



Cloud Solutions Provider Program Nomination Process

September / October 2014



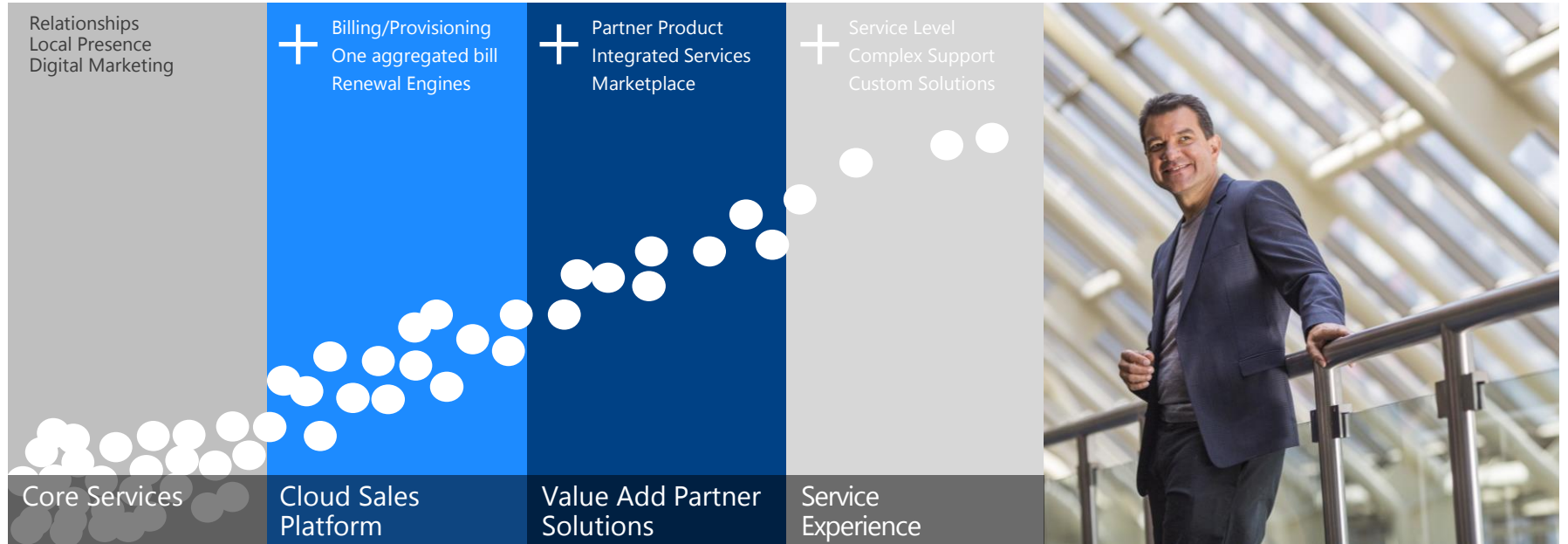


CSP Program Overview

- Where are we going
- How does it work
- Q&A

Where are we going?

