Microsoft | 2017 Microsoft Cloud and Hosting Summit

Digital Transformation@work

Empowering Together

Digital Transformation @ work

Empowering Together

Selling Business Productivity Solutions at Scale to SMB Customers

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Microsoft

Get the tools you need for today's business.

Office 365

Work from Anywhere.

Collaborate.

Protect what you value most.

Office 365

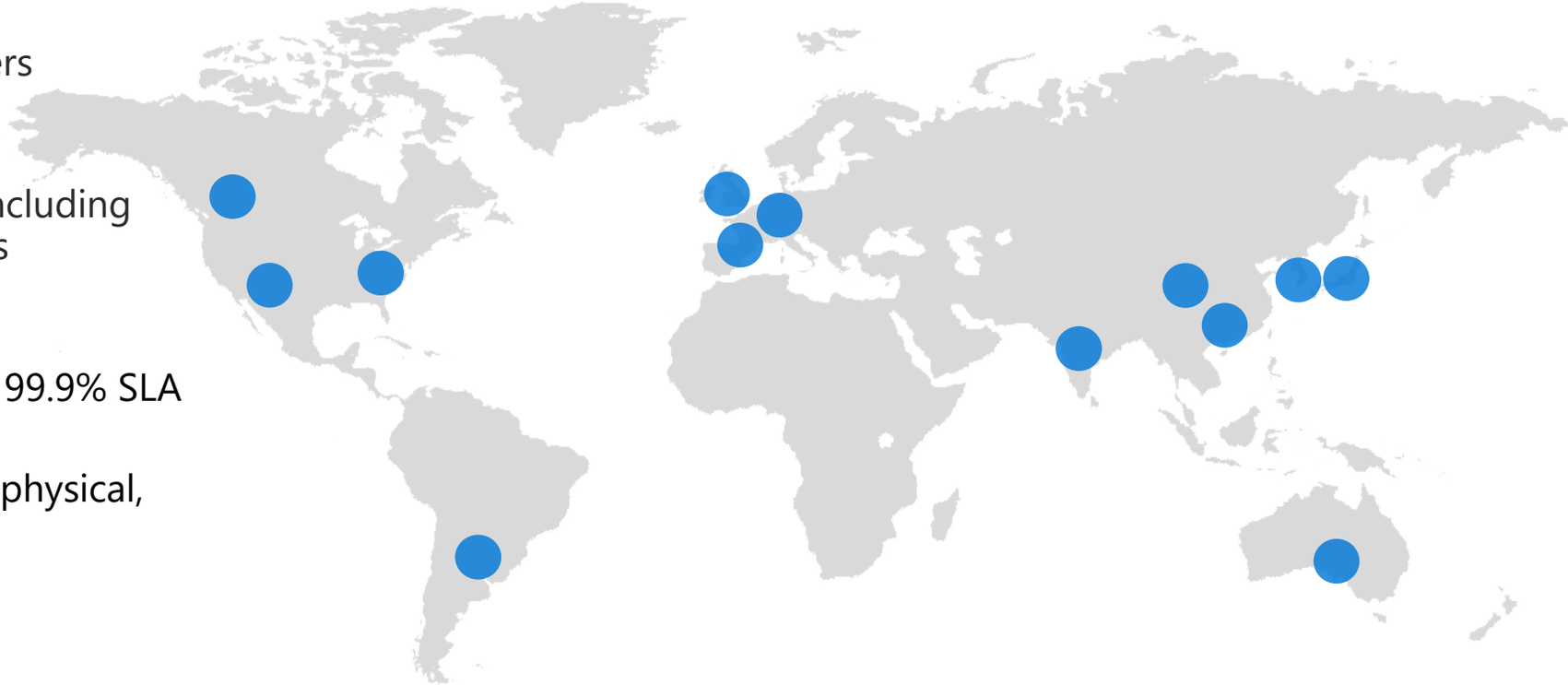
Global, hyper-scale, enterprise-grade infrastructure

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

Click company name to view full case study online

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.

