way

Maven Collective began the engagement by immersing themselves in Long View's long-term business objectives and ongoing marketing efforts. By analyzing current initiatives, Maven Collective identified opportunities to scale impact and align efforts with Microsoft's co-funding criteria.

Working against a tight deadline, Maven Collective leveraged its deep familiarity with the Microsoft ecosystem to develop a proposal that clearly outlined Long View's strategic intent and expected outcomes over FY25. A multi-channel service promotion strategy, spanning Microsoft marketplace listings, paid advertising, web content production, and event nurture support, formed the foundation to increase brand visibility and generate qualified leads. The clarity and alignment of the proposal enabled Microsoft to approve the funding request quickly.

The proposal's quick approval prompted Long View to move forward with Maven Collective to execute the full scope of the funded initiatives. Over Microsoft's FY25 Q1 and Q2, Maven Collective executed 34 campaigns across Microsoft Ads, LinkedIn Ads, and Reddit Ads, delivered seven marketplace listings with corresponding solution webpages, blogs and social media posts, and supported six multi-channel business development outreach motions. Maven Collective ensured effective funding utilization and tracked proof of execution for each activity, positioning Long View to secure additional investment to expand their market reach further.



Secure Your Organization's Data with Microsoft Purview

Long View delivers hands-on data protection and governance training in just four (4) hours, conveniently delivered online. Empower your team to keep your organization secure and compliant with:

COMPREHENSIVE DATA CLASSIFICATION Identify and categorize sensitive information types using Purview's powerful Data Classification tools.	ADVANCED DATA PROTECTION Deploy sensitivity labels, encryption, and auto-labeling to safeguard your organization's most critical information.	PROACTIVE RISK MITIGATION Establish and manage Data Loss Prevention (DLP) policies to reduce risks from internal and external threats.	EXPERT-LED TRAINING Receive hands-on guidance from Long View's Purview specialists with practical exercises and actionable insights.
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www.longviewsystems.com



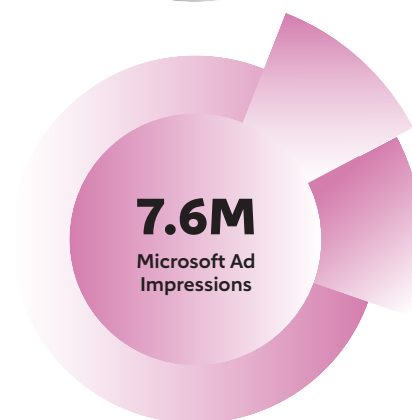
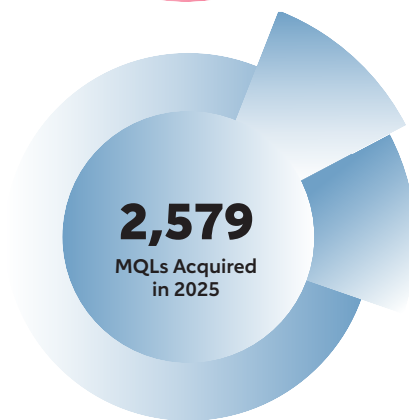
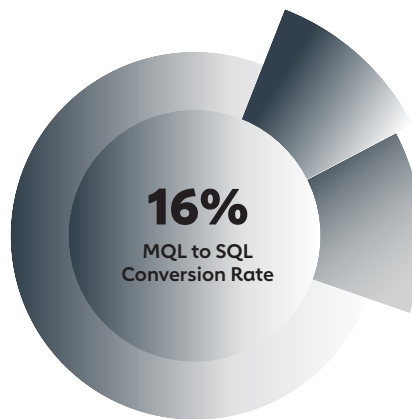
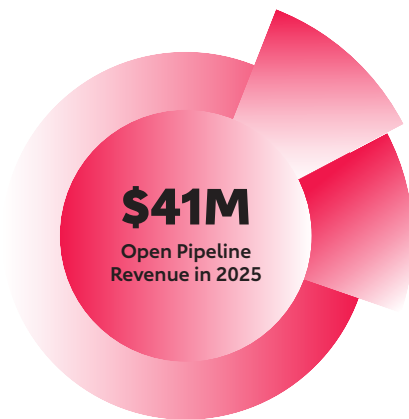
Thank you Maven Collective for your continued time and investment in Long View and our partnership. Your dedication and deep commitment to our success is felt throughout our organization and across our branches. You continue to bring us valuable recommendations and insights that evolve our Microsoft Partner marketing to new levels."

— Michael Kochorek, Vice President of Marketing and Business Development, Long View

Driving Measurable Pipeline Growth

The SPF funded marketing initiatives delivered measurable pipeline growth for Long View and exceeded Microsoft's success metrics. Beyond performance, the results also reinforced Long View's position as a committed, high-impact Partner, demonstrating a clear investment in marketing Microsoft solutions and driving mutual business outcomes.

In just Microsoft's FY25 Q1 and Q2, partnering with Maven Collective on SPF campaigns, Long View realized:



Honestly, working with Maven Collective Marketing is like having your own Fairy Godmothers at work. Bippity, boppity, boo – and they have given you everything you've ever dreamed of work wise. We are in a critical stage of growth at Long View Systems, I don't know what we'd do without the Mavens."

– Suzanne Park, Director of Marketing, Long View



Work with the Mavens

Maven Collective Marketing is the trusted B2B digital marketing services agency for Microsoft ISVs, CSPs, SIs and MSPs. With more than a decade of experience working with Microsoft Partners, Maven Collective has curated compelling marketing strategies that have helped several businesses stand out in the sea of software sameness.

If you are ready to transform your marketing approach while leveraging the Microsoft ecosystem to grow your bottom line, you have found the right marketing partner to guide you along the way.

Your Award-Winning, Results Focused Microsoft Marketing Partner



Exceed Your Growth Goals. Let's Embark...

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