Changing partner channel



Partner feedback

Own the customer relationship

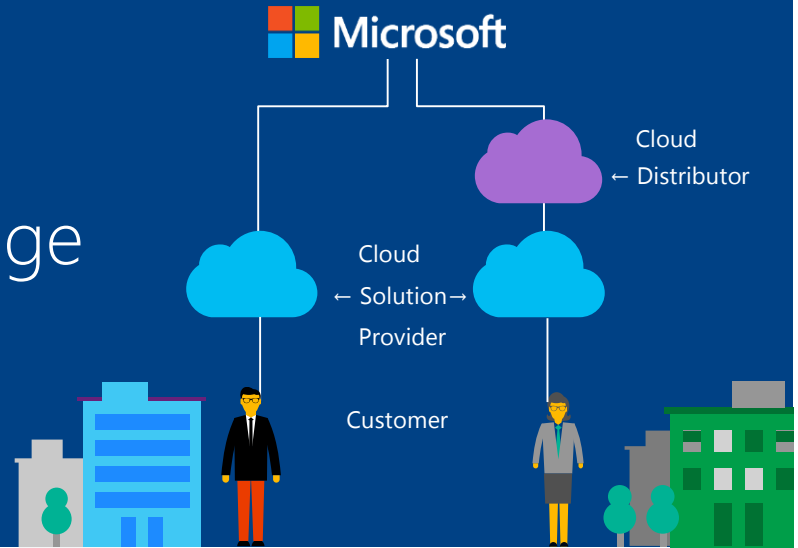
Service the complete customer lifecycle

Attach Partner services

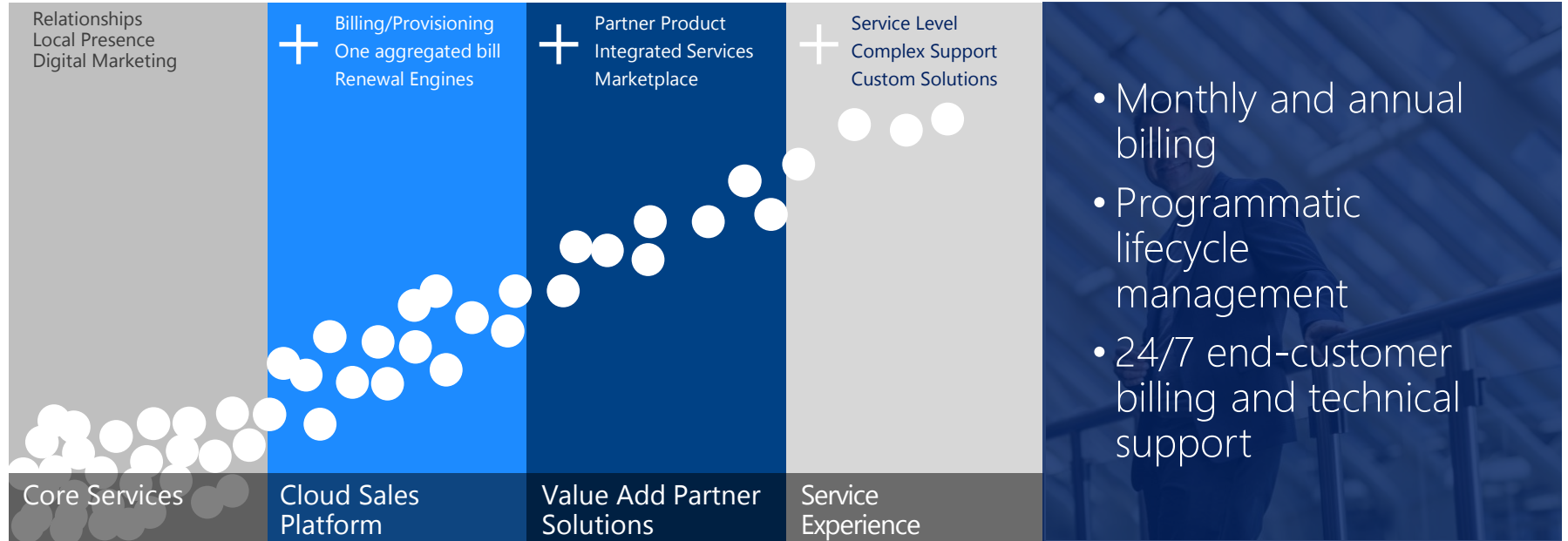


Microsoft Cloud Solutions Provider

- Monthly billing option
- Directly provision and manage
- Own technical support



What does this require?



