



# HOSTING DAYS

*Growing Your Hosting Business, Together.*



# HOSTING DAYS

**Setting the stage....**

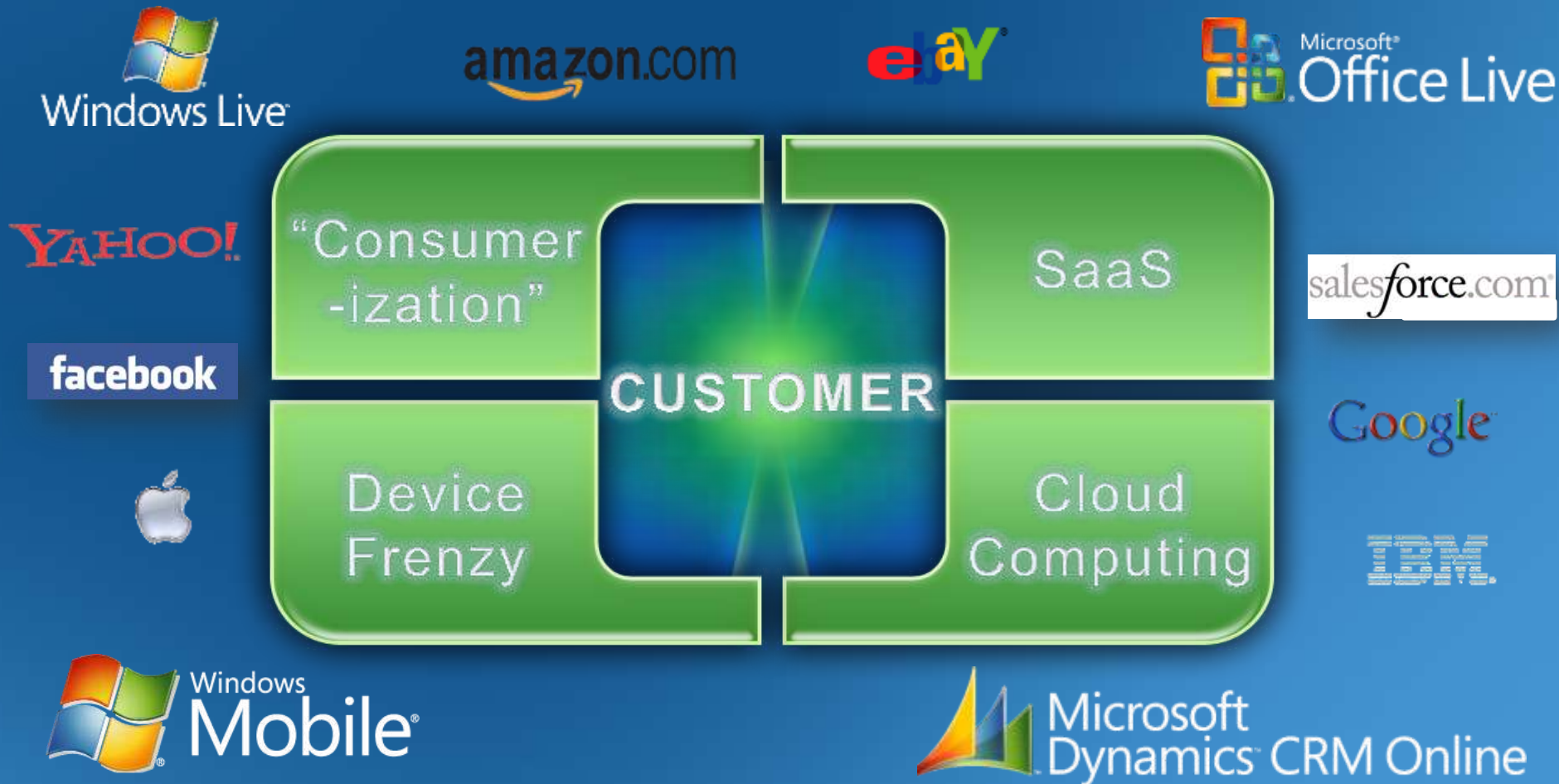
**Lessons learned...**

**Jörg Hambücker**

**Hosting Sales, Software-plus-Services Team  
Communication Sector**

