

Digital Transformation @work

Empowering
Together

Digital Transformation work

Empowering Together

Selling Business Productivity Solutions at Scale to SMB Customers

Gøran Andersson

Director Business Strategy, SMB Channel
Microsoft



Opportunity
Set

Value
Proposition

Scale

Get the tools you need for today's business.

 Office 365





Your data – secure
and in your control

All the compliance features
you need, in one place

Access to 24/7 real-time
support for critical issues

Work from Anywhere.

Collaborate.

Protect what you value most.

 Office 365

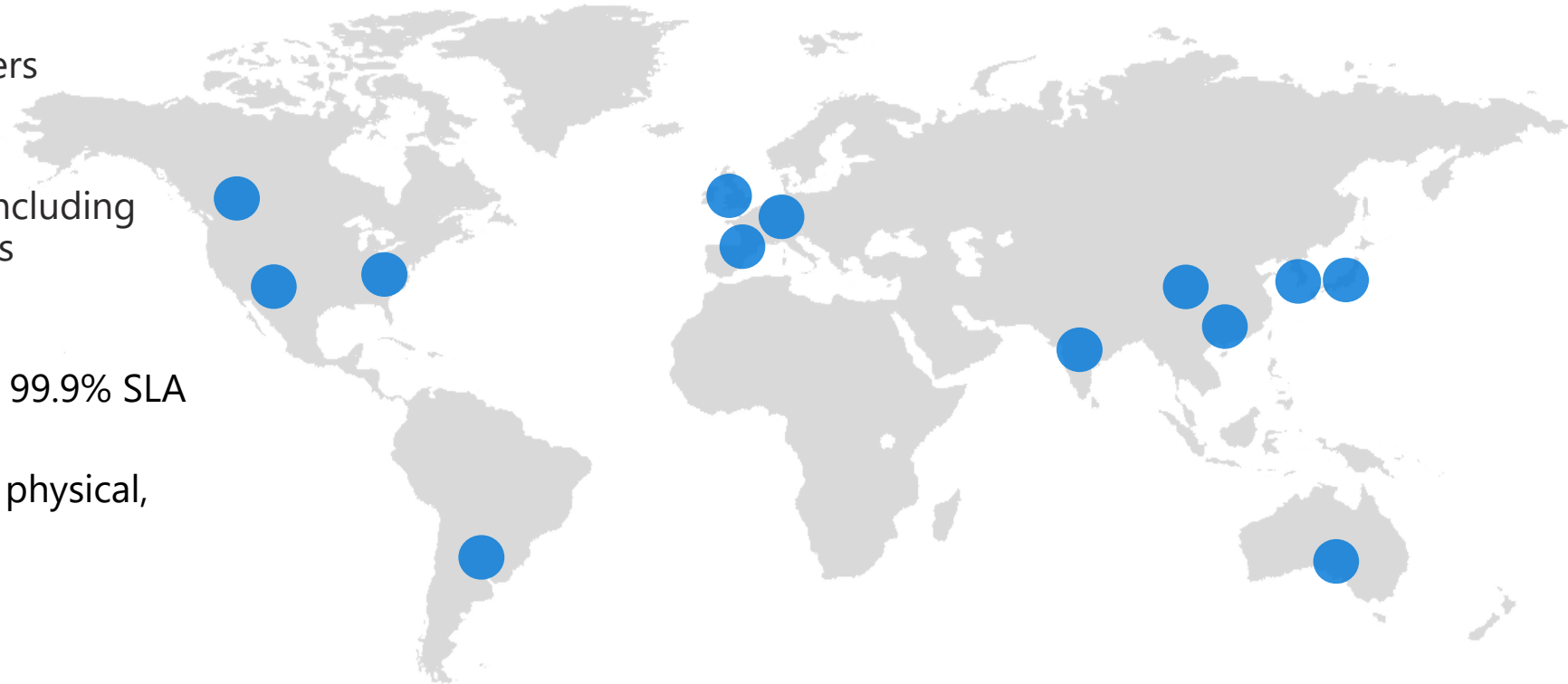
Global, hyper-scale, enterprise-grade infrastructure

Enterprise reliability via 100+ data centers and Microsoft's global network edge

Compliance leadership with standards including ISO 27001, FISMA, and EU Model Clauses

No standing access to data, transparent operational model, and financial-backed 99.9% SLA

Secure by design operationalized at the physical, logical, and data layers



Office 365

The most complete, intelligent and secure service for digital work



Authoring

Word
Excel
PowerPoint
OneNote



Mail & Social

Outlook
Yammer



Sites & Content

OneDrive
SharePoint
Delve



Chat, Meetings & Voice

Microsoft Teams
Skype for Business



Analytics

Power BI
MyAnalytics



Office 365 Groups



Graph



Security & Compliance

Different groups have different needs



Chat-based
Workspace



Mail &
Calendar



Voice, Video
& Meetings



Co-Creating
Content



Sites & Content
Management



Enterprise
Social



Microsoft Teams
Chat-based workspace

Today's Challenges

Siloed Apps

Friction across applications – multiple logins, difficulty sharing and discovering information