Customer profile

Integrated services

Single point of contact for all needs

Flexibility in payment options



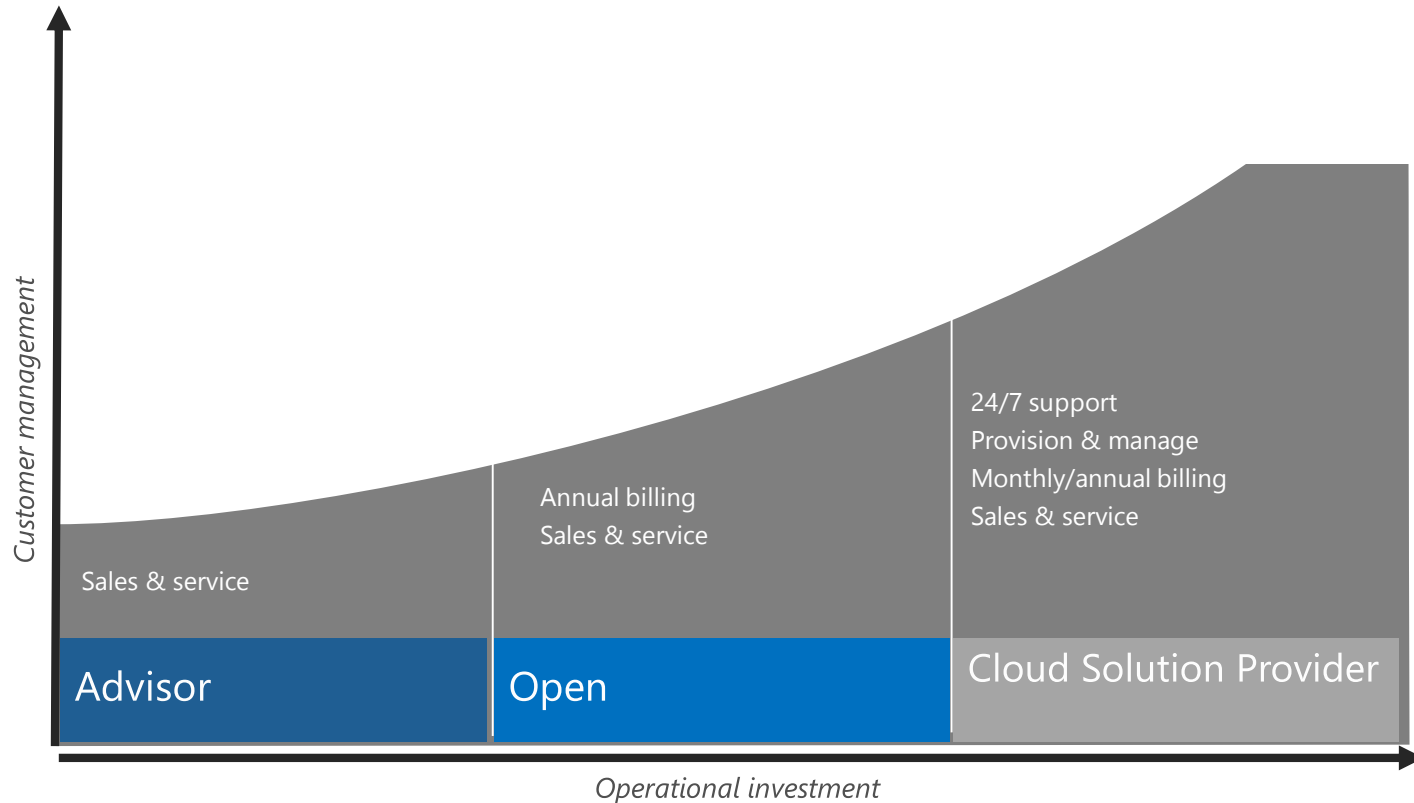
Program benefits



Microsoft provisioning and billing	Annual billing	Monthly or annual bill; direct provisioning
Earn commission	Topline revenue	Topline revenue
Cloud products	Cloud or on-premises product	Cloud products
Advisor	Open	Cloud Solution Provider