**Microsoft Central and Eastern Europe**

# Customer Choices



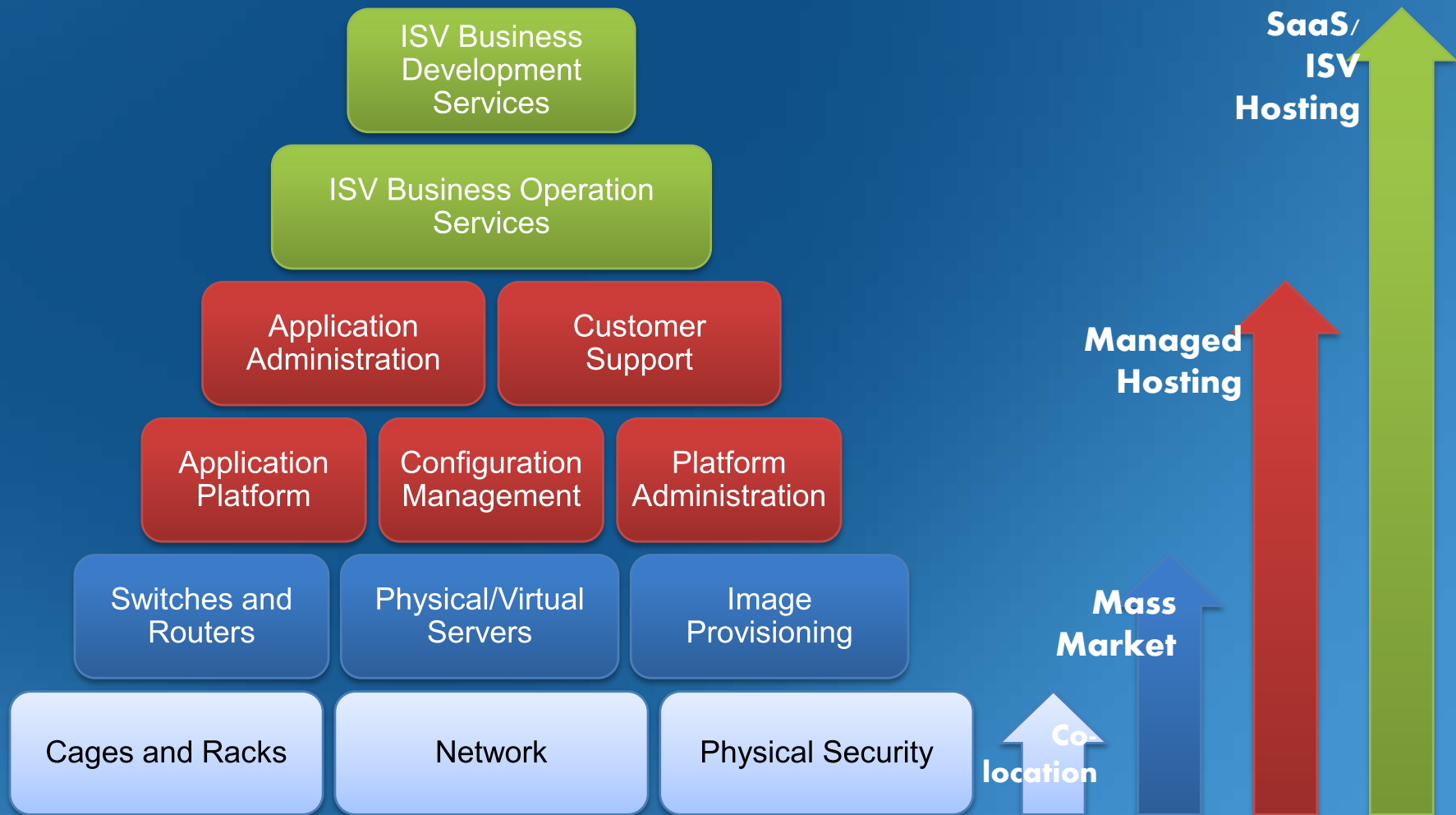
# Microsoft Vision

**Create seamless experiences that combine the magic of software with the power of the Internet across a world of devices**