Wasted Time

Context switching between different apps drains attention and time

Shadow IT

Incomplete toolset can lead to inconsistent security, compliance and risk



Air Zermatt

5

hours saved weekly

\$200k_{US}

savings in fuel & labor

- IT Cost Savings
- ROI
- Increased Productivity
- Time Savings
- Increased Revenue
- Decreased Downtime

- Mobility
- Business continuity
- Security
- Scalability
- Cost-effective growth



British Ballet Organization

2

hours saved weekly

£3500

saved in data storage



Independence on Wheels

10%

revenue increase

20

days faster product delivery



Actoz Soft

0%

downtime during migration

90%

decrease in spam



Clarke Murphy Print

40%

more productive

20%

increase in sales

We deliver tangible results.

video

Opportunity
Set

Value
Proposition

Scale

- Trust
- Do more with O365
- Customer Profitability

Competition for SMB Customers is Fierce

Competition from other Partners has intensified, all competing for SMB customers

Intense Competition

Hosting Providers

MSPs

VAPs

System Integrators



Customer Needs Expanding

email and Hosting

Productivity and Collaboration

Backup/Recovery

Content Filtering

Single providers for all services*

55% Hosters reported customer churn due to competitive solutions to Hosted Exchange

How SMBs communicate with customers, partners, and suppliers is driving demand for O365 vs. Hosted Exchange *

- Source: amdocs "Cloud Adoption in Small- to Medium-Sized Businesses"
- Source: Inc. "Small Businesses Are Going All In on the Cloud", August 2016





Improve client service and experience

Improve knowledge management

Get 24/7 access to the client files and information you need

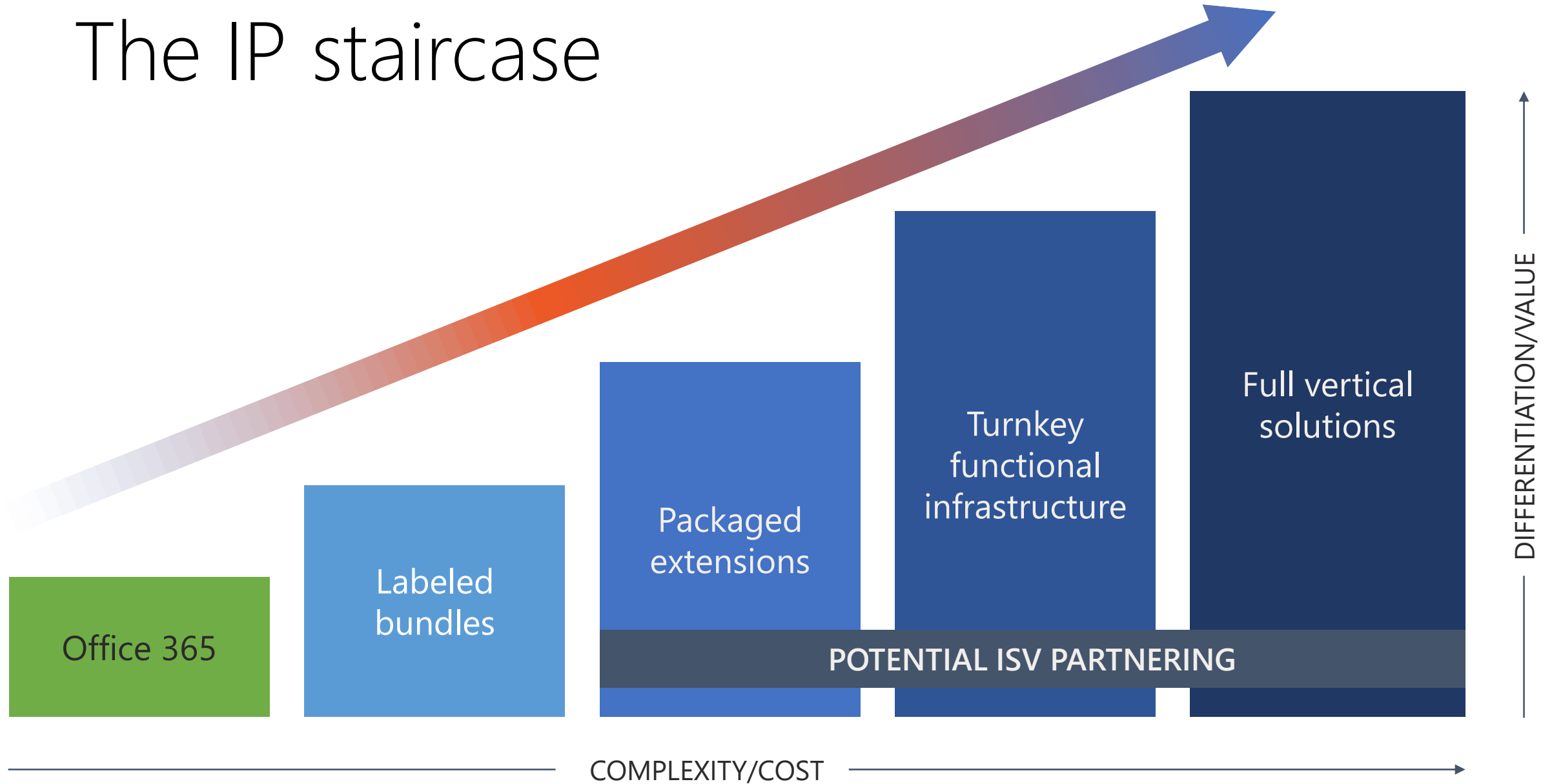
Improve agility, reduce costs and provide tools to work efficiently