Office 365

video

Office 365

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

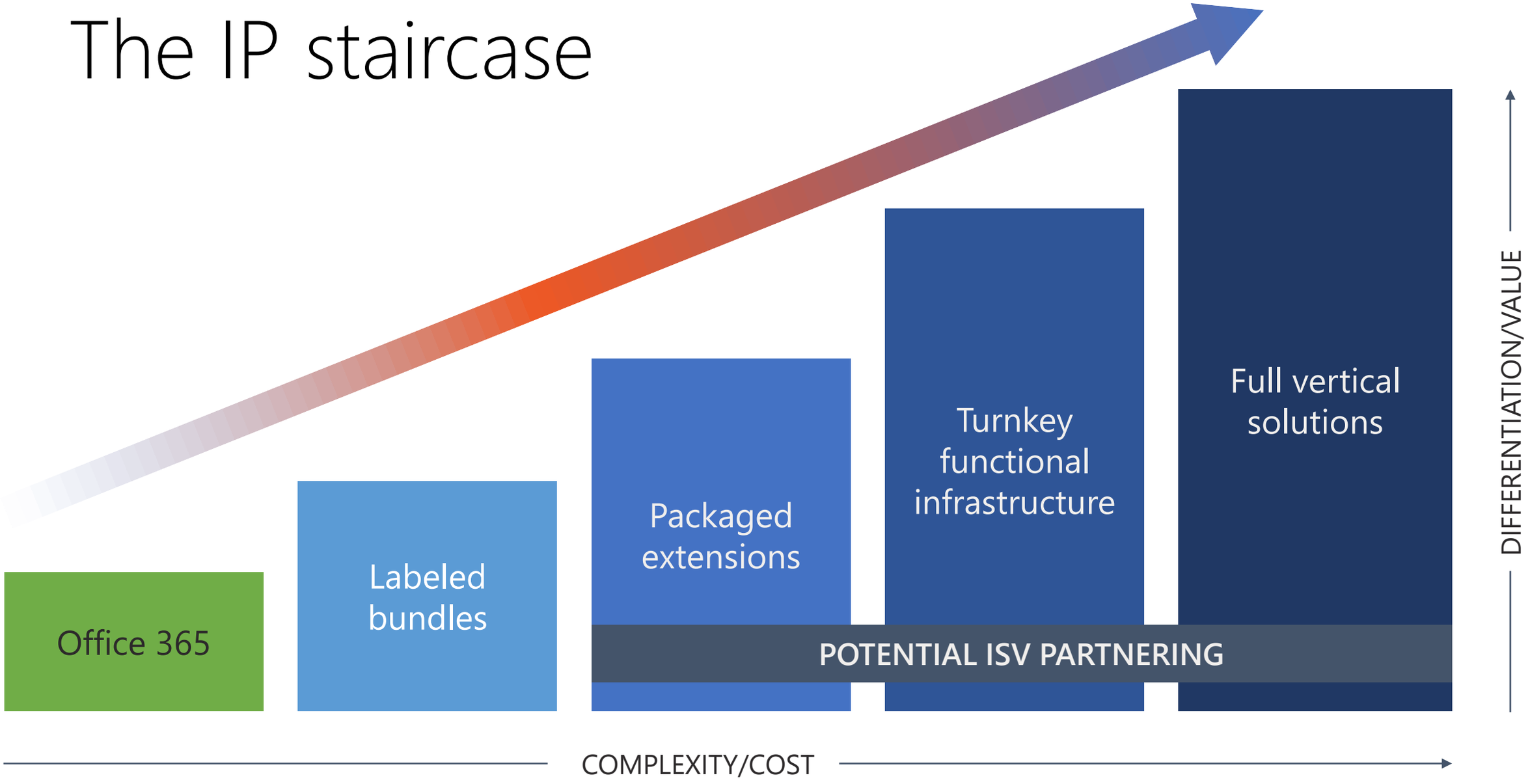
How SMBs communicate with customers, partners, and suppliers is driving demand for O365 vs. Hosted Exchange *