CLOUD



# Types Of Hosting Partners



# Software-plus-Services: Power of Choice

## On-Premise “CAPEX”

- Control & ownership
- Strategic capabilities
- Advanced integration



## Partner Hosted “OPEX”

- Outsourced IT
- Industry / Vertical configuration
- Packaged solutions



## Microsoft Hosted

- Reach
- Rapid implementation
- Anywhere-access



# Mix, Match, Deliver and Grow

Microsoft  
SharePoint Online

Microsoft  
Office Communications Online

Microsoft  
Exchange Online

Microsoft Dynamics CRM Online

Microsoft  
Office SharePoint Server 2007

Microsoft  
Exchange  
Hosted Services

Windows Server 2008  
Hyper-V

Microsoft  
System Center

Microsoft  
Office Live Meeting

Microsoft  
SQL Server

Microsoft Dynamics CRM 4.0

Microsoft  
Silverlight

Resell MS Online or Partner-hosted Services



Enterprise Class Software Hosted By Microsoft or Partners as a subscribed service.

**YOU**

Host & Deliver



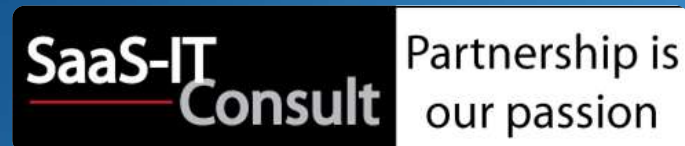
License Microsoft Products On A Monthly Basis. Host and Deliver Subscription Based Software Services

Source From White Label Providers

Roll Out Your Own Brand Of Service By Sourcing From A Partner Ecosystem.



# Who can help you?



# Hosting: Microsoft's Portfolio for Partners

Solution

## Dynamic Data Center Web Platform

Platform



## Hosted Exchange and OCS



## Hosted CRM



Rich experience across multiple devices

# Microsoft Communications Services

A partner co-marketing program to help hosting providers and their resellers market hosted Unified Communications to small and medium-sized business customers

## What?

- Branding (logo)
- Marketing & Sales tools
  - Graphics
  - Data sheet
  - Guidance
  - Customizable Silverlight demo
  - Web templates and banners
  - SMB focused deck
  - Telesales script
  - White paper...