Protect client information

Benefits for Law Firms

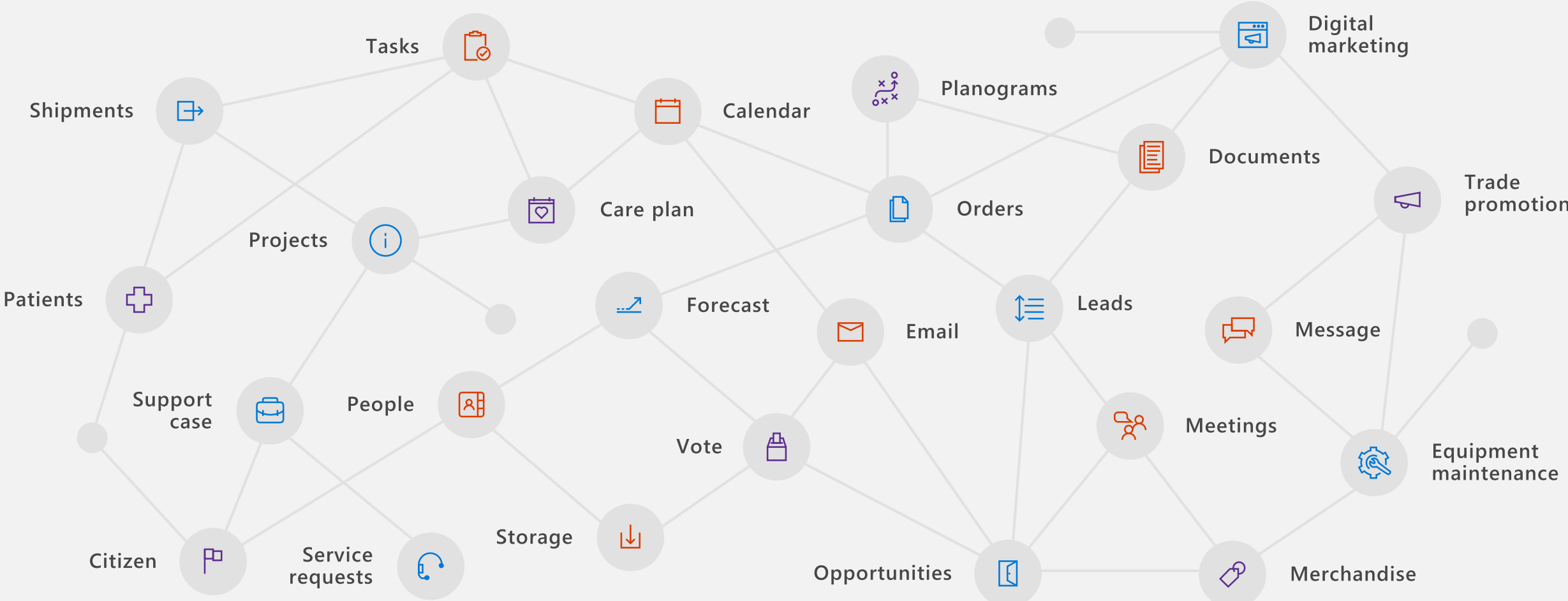
 Office 365

The IP staircase

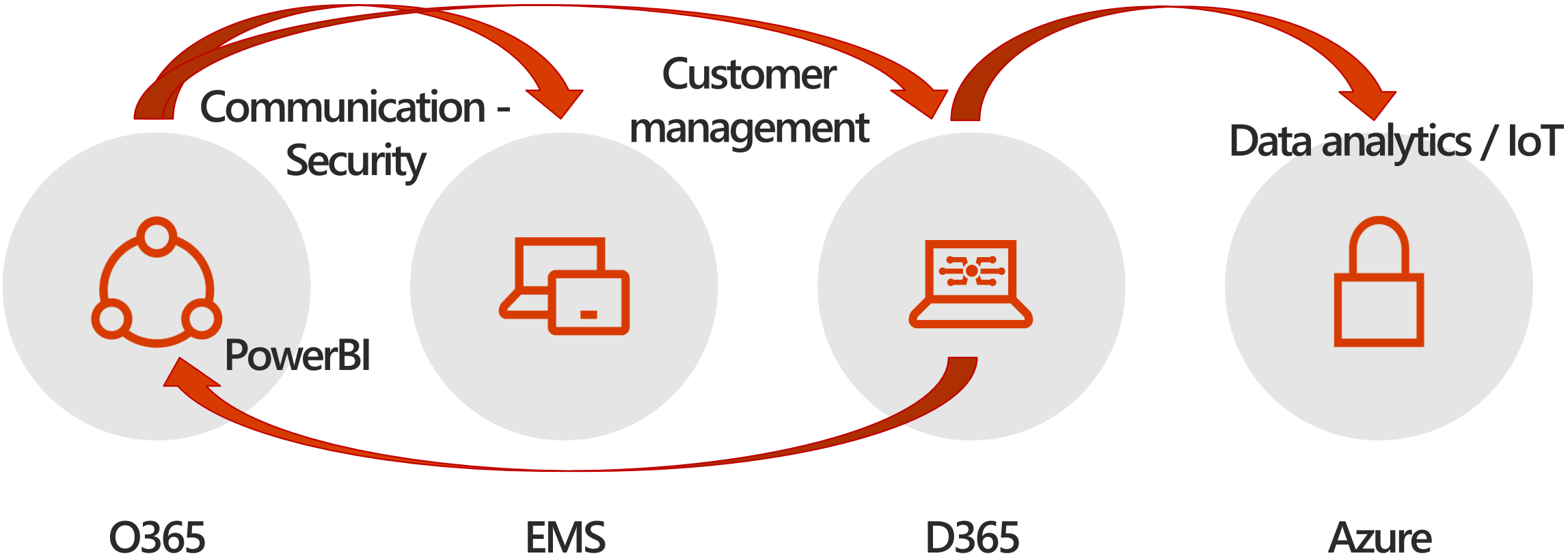


Connecting your solutions

Office 365 + Dynamics 365 + Partners + Microsoft Azure