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

Benefits for Law Firms

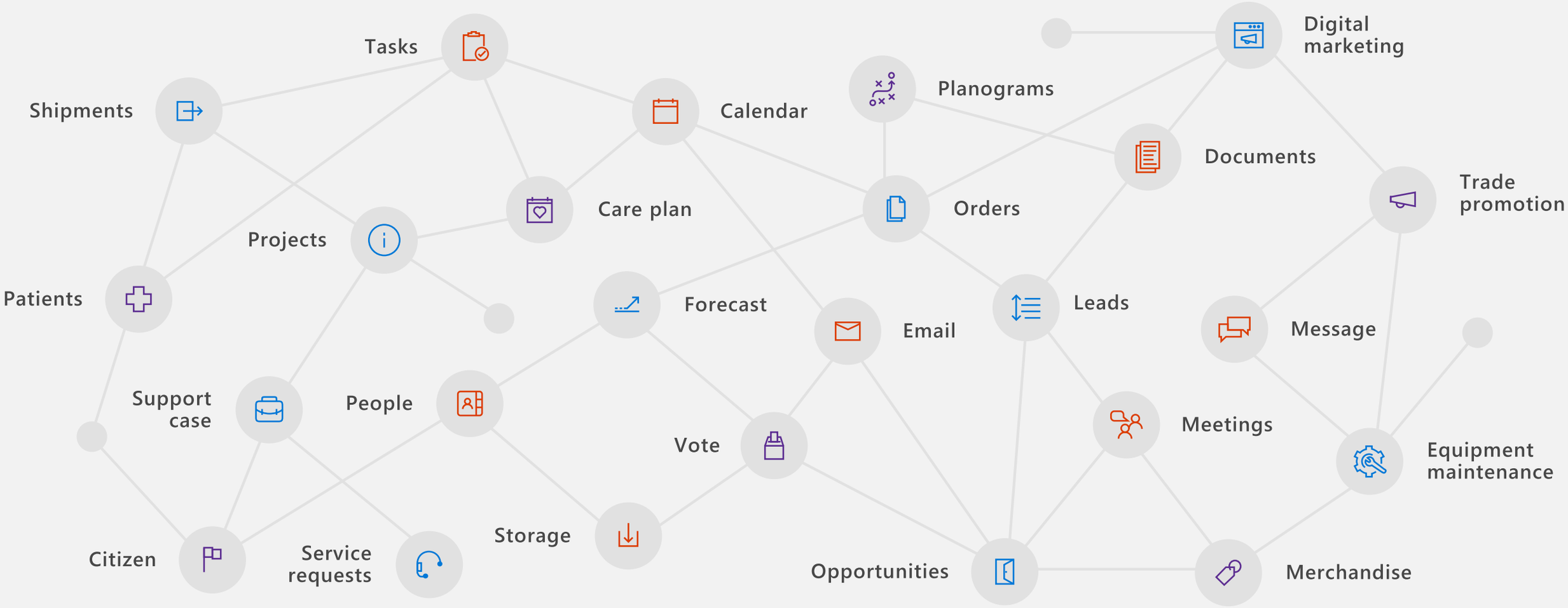
Office 365

The IP staircase

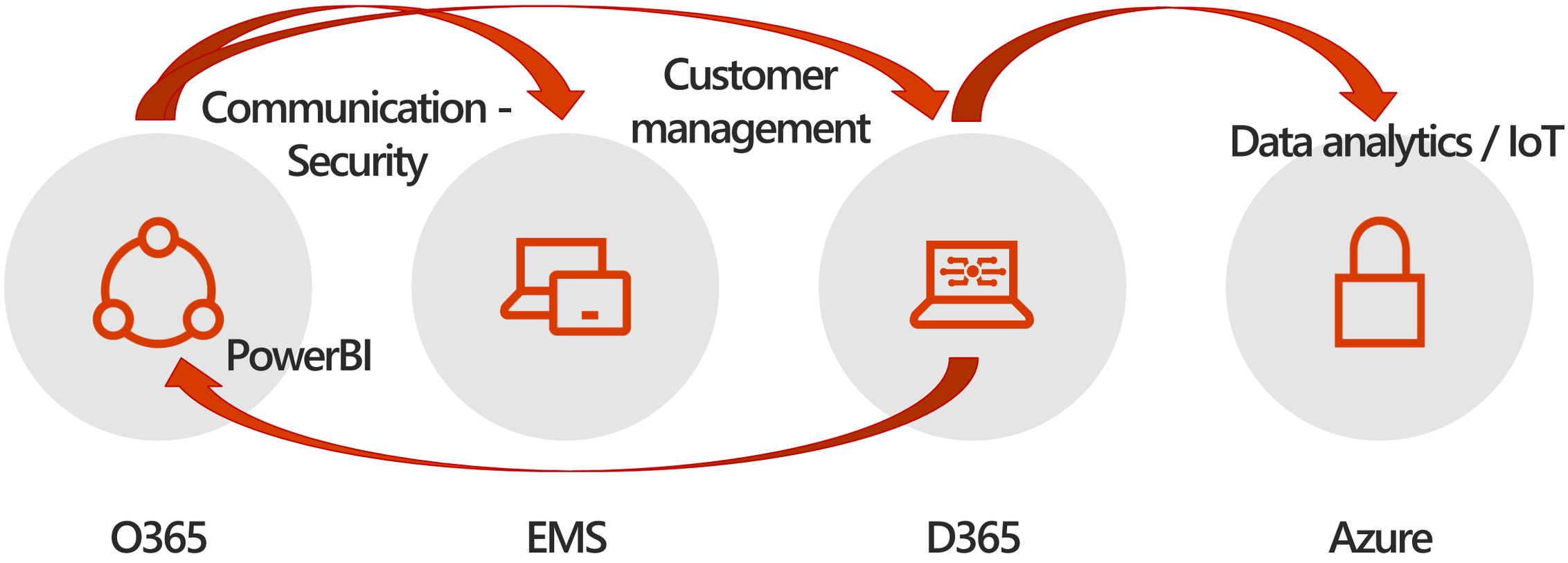


Connecting your solutions

