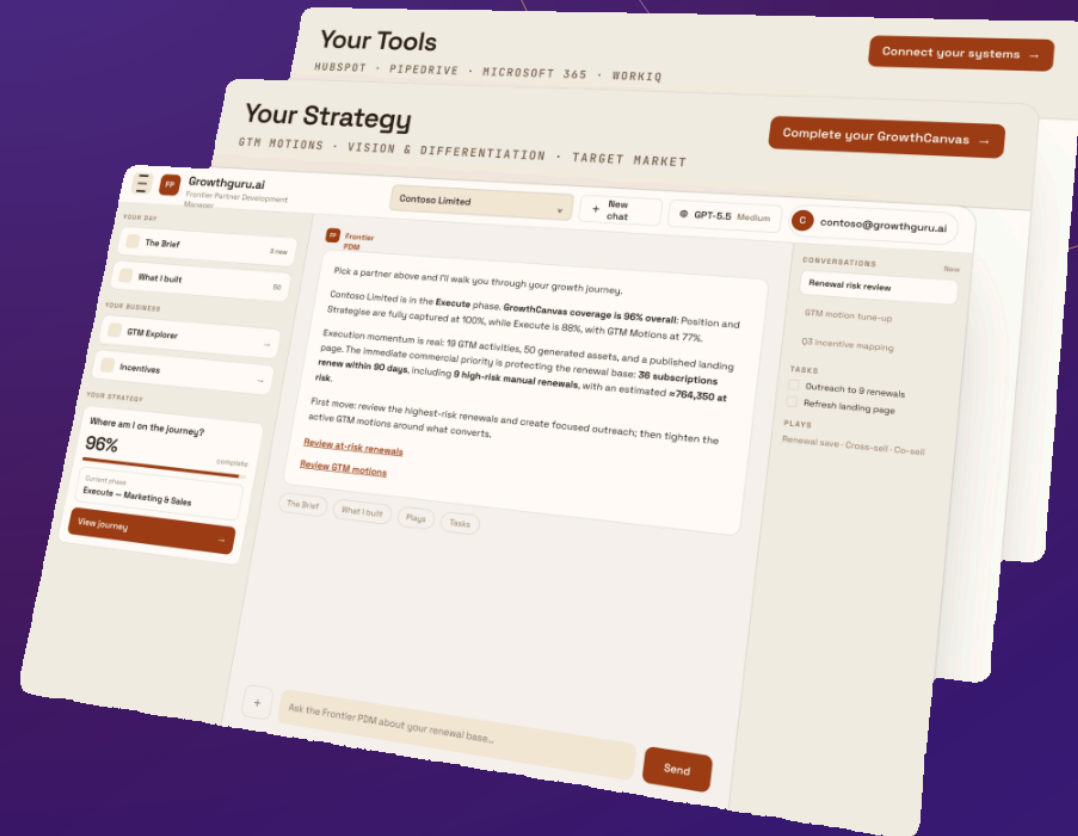


Frontier PDM

Your always on Microsoft Partner Development Manager.
It finds the growth. Cuts the complexity. Gets the work done.

More revenue. More margin. Less cost.



Working across your **whole business**

Most Microsoft partners no longer have dedicated PDM support, but the complexity and workload remain.

The **Frontier PDM is a super-agent** that learns your strategy, connects your systems, and works toward your goals. It is AI powered, but you are not left alone with AI.

A real Microsoft partner specialist from our team stays alongside you, providing judgement, guidance and intervention when it matters.

IT LEARNS

Your strategy, your objectives and the way you go to market.

IT CONNECTS

Microsoft 365, your CRM and Partner Center, in one place and kept current.

IT WORKS

Toward your goals, with a real Microsoft partner expert alongside you.

**You stop experimenting with AI and start operating with it.
People and agents, working your business together.**

The Power of the Frontier PDM

More revenue. More margin. Less cost.

