Office 365 + Modern Meetings:
1 Seat ~ $4.18/month* + $23 (Power-up)

Office 365 + Security As A Service:
1 Seat ~ $8.5/month* + $59 (Power-up)

*Average Monthly Margins + Rebates + Incentives

Build with Office 365:
Modern Meetings

Skype for Business: 3 LENSES

Modern Meetings

The complete meetings solution

Modern Voice

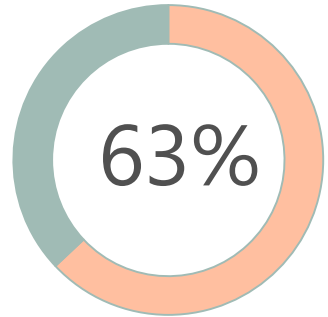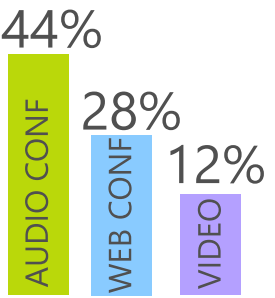Call plans and call control (PBX) powered by Microsoft Cloud
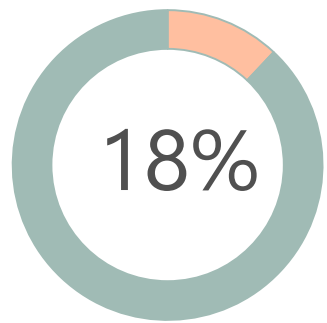
Hybrid Voice

Call Control (PBX)

Bring your own voice connection with Office 365

2017 Microsoft Cloud and Hosting Summit

Conference Solution: 6-150 employee orgs.

CUSTOMER'S CURRENT ENVIRONMENT

44% AUDIO CONF
28% WEB CONF
12% VIDEO

63%
FAMILIAR WITH SKYPE

18%
2 or MORE WEB CONF SOLN
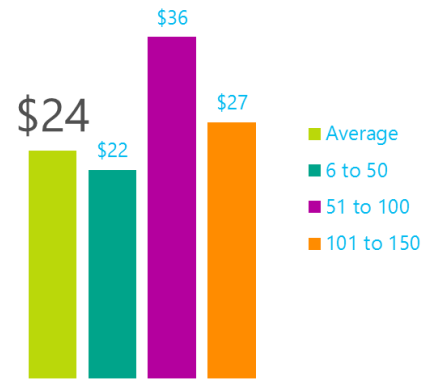
PUPM CONFERENCING SPEND
$24
$22
$36
$27

- Average
- 6 to 50
- 51 to 100
- 101 to 150

TRIGGERS FOR CHANGE

IMPROVE PRODUCTIVITY — 45%

CUSTOMER SUPPORT — 35%

CHANGING BUSINESS MODEL — 20%
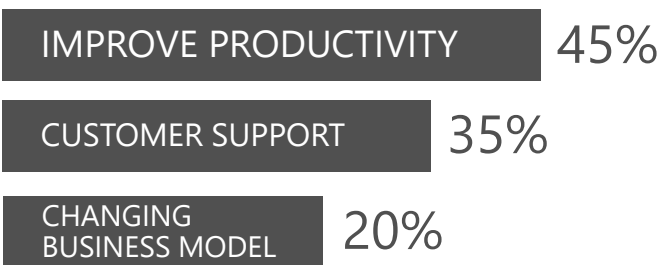
CHANGE AGENTS AND DECISION MAKERS