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

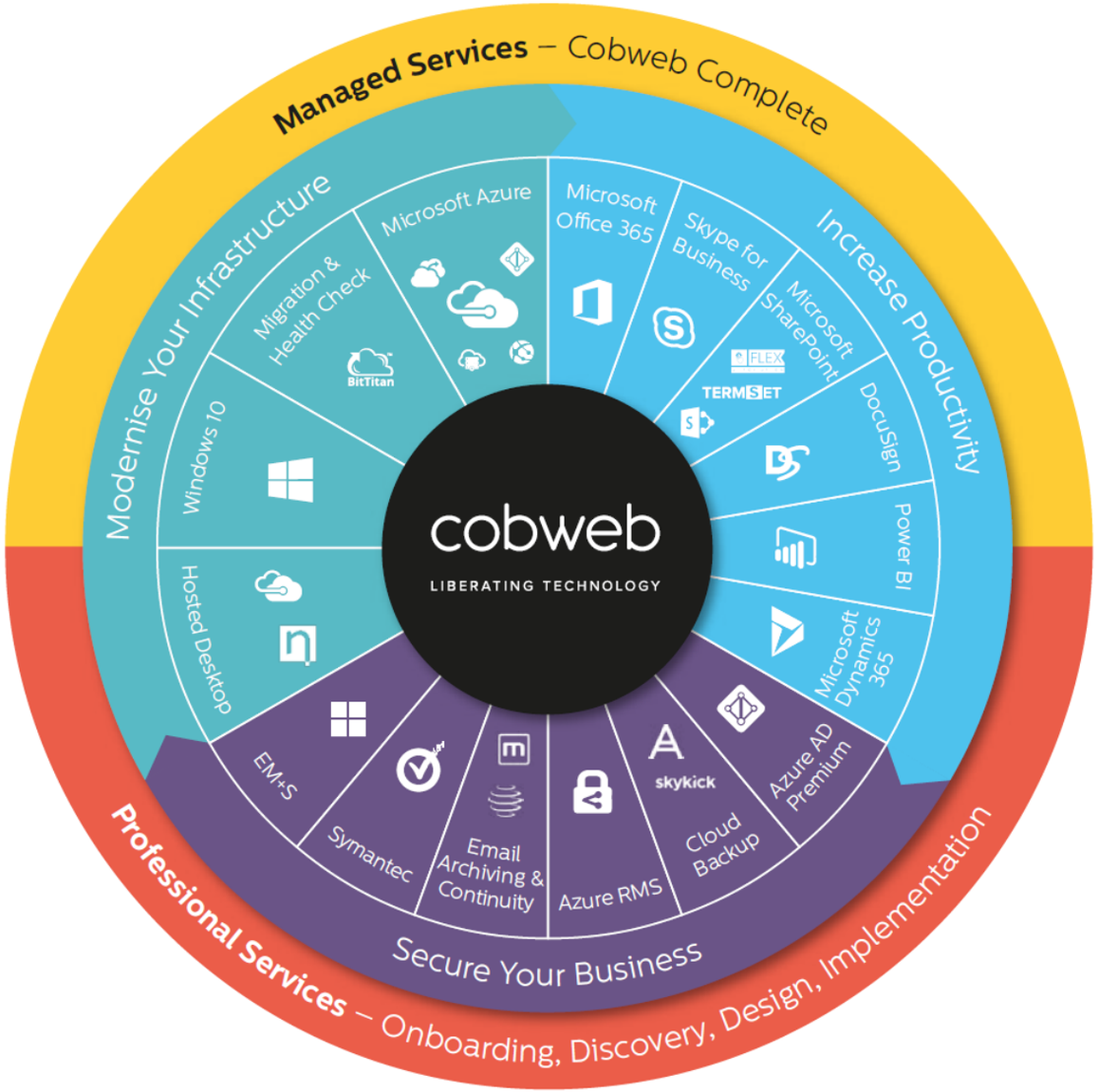
Introducing Cobweb and Vuzion

Delivering SMB Customer Value through Cloud Services

Michael Frisby
Managing Director

March 2017

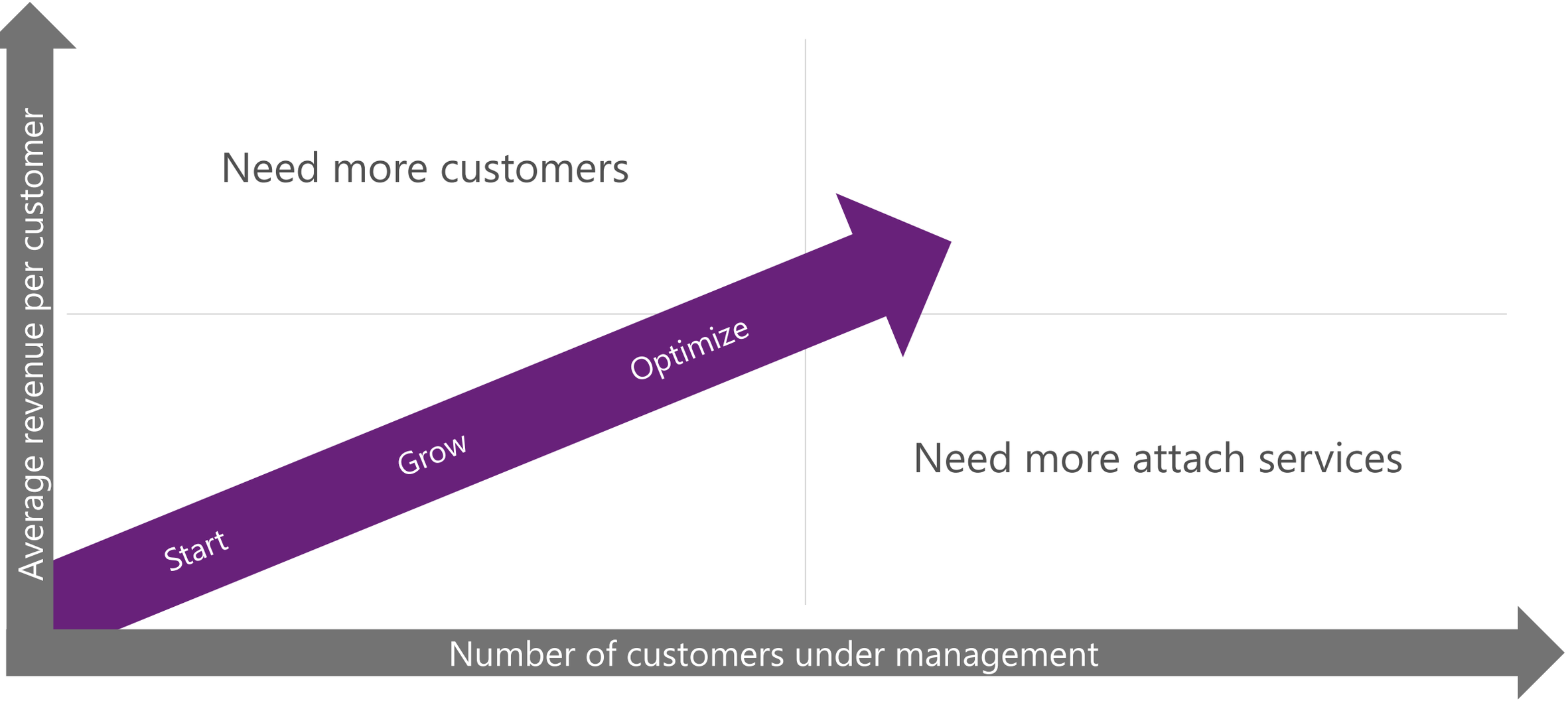
