



WIN STORY

Novo Nordisk Finances a \$46M EA Renewal Through Azure Marketplace

The Bottom Line: By aligning Cisco, Microsoft, Cisco Capital and Wingmen on a single timeline, the team executed a \$46M Enterprise Agreement renewal through Azure Marketplace, decremented 100% of Novo Nordisk's MACC, and financed the transaction through Cisco Capital. The first Reseller Enabled Offer (REO) deal in EMEA, and proof that the moving parts can be made to move together.

BY THE NUMBERS

\$46M

EA TCV transacted through Azure Marketplace

100%

MACC drawdown

1st

Reseller Enabled Offer transaction in EMEA

4

Organizations aligned on one timeline

BACKGROUND

Novo Nordisk, a long-standing Cisco and Wingmen customer with an existing Microsoft Azure Consumption Commitment (MACC), asked to route its multi-architecture Cisco EA renewal (SD-WAN, Catalyst, Secure Access) through Azure Marketplace and finance it via Cisco Capital. The opportunity: draw down committed spend, expand the Cisco footprint with newly available budget, and keep the transaction partner-led. One major challenge was four different organizations with different sets of requirements and payment cycles that didn't lineup. Solving the customer contract and budget friction accelerates partner-led and repeatable commercial plays.

Committed Spend, Captured

Novo Nordisk leveraged its existing Microsoft Azure Consumption Commitment (MACC) to support a strategic Cisco EA renewal while maximizing the value of an already approved cloud investment. By transacting through Microsoft Marketplace, the team aligned the customer's procurement and investment objectives, creating a commercially viable path that benefited Novo Nordisk, Cisco, Microsoft, and partner Wingmen.

Financing Inside the Marketplace

Novo Nordisk leveraged Cisco Financial Services as part of the transaction. By bringing Cisco Capital into the discussions early, the team was able to design a structure that aligned financing, Microsoft Marketplace, and MACC utilization from the outset. This resulted in a seamless transaction model that supported the customer's purchasing objectives while helping secure the renewal.

Partner-Led, Marketplace-Transacted

The launch of Microsoft's Reseller Enabled Offer (REO) marked a significant evolution of the Marketplace ecosystem. Now, authorized Cisco partners can transact Cisco solutions directly through Azure Marketplace while retaining ownership of the customer relationship. By leveraging this new route-to-market model, the team enabled the full Cisco EA renewal to be executed through the partner, demonstrating the transformative potential of REO only months after its introduction.

One Timeline, Four Parties

The deal required a level of operational alignment not previously implemented in the region. To support the agreed financing structure and partner payment requirements, the team worked closely with Microsoft, Cisco Capital, and partner Wingmen to obtain approval for an accelerated Marketplace payout mechanism right from the get-go. This ensured the payment timelines worked for everyone, including Cisco Capital and Wingmen's 30-day terms, enabling transaction success.



The customer had already made the commitment. Our job was to let them spend it on Cisco, finance it on their terms, and make sure our partner got paid on time. Combining Cisco Capital with pre-committed spend gave us a payout model we can run again.

—Ronny Johansen, Cisco Capital

Have accounts with a MACC? Contact your EMEA/EMEAR alliance team. They will confirm which customers hold commitments and broker the Microsoft connection. **Think marketplace on all your deals, from renewal to net new business.**