Initiation ▶ ■ 5-50 ■ 51-150

COMPANY WIDE
65%
45%

CXO in small or Financial Exec. in mid-size

LINE OF BUSINESS
35%
55%

Executives: Sales, Marketing Customer Service

Research ▶ | Budget ▶ | Final Decision ▶

	Research		Budget		Final Decision	
President/CEO	49%	2%	78%	67%	68%	33%
CFO/VP/GM	14%	40%	8%	22%	17%	44%
Dept. Director/Manager	29%	33%	8%	11%	14%	11%
IT Manager	2%	21%			2%	11%
Admin/Exec Assistant	6%	7%				
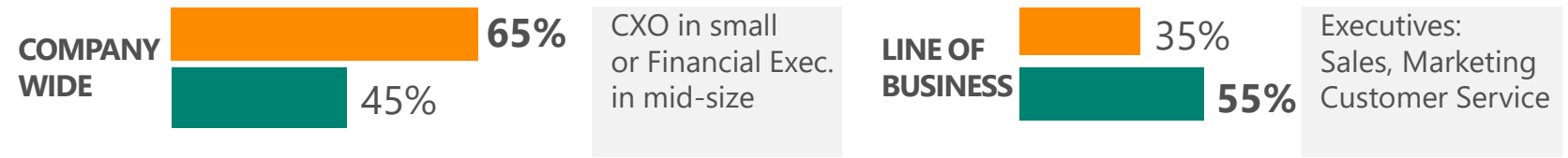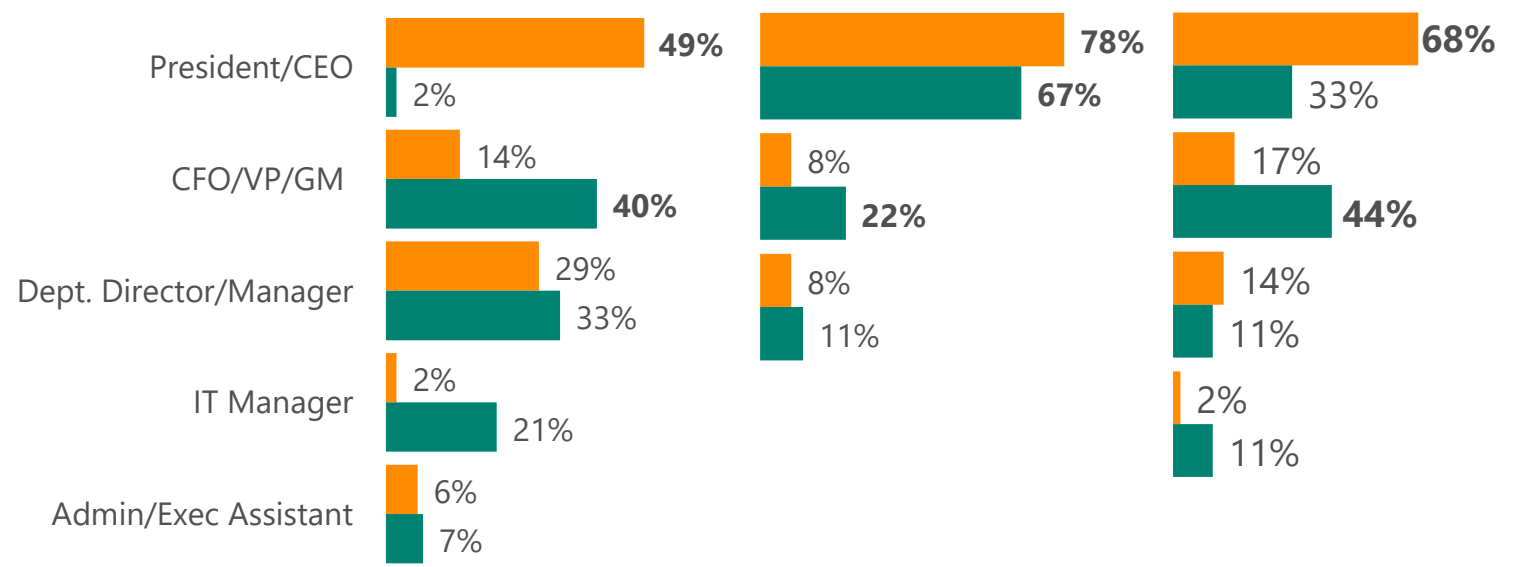
Modern Meetings: Explained

Skype meeting broadcast (NEW)
Reach thousands for very large meetings, attendees join from virtually any browser and device

PSTN conferencing (NEW)
Use a dial-in number to join Skype meetings from any device, dial-out to bring participants into the meeting

Connected meeting experience
Modern attachments, 'meet now' in unified groups, online meetings by default

Video and content sharing
Office real-time co-authoring in Skype for Business, fast HD video-based screen sharing

Surface hub and skype room systems
Team collaboration device from Microsoft, full spectrum of meeting devices with partners

Dial-in

Dial-out

Office real-time
Co-authoring in skype for business

Skype meeting broadcast

Modern Meetings: TCO Value Proposition

CISCO — WEBEX MEETINGS

$69
per organizer per month,
up to 100 attendees per meeting

Skype for Business — ONLINE MEETINGS

$4~$9.5
per organizer per month*,
up to 250 attendees per regular meeting,
unlimited for broadcast