Cobweb Service Portfolio



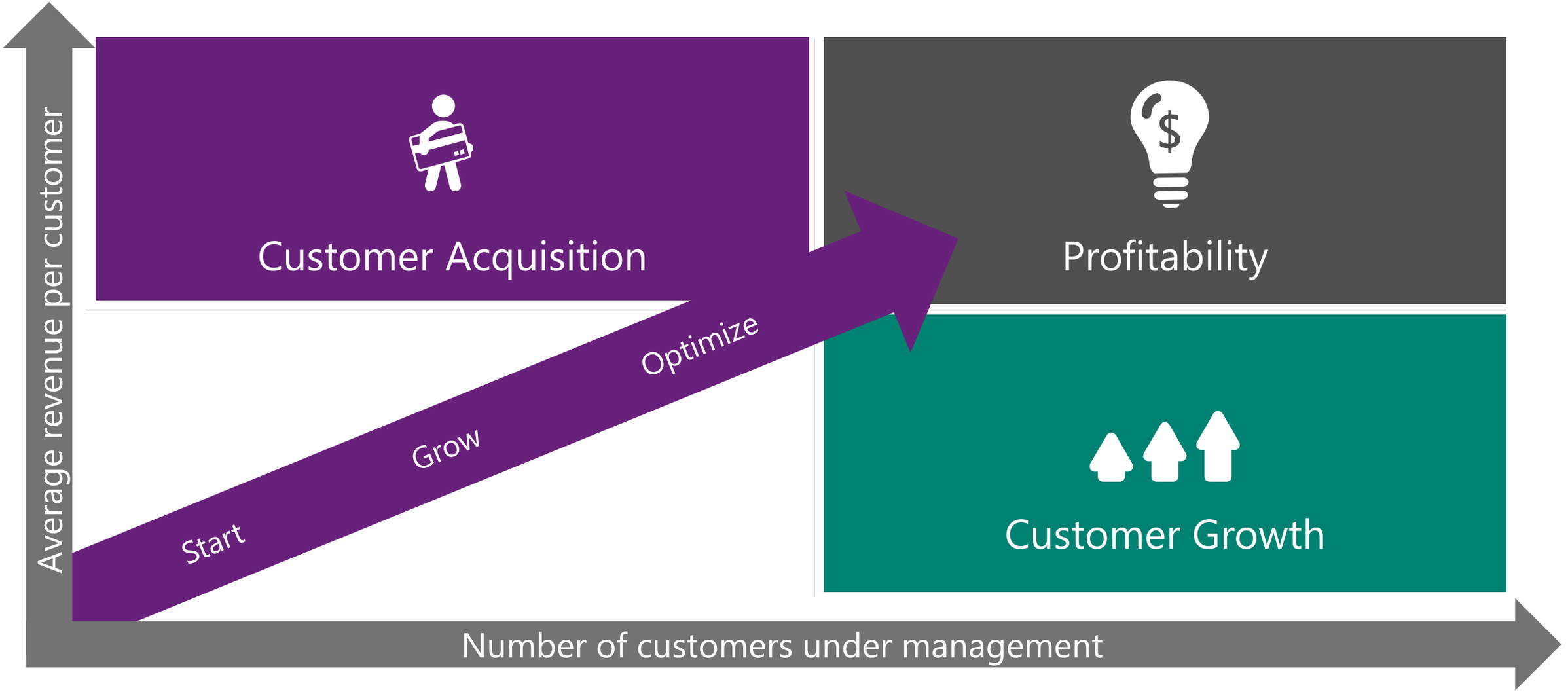
Questions for Cobweb

- 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

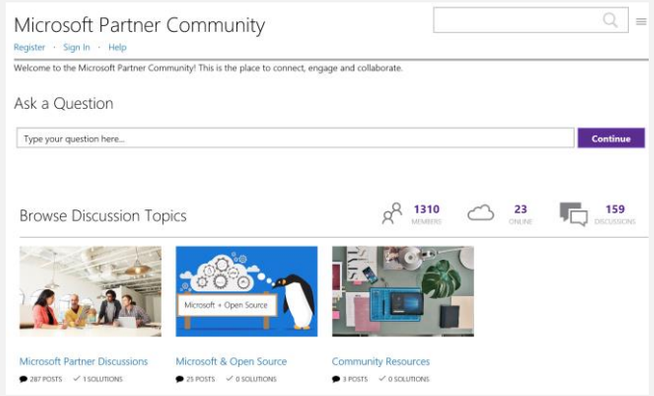
- ✓ Basic upsell from entry level SKUs
- ✓ Cross sell of O365 to Azure/CRM