Crossing Service Categories

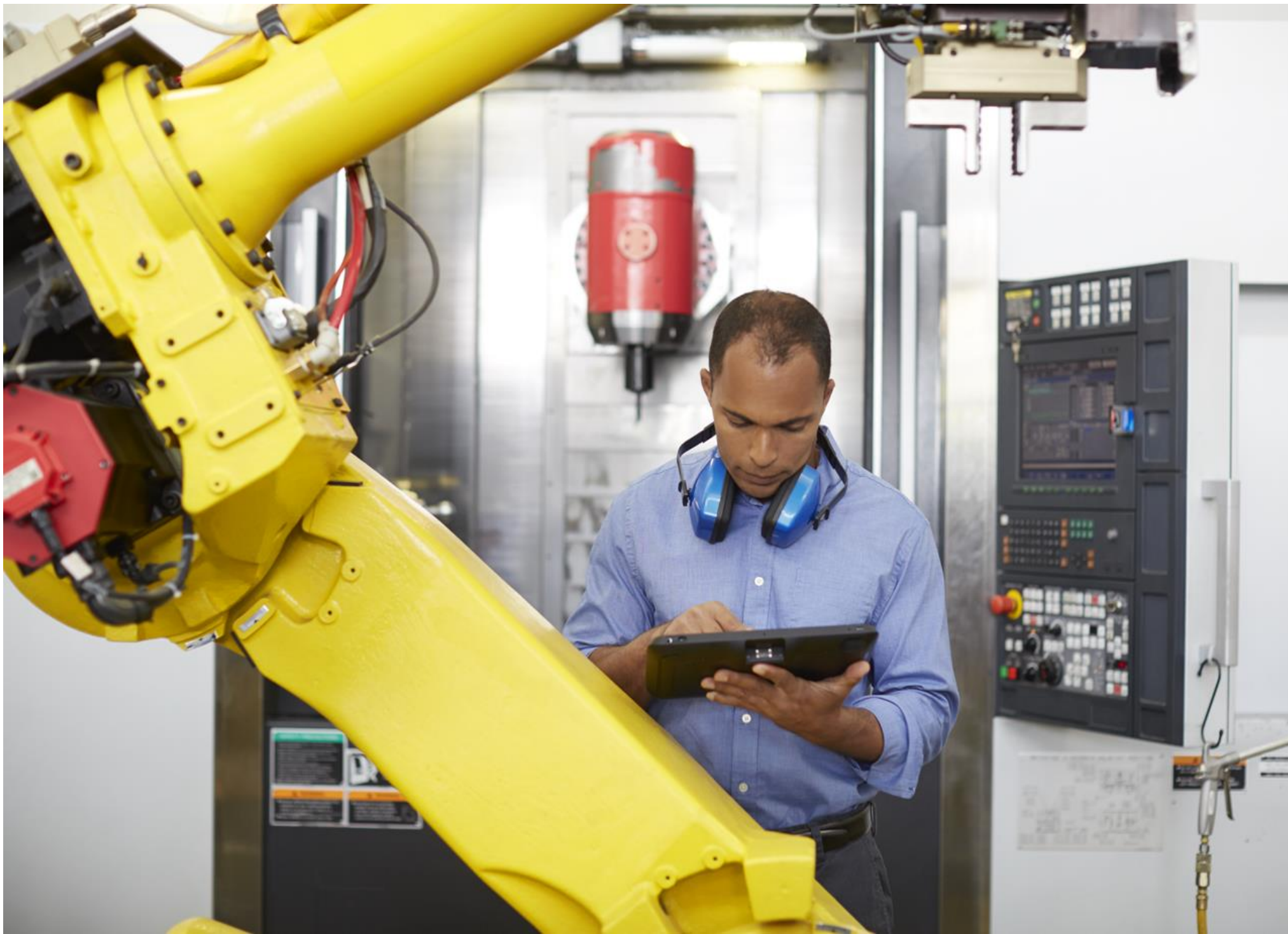


Opportunity
Set

Value
Proposition

Scale

- Uniqueness
- Solutions
- Cross Sell



Experiment

Standardize

Repeat

vuzion

cobweb

LIBERATING TECHNOLOGY