CISCO — SINGLE CONFERENCE CALL COST

60' ✗ 5 ✗ $/min $0.02   = $6

Skype for Business

SINGLE CONFERENCE CALL COST

PSTN CONFERENCING STANDALONE   = $4

COST COMPARISON MULTIPLE CALLS

1st CONFERENCE CALL $4
$6

2nd CONFERENCE CALL $0
$12

3rd CONFERENCE CALL $0
$18

CISCO
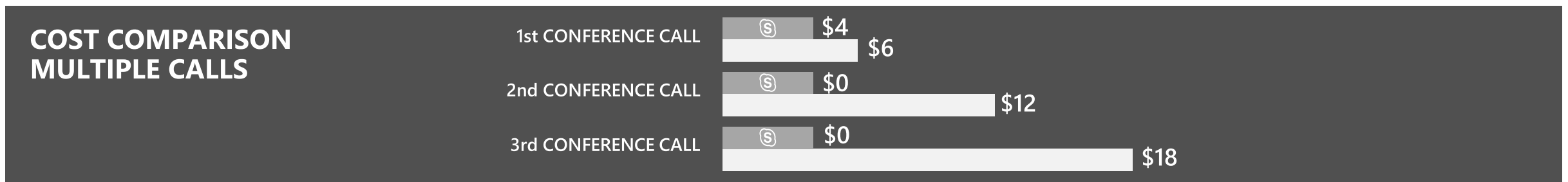
WEBEX EVENT CENTER
$479
per organizer per month
meetings over 1,000 attendees

Skype for Business

SKYPE MEETING BROADCAST
$0*
included in Skype for Business Online Plan 2, Business Essential, Business Premium, E1, E3, and E5 suites
all users have rights

Modern Meetings opportunity

SWITCH TO MODERN MEETINGS

WHY?

WHO?

44%

VALUABLE

35%

WILL SWITCH

65%

FIXED FLAT RATE

60%

VIDEO CONFERENCING

6-10 12%

'11-50 23%

51-100 35%

100-500 18%
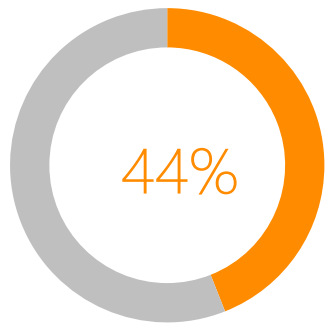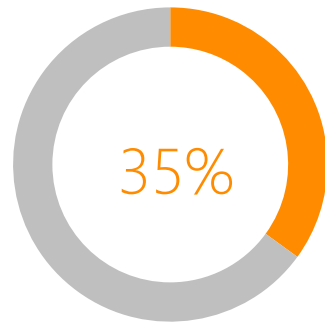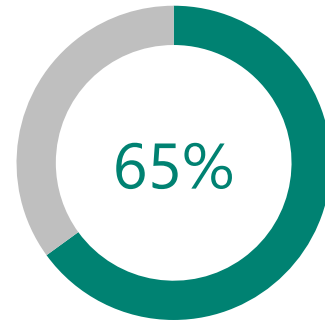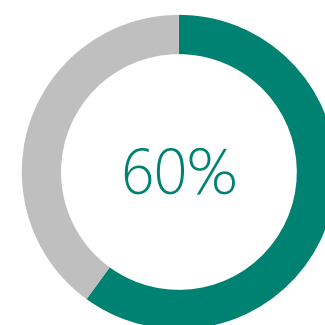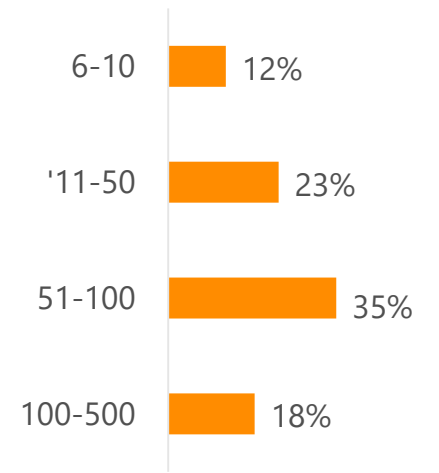
ORG SIZE FOR SWITCH

