

# Microsoft Dynamics Customer Service Plans

## Partner Selling Guide

Microsoft Dynamics



This guide is designed to help partners discuss service plans with Microsoft Dynamics customers. The contents will help you assure our customers that Microsoft Dynamics service plans continue to deliver considerable ongoing value, investment protection, and flexible support options to help them get the most from their Microsoft Dynamics solution.

April 2015

## The Value of Microsoft Dynamics Service Plans

The partner is the first line of contact and support for their customers. As a Microsoft Dynamics partner, you understand just how strategic the Microsoft service plan is at every stage of your customer's life cycle. The plan allows customers to maximize their solution value, it helps them protect their investment, and it helps increase their organization's productivity. For successful partners like you, it provides an essential revenue stream to help you reach your business goals, including an opportunity to complement your customer's Microsoft service plan with your own services, adding even greater value for your customers.

This Partner Selling Guide for Microsoft Dynamics service plans is designed to help you identify your customers' support requirements, ensuring they have the best plan to meet their needs.

### Overall Plan Benefits

When speaking with your customers, communicate the high-level benefits of enrolling in a Microsoft Dynamics service plan, including:

- **Optimizing ongoing value:** Access to new version rights, features, and innovative capabilities help customers remain compliant and competitive—and stay on the leading edge of technology.
- **Protecting your investment:** Ready access to service packs and hotfixes keep your customer's solution up-to-date and running at peak performance levels. Microsoft ensures support throughout the solution's life cycle, and the Microsoft product roadmap helps customers plan for the future.
- **Increasing business productivity:** Self-support tools and training through CustomerSource empower customers to increase productivity and manage complex business challenges.
- **Offering powerful flexibility:** Customers decide the level of help they need, with a rich self-help knowledgebase, tremendous training resources, an online community of users, and 1:1 help from Microsoft experts.

## Partner Benefits

Microsoft Dynamics Customer Service Plans benefit partners, as well as customers. Partners who demonstrate the value of a service plan to their customers have much higher renewal rates and increased license sales. You can further develop your annuity business, increase support capacity without adding staff, and explore new opportunities such as customers with multiple locations or an international presence.

You continue to own the primary relationship with the customer, and Microsoft provides backstop support for the Microsoft Dynamics solution, providing your customers peace of mind and delivering to your organization the following benefits:

- Annuity revenue
- Lower costs
- Shared risk
- Increased customer satisfaction
- Improved support scalability
- Increased win rate
- Expansion of the customers you sell to, including the services you offer

## Suggested Renewal Practices

Here are some proven ways to receive the highest renewal rates:

- **Enroll your customers in Autobill.** Reduce the time you spend on renewal activities with auto-billing systems and processes. This will give your sales team more time to focus on higher value-added sales. In addition, Autobill will let you identify at-risk customers earlier in the cycle, improve the timeliness of service plan orders, and decrease renewal processing costs.
- **Evaluate your current renewal process.** Set the timing of your customer invoice due dates to receive payment from customers at least 20 days in advance of the renewal date.
- **Influence the behavior of your customers.** Make sure your contracts with your customers outline payment and renewal terms, and require them to give you 90 days' advance notice if they don't plan to renew the following year.
- **Sign your customers up for CustomerSource** after implementation—and whenever they are ready to begin exploring the resources available to them. Learning to use CustomerSource is one of the most effective ways to prove to the customer the

value of the service plan. Doing this will make it much easier to re-enroll them at renewal time.

## Four Levels of Support: Enhancement, Advantage, Advantage Plus, and Premier

To familiarize yourself with the customer service and support plans, refer to the [Microsoft Dynamics datasheets](#).

Depending on your customer's needs, product, and geographical location, you have the option to offer one of four levels of customer service support: **Enhancement Plan, Advantage Plan, Advantage Plus Plan, or Premier Support.**

To a large extent your customers will fall into one of three categories:

- Customers who need basic product update and maintenance support with access to self-service tools.
- Customers who require a limited amount of direct 1:1 technical support within one business day.
- Customers requiring mission-critical, unlimited support 24x7.

## Selling the Enhancement Plan

Typically, customers who stay with the Enhancement Plan are those that:

- Find the most value in staying current with their Microsoft Dynamics solution.
- Have strong partner-led support.
- Reside in a geographical region where alternative offerings are not available.
- Start using CustomerSource benefits right away.

These customers are mostly self-supporting or they call their partner if they need additional support. For partners who offer a comprehensive set of customer support services, the Enhancement Plan is the perfect complement to your offering. It is critical that partners take this step of getting their users signed up and take them on a tour of CustomerSource. This will empower them to answer their own questions and reduce the workload on your support staff.

Make sure your customers understand the value of each of the benefits. Encourage your customer to begin using the self-service tools early and take advantage of the robust e-

learning curriculum so they can resolve their own questions quickly and efficiently, thus reducing the workload on your support staff.

## Selling the Advantage Plan

When your customer's system goes down, so does your business. Your customers can't afford the setbacks that come from system downtime and system-related issues when they least expect them. If your organization isn't set up to provide on-call support, or doesn't have the breadth to cover the variety of issues your customers may face, the Microsoft Dynamics Advantage Plan can give your customers quick resolution while complementing the strategic services you provide.

