



CASE STUDY

Pickit targets global coverage through Cloud Marketplace and CloudBlue



INDUSTRY

Software

LOCATION

Visby, Sweden

EMPLOYEES

30

Pickit is an independent software vendor with the No. 1 add-in in the Microsoft Office ecosystem. With offices in Seattle and Sweden, it boasts usage at more than 40,000 companies, in more than 200 countries with its trial version. Co-CEOs and founders Mathias Björkholm and Henrik Bergqvist launched the app in 2012 with the aim of helping people create stunning and impactful presentations. It works by allowing you to access legally cleared images from right within Microsoft PowerPoint or Word, so you don't have to leave the program or worry about using illegal images taken from a search engine. Likewise, Pickit ensures the photographers are paid for their images. Microsoft invested in Pickit in 2017, and it's available as a trial version in the Microsoft store.

The importance of the reseller channel

Just being available doesn't ensure an app will be adopted by Microsoft users. Though Pickit had been using direct marketing tactics, the company needed a better way to reach organizations.

"For us, it's all about scale," Björkholm said. "We need to get closer to the end users and attach to all the 365 licenses that are sold."

As a relatively small startup, the only way for Pickit to reach the huge amount of Microsoft Office 365 users globally was through the reseller channel.

"Connecting with the reseller ecosystem is everything," Björkholm said. "If you're a small ISV with 30 people from Sweden, it's a no-brainer. It's so hard doing that on your own."

Choosing the right distribution partner

When selecting a distribution partner, Pickit wanted one with a close relationship with Microsoft because it functions within its apps. As the leading distributor of Office 365, Ingram Micro Cloud was the natural choice.



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Mathias Björkholm
Co-CEO and co-founder

Björkholm cites Ingram Micro Cloud’s wide reach as another reason for its choice. They liked being able to reach an audience of world-class service providers through the CloudBlue ecosystem.

“We see Ingram Micro as a market leader,” Björkholm said. “With their reach, we can really start changing the way companies and individuals work with images in Office.”

Expanding its worldwide reach

Since partnering with Ingram Micro Cloud, Pickit has released the full version of its software in a total of 16 countries. They cite great go-to-market support from Ingram Micro Cloud as they expand to new regions and the reach they get through CloudBlue as some of the notable benefits they receive through this partnership.

Pickit sees its partnership as an empowering tool for ISVs that helps it reach customers in new ways. Through the reseller ecosystem, Pickit is being sold in more bundles and with value-added services attached.

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However, he said the work ultimately falls on the ISV to get its product to market.

“Don’t expect the Cloud Marketplace to do the work for you,” he said as a message to other ISVs. “You need to put effort into your relationships with resellers and your go-to-market activities. Even though it’s a very powerful marketplace, you can’t really expect it to do the job for you. In the end, it’s about distribution, but you need to put effort in as well.”

Pickit is just happy that Ingram Micro Cloud has helped them do the “heavy lifting” on that front through such tools as the Sales & Marketing Hub, providing best practices for their go-to-market strategies and connecting them with resellers working directly with the customers they want to reach, Björkholm said.

“As a small ISV, I think it’s very important to be humble and understand that channel is a very powerful way to reach a global market,” he said. “In the end, it’s always a discussion between the end user and the partner that is reselling or providing the service to them. We’re so happy to have these partners on a more local level.”