UPTO 60% SAVINGS

Modern meetings: SMB Go-To-Market

New Customer Acquisition

OFFER COMPONENTS
1. Business Premium
2. PSTN Conferencing Add-on

$16.5
Revenue, Per User Per Month

$23
Power-up Incentive/Seat

$4.18
Avg. Margin, Rebates, Local Incentives

Upsell To Existing Office 365 Base: BE/BP/E1/E3

Upsell To Exchange Online & HEX Base

OFFER COMPONENTS
1. PSTN Conferencing Add-on

$4.0
Additional Revenue, Per User Per Month

OFFER COMPONENTS
1. Skype for Business Online Plan 2
2. PSTN Conferencing Add-on

$9.5
Additional Revenue, Per User Per Month

DEVICE SALES & MARGINS

END CUSTOMER ADOPTION & SUPPORT SERVICES

Content to drive GTM

Skype for Business lenses and go-to-market approach

Home > Skype for Business

A new era of partner opportunity

With Meetings and Voice Services, Skype for Business enables a $47 billion market opportunity for our partners. Facilitate seamless meetings, replace old PBX and phone lines across your customer base, or go further to integrate the power of Microsoft Cloud Services with your larger customers' existing land line connections. It's a big opportunity with everyday impact.

PARTNER JOURNEY   CUSTOMER JOURNEY

Helpful Resources

LEARN & GET READY   TECHNICAL ENABLEMENT   PROMOTE & SELL

COMMITMENT   ONBOARDING   OFFER PLANNING   TECHNICAL ENABLEMENT   MARKETING   SALES & PERFORMANCE   DEPLOY & USE   RETAIN & SELL

Identify opportunities, qualify leads

Understand and identify opportunities, perform industry and market research, create business case and offers.

Show: Overview Resources

OVERVIEW RESOURCES
Configuring PSTN Conferencing in Office 365 Interactive Guide

OVERVIEW RESOURCES
Skype for Business Drumbeat Readiness Training Course

OVERVIEW RESOURCES
Introduction to Unified Communications Fundamentals

CONTENT ACROSS BUILD-WITH and SELL-WITH
1. Readiness: Sales, Technical
2. Marketing-in-a-Box
3. Pre-Sales Content
4. Sales Pitches and Collateral
5. Post-Sales Support Content

Microsoft

Get the only complete meeting solution, on any device, for 60% less: Modern Meetings, powered by **Office 365.**

Take a look

Logo

---

partner logo space
190 x 80

Introducing Modern Meetings
Your complete web conferencing solution

Affordable
At just $X per user each month, You'll save up to 60% over other conferencing services.*

Complete
From an audio calling bridge to HD group video calls, screen sharing and more—it's all here.

Integrated
Seamlessly works with Office apps for real-time collaboration and better communication.

Powered by Office 365
CTA URL goes here.com/modernmeetings
*Disclaimer language required by CELA

Office 365

Office

Modern Meetings for SMB

Tele-Calling Script

- Prospect: Speaker from "GeneriCo"
- <brackets> indicate a place to insert appropriate text, i.e., a time that will work for a callback, etc.

Section	Text
IF caller already provides services to GeneriCo, go to 1a *IF a total cold call, go to 1b*	
1a	Hi, this is <name> from <your company name>. Do you have two or three minutes to chat?
1b	Hi, this is <name> from <your company name>, your local Microsoft services provider. Could I have just a moment of your time?
	If NO then go to Section 2 *If YES go to Section 3*
2	Oh, I'm sorry for calling at a bad time—I know you're busy. Could I call back <later today> to talk about web conferencing? There's a solution out there that's been saving our customers up to 60%.
Schedule callback	

---

partner logo space
190 x 80

hero photography
680 x 220

Introducing Modern Meetings

You now you have a complete web conferencing solution that meets your needs and keeps costs low. Enjoy HD Video—or any other type of meeting—with just a click. And, since Modern Meetings is part of Microsoft Office 365, it seamlessly integrates with the tools and apps you already use or know.

Get the details

Better meetings for much less

Serious savings
At just $X.00 per user/month and no extra audio bridge charges, you'll save an average of 60% over other video conferencing services.*

Connected collaboration
From small brainstorming sessions to large web conferences, Modern Meetings does it all: chat, High Definition audio and video, content and desktop sharing, polls, and more.