THE COMMERCIAL OUTCOME

Win more

Spots your next revenue and turns it into prioritised actions that win more business.

More margin

Finds the incentives, rebates and designations you qualify for, and how to claim them.

Do more with less

Removes hours of research, planning and routine work. No extra headcount.

WHAT MAKES IT POSSIBLE

Cut the complexity

Turns Microsoft's programmes and requirements into a clear, practical plan.

Stay ahead

Tracks your commitments and surfaces the next best move, so you never miss one.

Speed to market

Turns your strategy into ready-to-use assets: campaign briefs, landing pages, social posts, email and sales collateral.

Why Frontier PDM is a Super Agent

A chatbot would list your renewals. Frontier PDM drafts and sends the outreach, updates the pipeline, and helps you get your claim ready, then tells you it is done.

It knows you

It knows your business inside out, holding your strategy, systems and objectives in one place.

"What do you actually know about us?"

Your **strategy**, your connected **systems** and your **objectives** — all in one place, kept current.

It acts

It does the real work through the tools you already run, rather than just advising.

"Handle this quarter's renewals."

Done. Outreach drafted and sent, the pipeline is updating now, and your co-op claim is ready for you to submit.

It remembers

It remembers every conversation and decision, so nothing ever starts from zero.

"Where did we land on the security push?"

You added **Security** to the plan in June, on top of the **Modern Work** focus you set in March. Nothing has changed since.

It connects everything

Your strategy, your Microsoft business, your systems, your data, your objectives and your history.

Strategy

Systems

Microsoft

Data

Objectives

History

HUMAN IN THE LOOP

AI does the work. Human expertise keeps it focused on the right work.

Trusted Guides

A human Microsoft specialist from our team, with deep ecosystem expertise, so you navigate programmes, designations and incentives with someone who has been there before.

Strategic Mentors

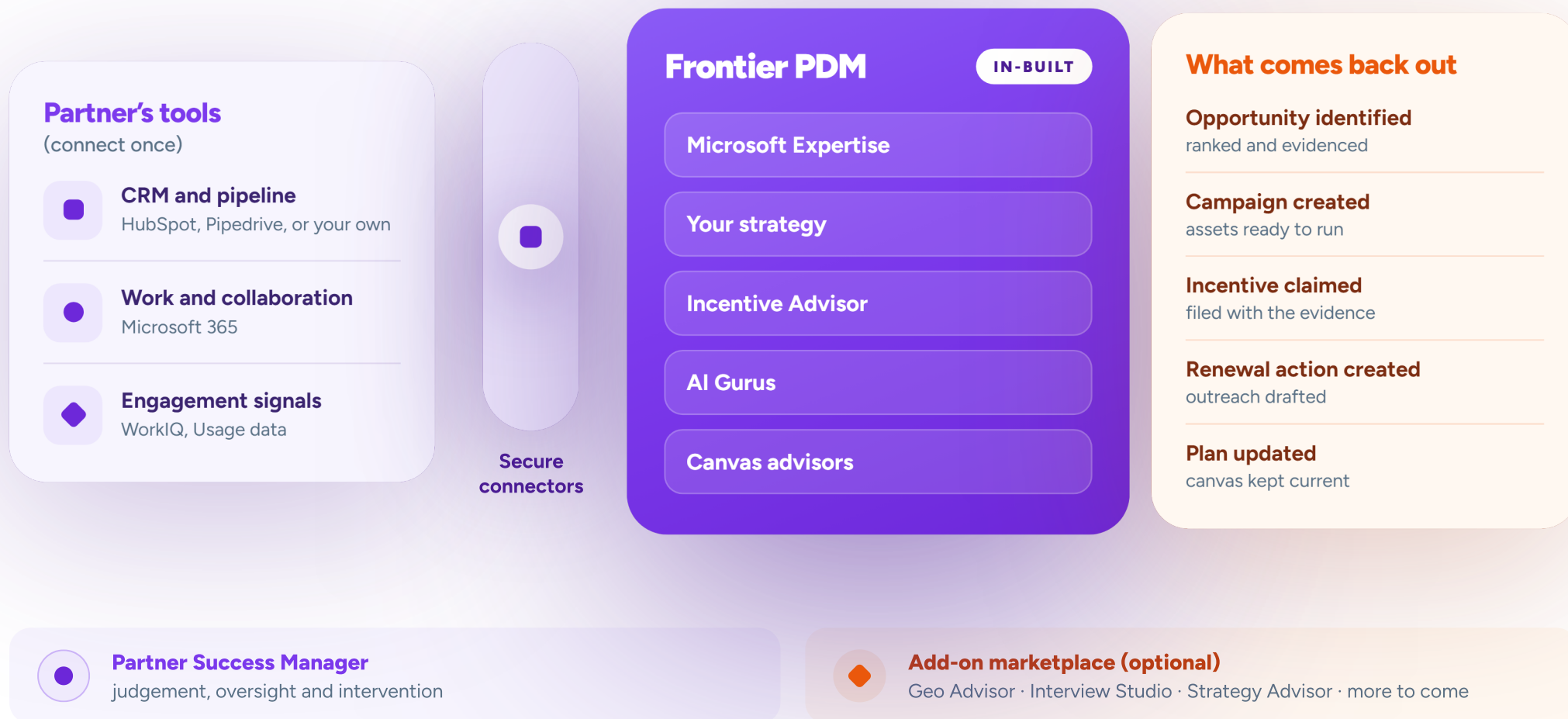
One to one guidance on go to market, positioning and differentiation, tailored to your business and your market.