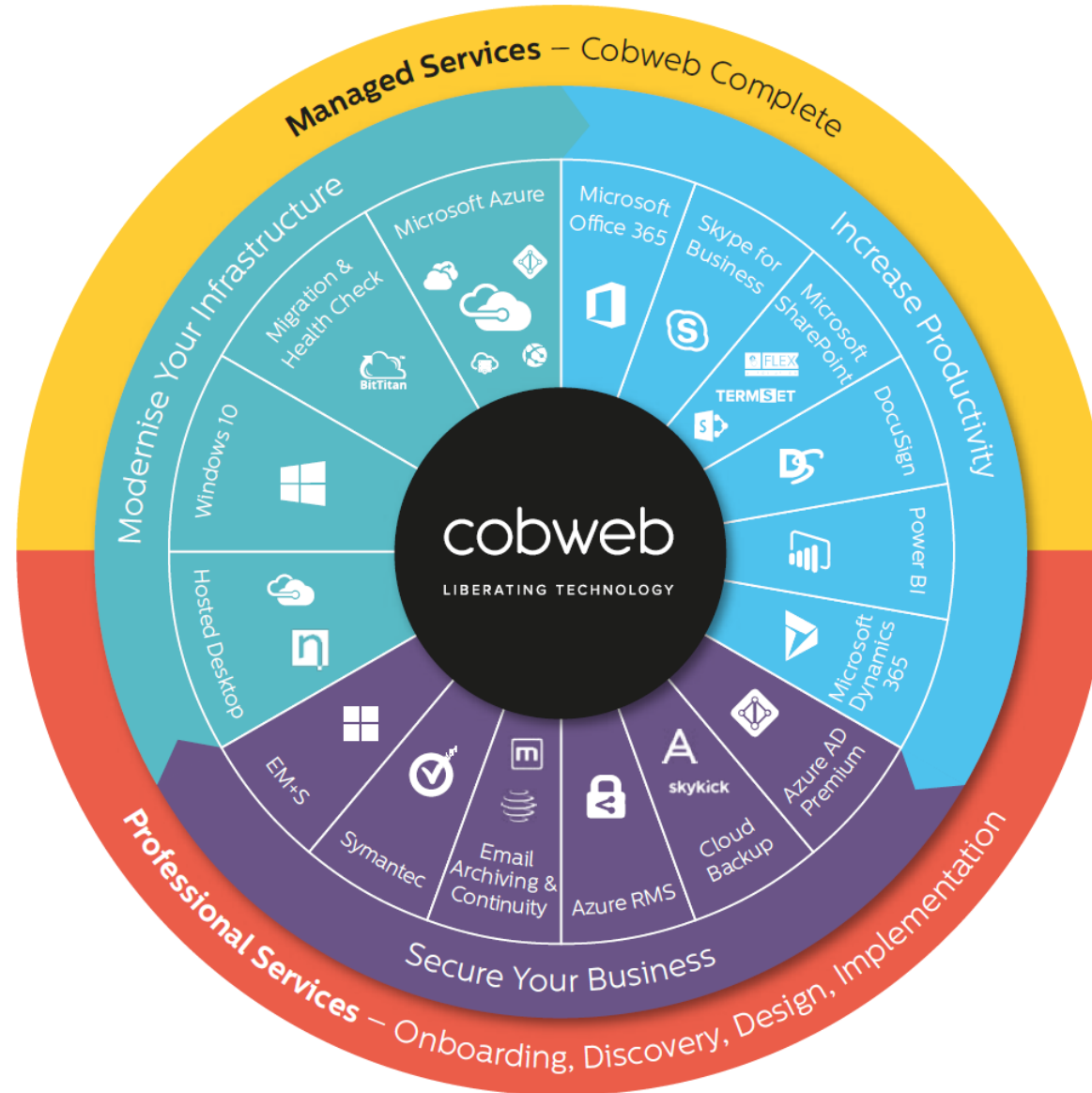
Introducing Cobweb and Vuzion

Delivering SMB Customer Value
through Cloud Services

Michael Frisby
Managing Director

March 2017

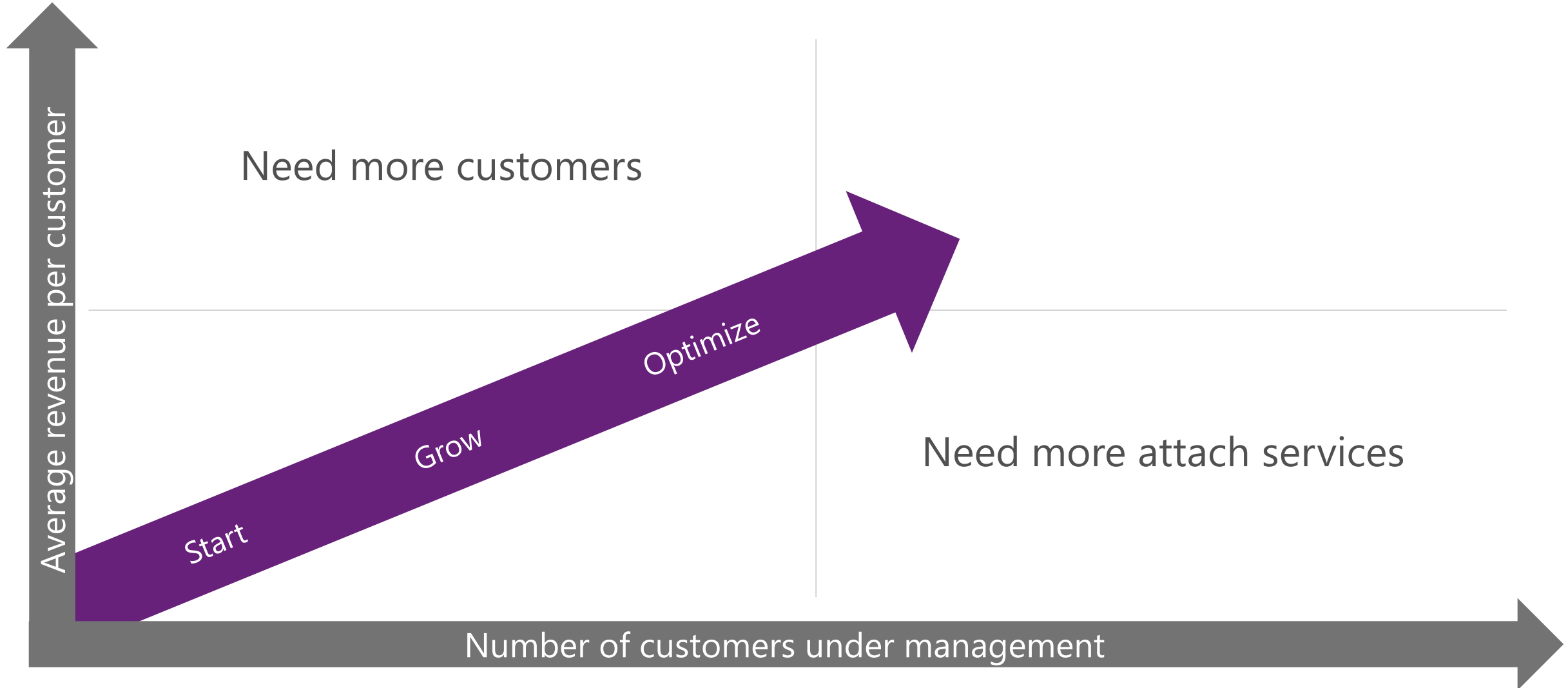
Cobweb Service Portfolio