Seamless integration
There's no fuss or toggling between programs with Modern Meetings. Because it's powered by Office 365 and built in to Skype for Business, your productivity apps are fully integrated.

Powered by Microsoft:
replaceable.url/modernmeetings
Office 365

New to Office 365?
Find the right Modern Meetings plan for your business. Works on Windows and Mac PCs, and most smartphones.**

Placeholder CTA

Using Office 365?
Activate Modern Meetings from your account dashboard and be set up for conference calls in minutes.

Placeholder CTA

*Footer disclaimer copy for 60% claim lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

**Footer disclaimer copy for system requirements Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam corper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse.

Next Steps

→ LAUNCH BUSINESS PREMIUM + MODERN MEETINGS IN THE **NEXT 30 DAYS...7 CLICK IMPLEMENTATION**

→ LET US KNOW HOW WE CAN SUPPORT:

ANKURAR@MICROSOFT.COM

Build with Office 365:

Security As A Service

Assume breach

"There are two kinds of big companies: those who've been hacked, and those who don't know they've been hacked."

—James Comey, Director, FBI

Cyber Threats

OPEN EMAIL FROM ATTACKER

WILL OPEN ATTACHMENT/LINK

WITHIN 4 MINUTES

286 DAYS
DETECT INTRUSION

80 DAYS
CONTAIN DAMAGE

63%
WEAK, DEFAULT OR STOLEN PASSWORDS
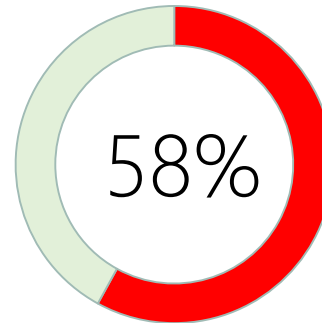
58%
ACCIDENTLY SHARE SENSITIVE INFORMATION
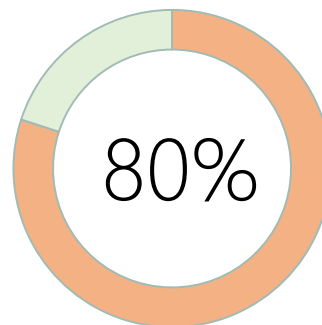
80%
NON-APPROVED SAAS USAGE: SHADOW IT
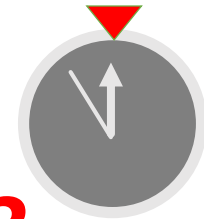
53 seconds
A LAPTOP IS STOLEN NEARLY EVERY MINUTE

55,000
AVERAGE DEVICES COMPROMISED BY RANSONWARE...EVERY MONTH IN 2016! 5X INCREASE FROM 2015, 4X INCREASE IN ANDROID BASE

$1 Billion
AVERAGE EARNING OF A HACKER FROM RANSOMWARE (FBI GUESSTIMATE)

DATALEAKAGE: USER MISTAKES **90%**

Can we answer YES to these 5 questions?

Do you **know** who is accessing your data?

Can you **grant access** to your data based on risk in real time?

Can you quickly **find** and **react** to a breach?

Can you **protect** your data on devices, in the cloud, and in transit?

Do your users **love** their work experience?

SECURITY AS A SERVICE

Do you **know** who is accessing your data?

Can you **grant access** to your data based on risk in real time?

Can you quickly **find** and **react** to a breach?

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Do your users **love** their work experience?

4 lens of Security As A Service
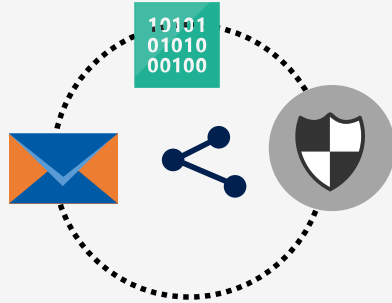
SECURE THE FRONT DOOR	SECURE CONTENT	SECURE DEVICES	GREAT EMPLOYEE EXPERIENCE
IDENTITY DRIVEN SECURITY	PROTECT CONTENT: CREATION, TRANSIT, CONSUMPTION	WORKPLACE ISSUED OR BYOD DEVICES	PRODUCTIVITY WITHOUT COMPROMISE

IDENTITY IS THE NEW CONTROL PLANE:
Stickiness, Future Growth (On-Prem, SalesForce, DropBox and 2600+ other SaaS, AWS, Azure)

SECURE THE FRONT DOOR

Do you **know** who is accessing your data?