Program management



Program requirements

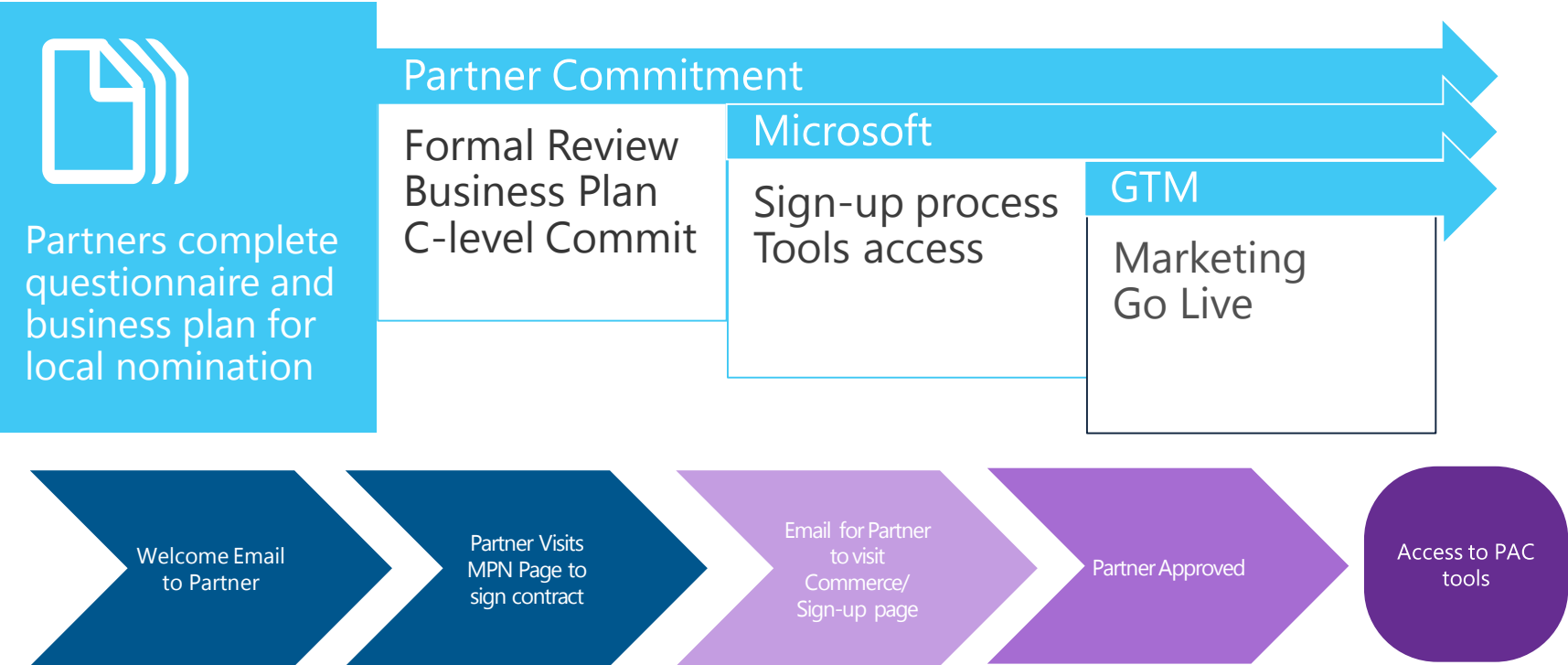


Partner capability	Advisor	Open	Hosting / Syndication
Value Added Services	Optional	Optional	Optional
Support	Optional	Optional	●
Manage	Optional	Optional	●
Provision	Optional	Optional	●
Bill	Optional	●	●
Sell	●	●	●



How does it work?

Onboarding



Indicative WW Roadmap (subject to change)

H2 FY14 Pilot		FY15 Launch & Build Capacity			FY16 Scale	
Learn / Spec		WPC Reveal 1 Tier Invitation Only 2 Tier Pilot 48 countries Partial Automation			H2 2 Tier 51 countries Full Automation	
Design & Development		1 Tier Console 2 Tier Console (limited) 1			Commerce APIs Pilot Commerce APIs	
O365		Office 365 & Intune			Power BI EMS CRM Online Azure TBC	
Q4		Q1 FY15 (Wave 1)		Q2 FY15 (Wave 2)	H2 FY15 (Waves 3 & 4)	FY16 (Wave 5+)
Approach	1 Tier partner pilot	Single entry point for all services Invitation Only Artemis 1 & 2 Tier Manual business vetting & invoicing Partner Admin Center (PAC) console only		Extended partner invitations Self-serve invoicing 2 Manual business vetting PAC console and API Pilot	Extended partner invitations Self-serve invoicing & business vetting PAC and Commerce APIs	Scale partner reach 3rd party solutions support PAC and Commerce APIs
Eng / Ops Capacity	13 pilot partners in US, Canada, Singapore, Australia, and Mexico	Up to 20 partners (for first billing cycle) Three 2-tier partners using PAC		Up to 150 partners (ops limit) Three 2-Tier partners on PAC & APIs Two control panel vendors on APIs	No capacity limitations 3	No capacity limitations

- 1** Both 1T and 2T partners will have a PAC experience first with APIs piloting for 3-5 partners in FY15 Q2
- 2** The major blocker to scale is automated invoicing (H1) and the agreed POR is full automation without capacity limits by FY15 H2
- 3** Even if H2 timelines slip, we can supply plenty of capacity in H2 (i.e., 1,000+ partners) with a combination of engineering and operational resources