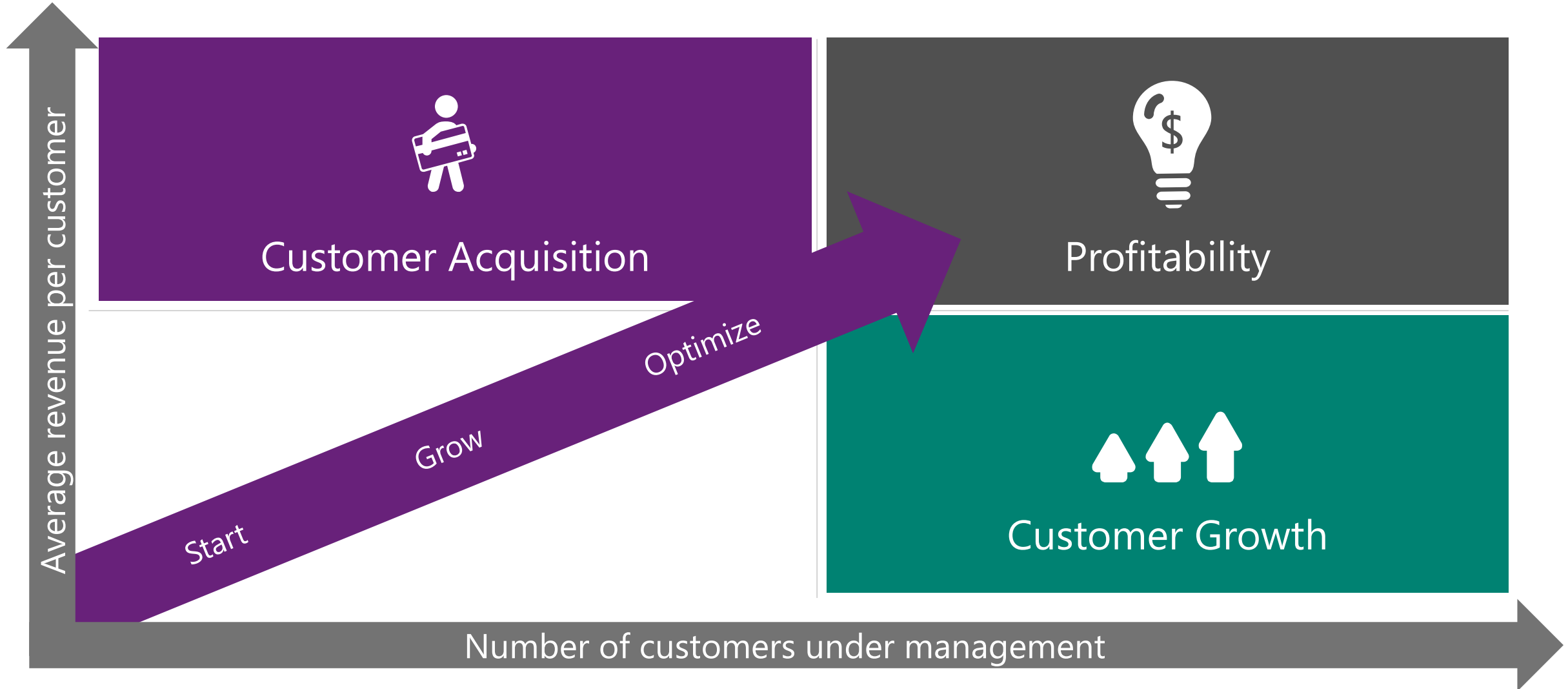
Questions for Cobweb

- How do you build repeatable services at scale?
- Top considerations for building out your channel?
- How do you define partner capacity and help partner success?