## Microsoft® Communication Services

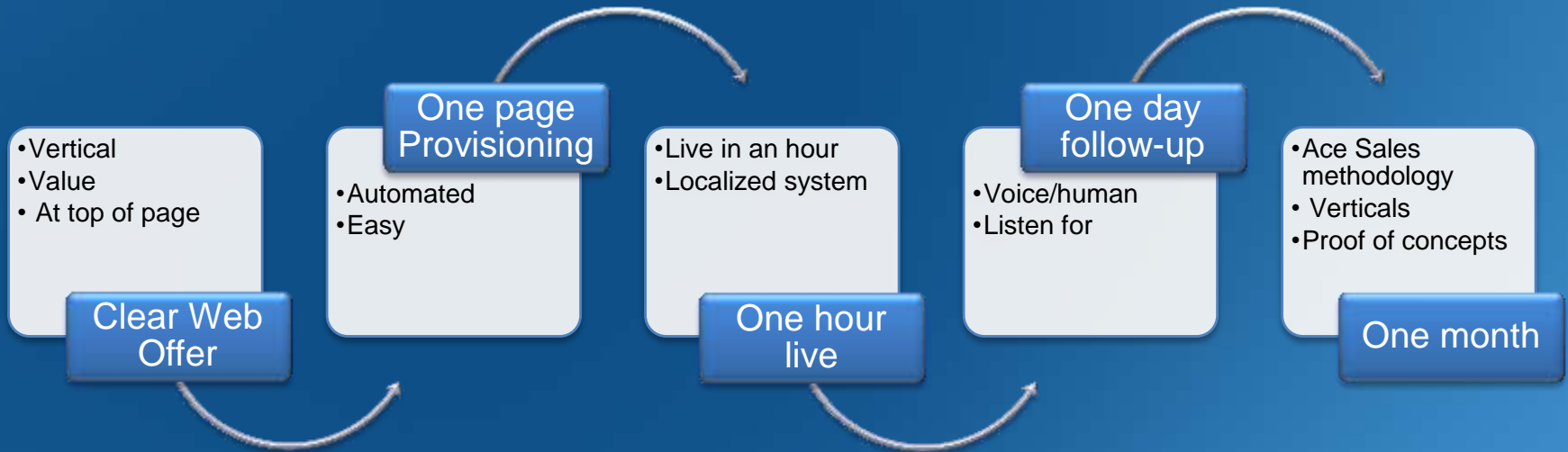


## How?

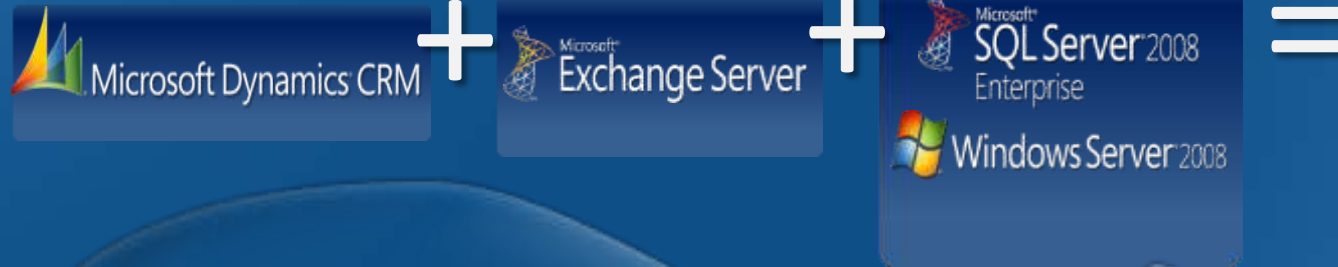
- Hosting Solutions Competency
- Offering both Microsoft Exchange Server and Windows Sharepoint Services
- Resellers required to disclose certified hoster's name and profile solution in hosting catalogs

More Info→ <http://partner.microsoft.com/communicationservices>

# Microsoft Dynamics Hosted CRM – Try & Buy



# Microsoft Hosted CRM GTM



## How can you drive?

- Move up the value chain.
- Tools are prepared by Microsoft
- 5 clicks to close should be your goal
- Leverage Web campaigns