The Advantage Plan is required for the first year after purchase of the following products:

- Microsoft Dynamics GP
- Microsoft Dynamics SL

Use this policy to ensure your customers find the value in the direct support incidents that they have with Microsoft. Encourage a healthy balance of support with the services you offer, in conjunction with the support offered by a trained Microsoft support engineer. In the majority of cases, if a customer finds value in the Advantage Plan the first year, they will stay on the higher priced plan without downgrading to the Enhancement Plan.

The **Advantage Plan** offers customers six annual support incidents with three-hour response times, so they can get the answers to their pressing support questions and get back to business quickly.

Customers who choose the Advantage Plan recognize the added assurance value of Microsoft support, but don't envision having to use it on a regular basis.

## Selling the Advantage Plus Plan

Some customers, especially larger corporations, insist on getting their support from the manufacturer, and need to know they have as much support as they need, whenever they need it.

The **Advantage Plus Plan** offers unlimited access to Microsoft support engineers who can help customers reduce downtime, along with 24x7 support on critical support cases. This allows you to sell into larger enterprises, including global organizations that have offices across multiple time zones, working with accounting rules and regulations from multiple countries, with more complex implementations than you are currently prepared to support. Typically customers who choose Advantage Plus are large, well-funded organizations with well-established IT processes and a dedicated administrator of their solution.

## Selling Premier Support

**Premier Support services** are designed for the needs of midmarket and enterprise organizations. The ideal customer for Premier Support is an enterprise business with complex support needs and business-critical application support requirements.

Premier Support does not replace the need for the Enhancement Plan; however, this offering coupled with the benefits of the Enhancement Plan will provide the customer with new version rights and updates along with the other valuable benefits of the Enhancement Plan, while Premier Support will offer full support coverage.

Premier Support includes full coverage of the Microsoft stack (on-premises and in the cloud). It offers 24x7 phone support and accelerated response times with an assigned Microsoft technical account manager (TAM) who will work directly with your customers to resolve all issues. Your customer's TAM will make sure your customer speaks to the correct subject matter expert (SME). Every SME is part of a global network with unmatched knowledge of Microsoft products. Premier Support subscribers can also work directly with Microsoft executives in the event of a Severity A escalation.

This plan also offers direct assistance with planning, rollouts, and rigorous health checks and remediation services. Operations assessments help streamline processes, including security measures and resource allocation. And hands-on training and knowledge transfer will help increase your customer's IT staff expertise and improve the alignment between their business goals and IT investments. Your customers will also receive special invitations to webinars and related events, and will have access to remote

reporting and diagnostic support.

For more information, visit the [Premier Support page](#) online.

## Summary

Whether it's Enhancement, Advantage, Advantage Plus, or Premier coupled with Enhancement, promoting and selling Microsoft Dynamics service plans makes good strategic business sense—for you, for your customers, and for Microsoft. Customers who are satisfied with their solution, including their service plan, are more likely to continue expanding the investment in their Microsoft solution.

At the end of the first year, make a concerted effort to encourage your customers to re-enroll in the Enhancement plan, one of the Advantage plans, or Premier Support so they continue to receive uninterrupted access to the valuable benefits included in all four plans.

Following are the service plan details that will help you advise your customers in making the right choice. To compare service plan offerings, go to [Microsoft Dynamics customer service plans](#) or visit [PartnerSource](#).

## Worldwide Customer Service Plan Options and Availability (View Premier benefits [here](#))

Service Plan	Enhancement Plan (Available Worldwide)	Advantage Plan (Available in United States, Canada, and select LatAm countries)	Advantage Plus Plan (Available in United States, Canada, Denmark, Australia, New Zealand, United Kingdom, South Africa and select LatAm countries)
Price	16%	18%	25%
CustomerSource Access (to start using your benefits)	●	●	●
New Version Rights, Updates, and Service Packs	●	●	●
KnowledgeBase	●	●	●
Unlimited Access to Online Training	●	●	●
Transition Investment Credits	●	●	●
Protected List Price	●	●	●
Problem Resolution Support		6 (three-hour response time)	Unlimited (response based on severity level, 24x7 on Sev A only)
Managed Forums		●	●
Disaster Recovery Rights	●	●	●
Extended Hotfix Support	●	●	●
License Mobility	●	●	●
Microsoft Dynamics Lifecycle Services (Microsoft Dynamics AX 2012 only)	●		●
Service Plans Available for These Products/Countries	Enhancement Plan (Available Worldwide)	Advantage Plan (Available in United States, Canada, and select LatAm countries)	Advantage Plus Plan (Available in United States, Canada, Denmark, Australia, New Zealand, United Kingdom, South Africa and select LatAm countries)
Microsoft Dynamics AX	●		●
Microsoft Dynamics NAV	●		●
Microsoft Dynamics SL	●	●	●
Microsoft Dynamics GP	●	●	●
Microsoft Dynamics RMS and POS	●	●	●
Microsoft Dynamics CRM	●	●	●
Retail Realm Essentials™ powered by Microsoft Dynamics	●		

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