SureStep Strategy



SureStep Strategy



SureStep Success to Date



Customer Acquisition



Customer Growth

+70K

Partners Selling Cloud
World Wide

153%

YOY Growth of
partners with +25
Cloud Customer
Adds

106%

Y/Y Growth in
Commercial cloud
Revenue

1K

Azure Customers
per day

SureStep Path For MSP

MSP



1. Understand Cloud profitability

- ✓ Public cloud profitability



2. Build a business offering to scale

- ✓ Integration in existing Offer



3. Customer acquisition model

- ✓ Sales capacity
- ✓ Digital Demand generation



4. Upsell and cross-sell

- ✓ Robust CLM practice

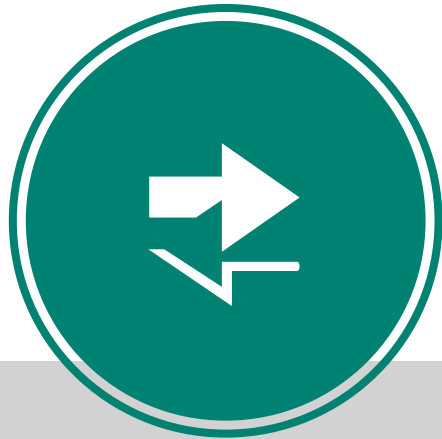
SureStep Path For VAR

VAR



1. Understand Cloud profitability

- ✓ Cloud opportunity
- ✓ \$\$ project and managed services



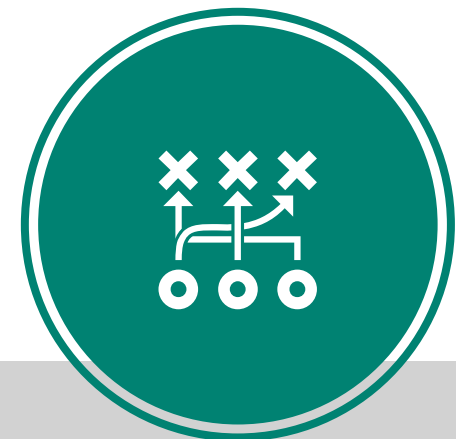
2. Build a business offering to scale

- ✓ Create services offer
- ✓ Leverage white labeled services and strategic partnerships



3. Customer acquisition model

- ✓ Sales capacity
- ✓ Digital Demand generation
- ✓ Learn to sell a solution



4. Upsell and cross-sell

- ✓ Basic upsell from entry level SKUs
- ✓ Cross sell of O365 to Azure/CRM

Making the Connections

Making the investments to improve how partners find & qualify each other.

Digital

Microsoft Partner Community

Microsoft Partner Community

Register · Sign In · Help

Welcome to the Microsoft Partner Community! This is the place to connect, engage and collaborate.

Ask a Question

Type your question here... [Continue](#)

Browse Discussion Topics

1310 MEMBERS 23 ONLINE 159 DISCUSSIONS

Microsoft Partner Discussions 787 POSTS 1 SOLUTIONS

Microsoft & Open Source 23 POSTS 0 SOLUTIONS

Community Resources 3 POSTS 0 SOLUTIONS

microsoftpartnercommunity.com

Partner Center

Microsoft Partner Center

Search [Clear](#)

The looking for help with

LOCATION

Choose radius

Industry focus

Choose industry

Microsoft partners

Microsoft partners are recognized for their business and technology expertise and can recommend solutions to current and future needs of your business.

Viewing 1 - 20 results Sorted by: Most relevant

Northdoor plc

1 | 3 DORSETT STREET, LONDON, LONDON, GB | EC1Y 8NA

Northdoor is an IT consultancy and services provider specialising in Microsoft solutions. We help fast-growing enterprises achieve their business objectives through IT enablement. We have delivered Microsoft technology solutions to more than 150 businesses of all sizes and from all industries, including major Financial Services and Professional Services companies.

[Contact](#) [Learn more](#) [Gold competency](#)

Fusion Systems Ltd

The Foundry, Huberts Lane Doyle Road, St Peter Port, GBR GY1 1RG

Fusion Systems delivers a full range of IT and telephony services to its clients through a team of trained and dedicated professionals. From our Channel Islands base we have a particular focus on the requirements of the Offshore Finance Industry - Flying Boat software (multi-user, SQL Server) for Trust & Company Administration, high resilience hardware.

[Contact](#) [Learn more](#) [Gold competency](#)

partnercenter.microsoft.com

Dynasource

I am looking for... Using technology... Specifically for... In a specific area... For a certain period...