# Helping ISVs leverage new opportunities...

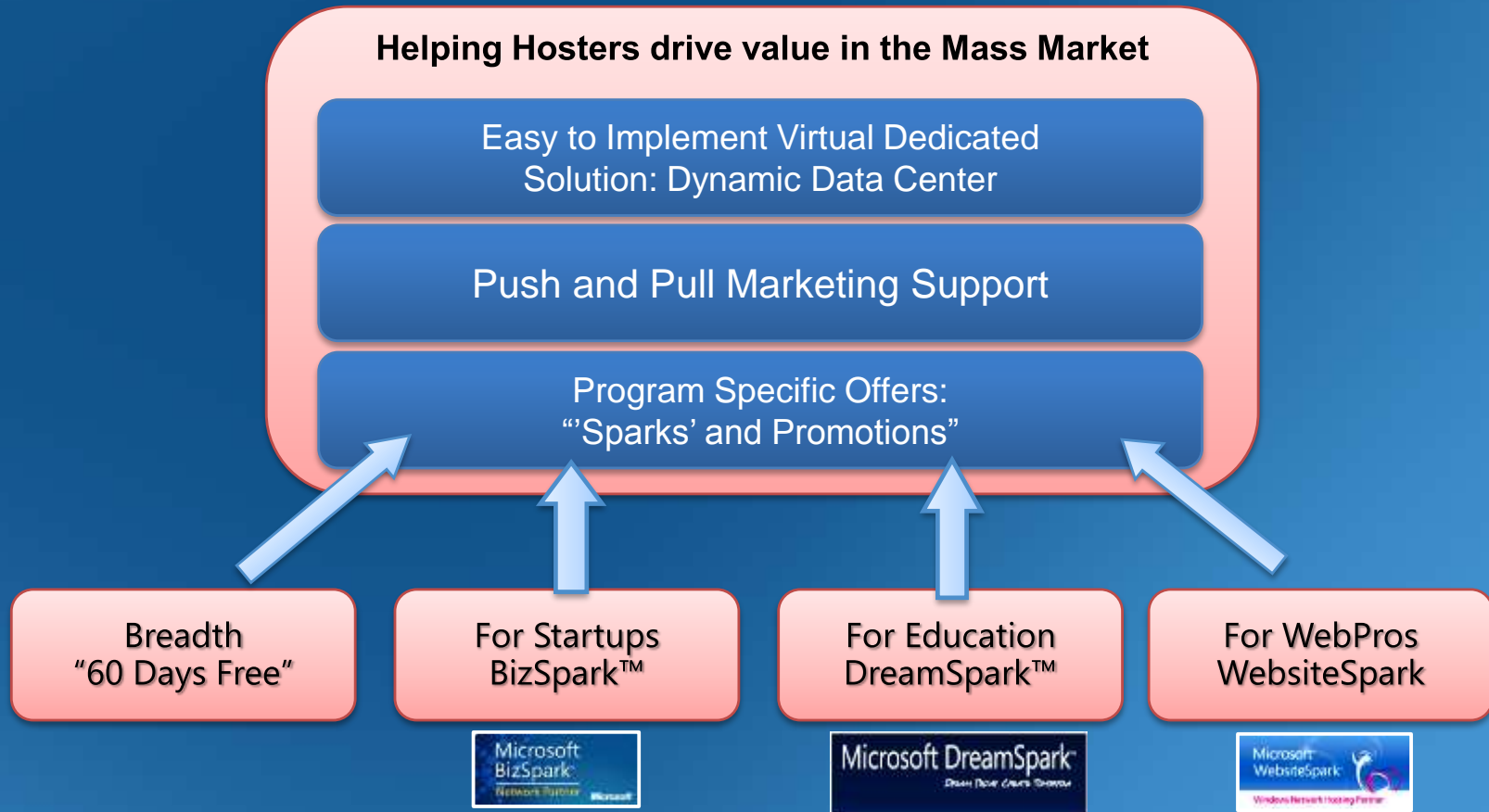
Microsoft®  
Software + Services  
Incubation Center

## EMEA



# The “Spark” programs

- **Target specific segments of customers who drive mass market web demand**
- **Provide unbeatable value to drive fast adoption**
- **Partner with hosters for value delivery**



What are the “Spark” programs?

# How to Engage

- **Become a registered Microsoft Partner**
- **Enroll in SPLA**
- **Learn more about Microsoft Hosting and Cloud Platform**
- **List yourself on the CS Directories and Partner pages**
- **Profile yourself in Microsoft Partner Solution Profiler**
- **Introduce yourself to your local Microsoft Hosting Solution Specialist**



# **Microsoft<sup>®</sup>**

*Your potential. Our passion.<sup>™</sup>*

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