Accountability and escalation

They hold the plan to its commitments, and know who to talk to inside Microsoft when something needs escalating.

How it works

Everything connects to Frontier PDM. Then it goes to work.



One platform, **whichever side** you sit on

YOU SELL

For sellers

Resellers, MSPs, ISVs and systems integrators get their own Frontier PDM and turn scattered effort into steady growth.

YOU CARRY SELLERS

For distributors and channel leaders

Distributors and channel leaders give every partner in their base their own Frontier PDM, turning a portfolio of names into a portfolio that grows.

WHAT PARTNERS SAY

"It has genuinely become part of my daily workflow. The information is accurate, relevant, and user-friendly, making it easy to get quick and reliable answers without wasting time."

MF

Melissa Francois
FRCI

"The platform stands out through its ability to support complex Microsoft-related technical cases with clear, structured reasoning and practical guidance."

HK

Hendrik Kruger
Cloud on Demand

IN THE PRESS



We are Growthguru.ai

We believe every technology partner deserves the kind of expert guidance that was once reserved for the largest. Built by Microsoft alumni who have lived both sides of the partner relationship, we turn that expertise into an always on partner development manager, so growth is no longer a privilege of scale.



Paul Bunting

FOUNDER

25 years in technology, 20 in senior leadership at Microsoft, scaling businesses approaching \$1B in revenue.

[LinkedIn →](#)



Lionel Moyal

FOUNDER

Startup founder, CTO, CFO and CEO, with 10 years at Microsoft driving the partner channel across South Africa and Africa.

[LinkedIn →](#)

HOW TO APPLY

Get started

Frontier PDM is not self-serve. A clear, structured process makes sure it is the right fit before you commit.

1 Submit your application

Share key information about your business, your go to market focus and your growth objectives.

2 Readiness and fit review

We review your application against core readiness criteria: go to market maturity, Microsoft alignment and growth objectives.

3 Programme confirmation

Once enrolled, you receive your programme details and timelines, and you are introduced to your Partner Success Manager.

Your Next Action

Submit your details and book a demo. Places are limited and the programme runs in phases. Questions? Reach our team at info@growthguru.ai.

[Schedule a demo](#)