Connections 7 Communities My favorites

LS Retail

Companies	Reviews	Jobs	Competencies
1	1	0	1

IAMCP PartnerSource

Companies	Reviews	Jobs	Competencies
16	23	1	79

Insight

Companies	Reviews	Jobs	Competencies
71	3547	0	146

OneBizz

Companies	Reviews	Jobs	Competencies
1	2	0	0

QBS

Companies	Reviews	Jobs	Competencies
247	386	6	263

MPN

Companies	Reviews	Jobs	Competencies
1007	1425	17	4347

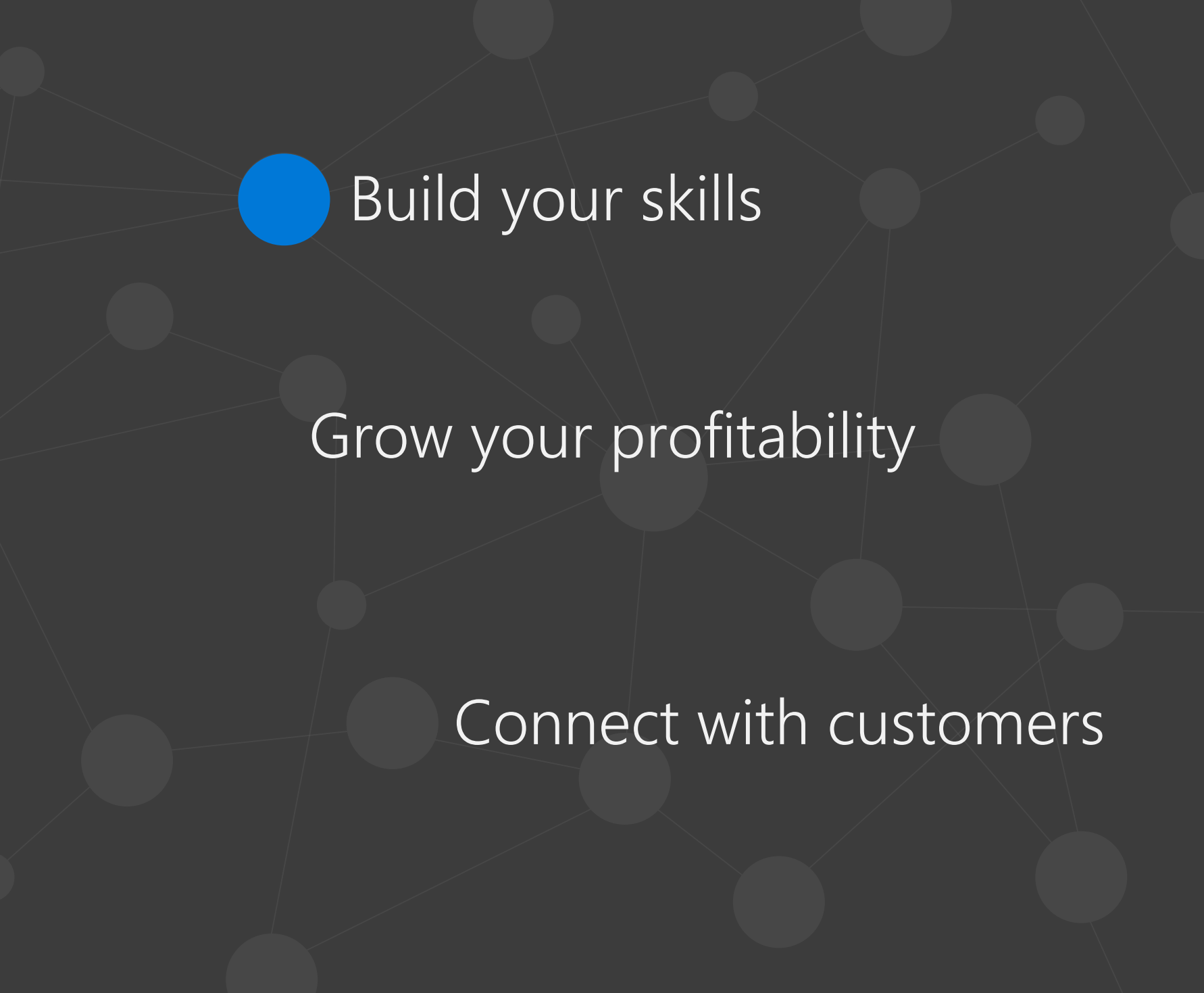
dynasource.com

Face to Face

Inspire

IAMCP.org

How we're
investing
in *you*

A network diagram on a dark grey background. It features a central blue circular node at the top left. Three white text labels are positioned to the right of this node: 'Build your skills' is directly to its right, 'Grow your profitability' is below it, and 'Connect with customers' is further down and to the right. The background is filled with a network of smaller, semi-transparent grey circular nodes connected by thin, light grey lines, creating a web-like structure.

Build your skills

Grow your profitability

Connect with customers



Partner led today and tomorrow

“Microsoft has always been a partner led company and will always be a partner led company.”

— Satya Nadella, CEO

Opportunity Set

- Trust
- Do more with O365
- Customer Profitability

Value Proposition

- Uniqueness
- Solutions
- Cross Sell

Scale

- Programs
- CLM
- Channel Partners