Making the Connections

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

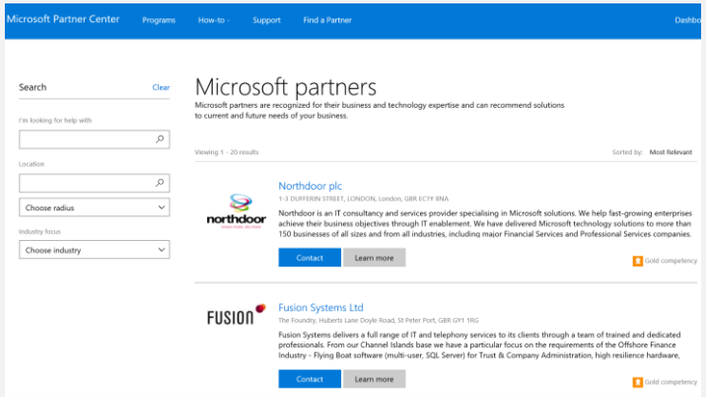
Digital

Microsoft Partner Community



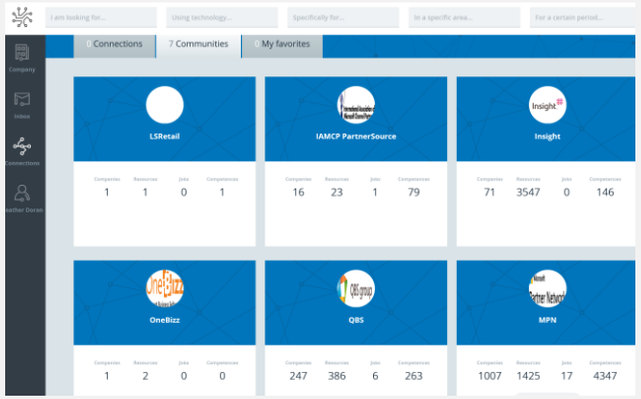
microsoftpartnercommunity.com

Partner Center



partnercenter.microsoft.com

Dynasource



dynasource.com

Face to Face

Inspire

IAMCP.org

How we're investing in you

- 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

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