Cloud Solution Provider Partner capabilities overview

Customer Acquisition



- Provision new customers
- Order subscriptions for customers
- Order add-ons & additional seats

Customer Visibility



- Service health information
- Service usage insights
- Manage service requests

Customer Administration



- Admin-on-behalf-of
- Manage customers from one place
- Admin tools

Capabilities and tools to help Partners own the customer lifecycle

Cloud Solution Provider capabilities extend the Partner admin center experience

Capabilities include the ability to provision customers, order & manage subscriptions

Current Partner Admin Center

- ✓ Create trial & purchase offers
- ✓ Create delegated admin requests
- ✓ View list of your customers
- ✓ Search for customer by name
- ✓ Perform admin tasks on behalf of a customer
- ✓ View service health dashboard for a customer
- ✓ Manage service requests for a customer

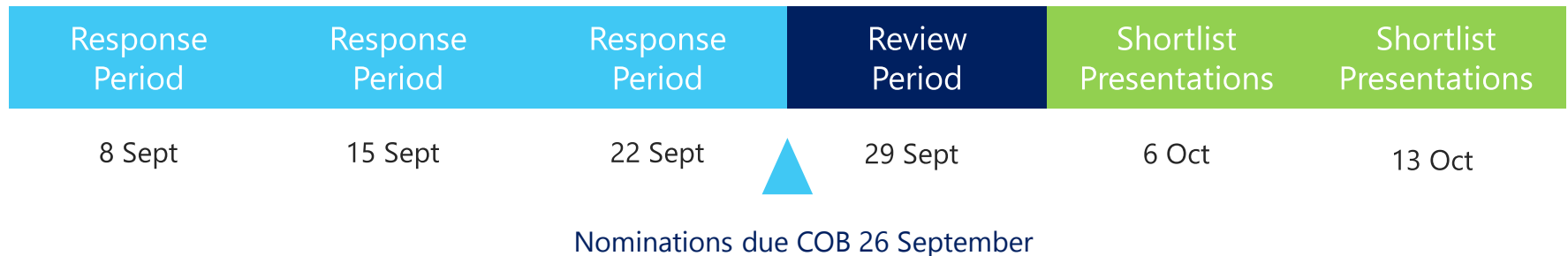
+ Cloud Solution Provider Capabilities

All existing Partner admin center capabilities + additional tools:

- + Provision new customers (tenants)
- + Order subscriptions for a customer
- + Add seats for a subscription
- + Order add-ons for a subscription
- + Edit customer information & details
- + Sales support role for subscription mgmt

The Nomination process

- Nominations are due by 5pm AEST Friday 26th September
- Submissions should include:
 - Completed nomination form
 - An appendix describing how you will differentiate your offering: maximum length 5 pages
- Following nominations, shortlisted partners will be asked to present their offerings between the 7th and 17th of October
- Selected successful partners will be notified in late October



Decision Criteria

1. Ability to meet program participation requirements: the focus of the nomination document
2. Demonstration of ability to add value/differentiate the service, in addition to delivering sales volume: the focus of the 5 page addendum

1. Participant requirement areas

- Marketing
- Sales
- Billing and Provisioning
- Deployment, Enhancements and Solutions
- Support
- Service experience
- Business Plan

These are described in the CSP Capabilities Requirements Document

2. Value / Differentiation

- Capabilities that add value to customers, and provide a premium/differentiated service
- Use of existing industry expertise (e.g., a health care provider solution)
- Use of horizontal expertise (e.g., accounting or HR solutions)
- Integration of unique capability (e.g., ISV solutions)

These are described on the next slide

Examples of differentiation

- **Integration with horizontal services** – e.g., systems for accounting, HR, project/job management
- **Integration with vertical services** – e.g., systems for financial advisors, learning management
- **Partnering** – e.g. an SI with service management capability, and ISV with solution specific service
- **Diversification** – e.g. adding an integrated o365 capability into an existing set of customer services
- **Innovation** – a new service built on top of o365 not currently offered in the cloud market
- **Access to a new market** not currently highly addressed by o365

Communications during process

- All questions should be sent to cspau@microsoft.com and will be answered by a member of the Steering Committee
- Program updates and answers to questions will be posted on the [CSP Program Yammer Group](#)
- “Open hours” conference call times during the response period will be published on Yammer



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