Can you **grant access** to your data based on risk in real time?

Can you quickly **find** and **react** to a breach?

The Microsoft Intelligent Security Graph

200+ global cloud consumer and commercial services

+1B Windows devices updated

300B monthly authentications

200B e-mails analyzed

18+ billion Bing web pages scanned

Secure the Front Door
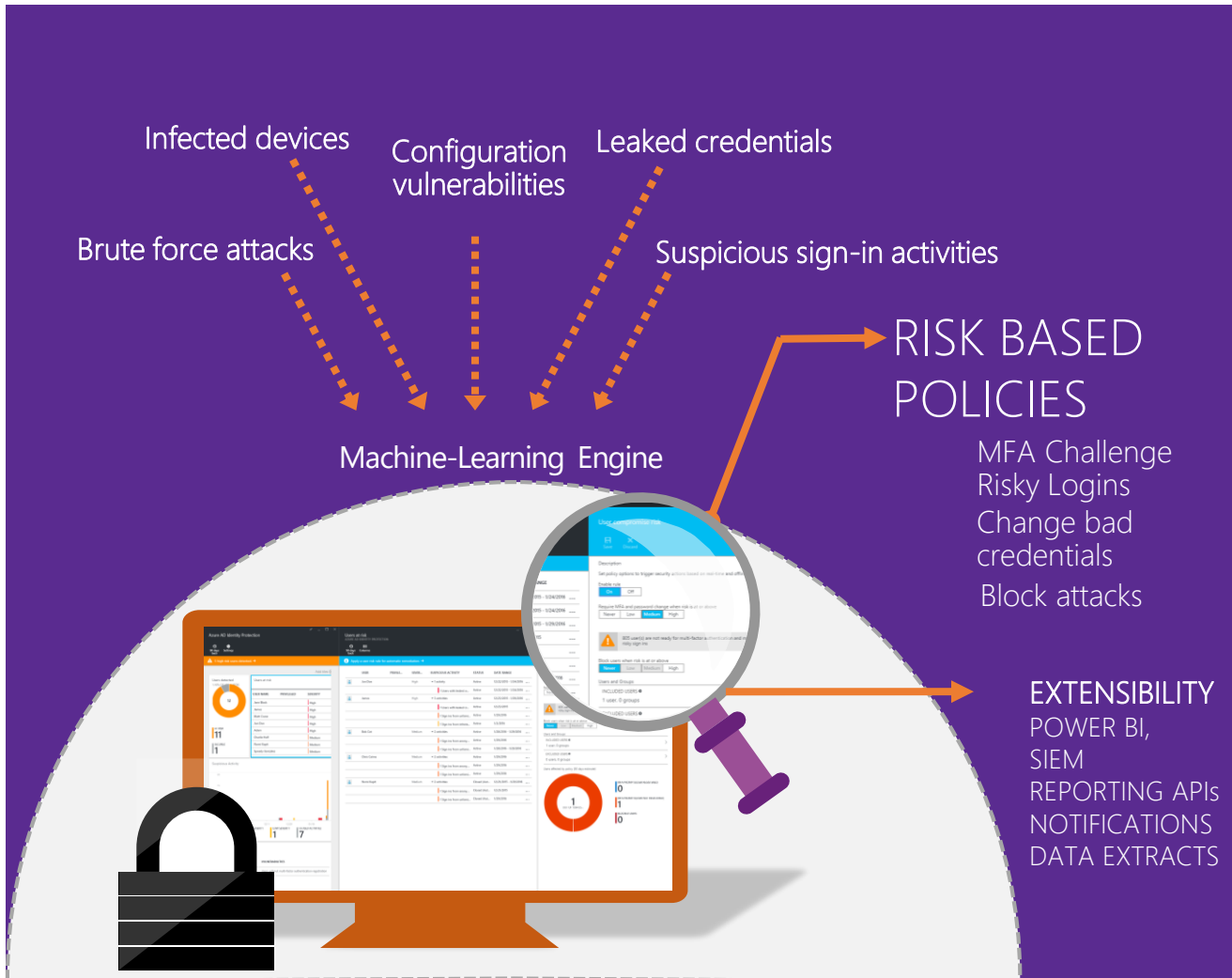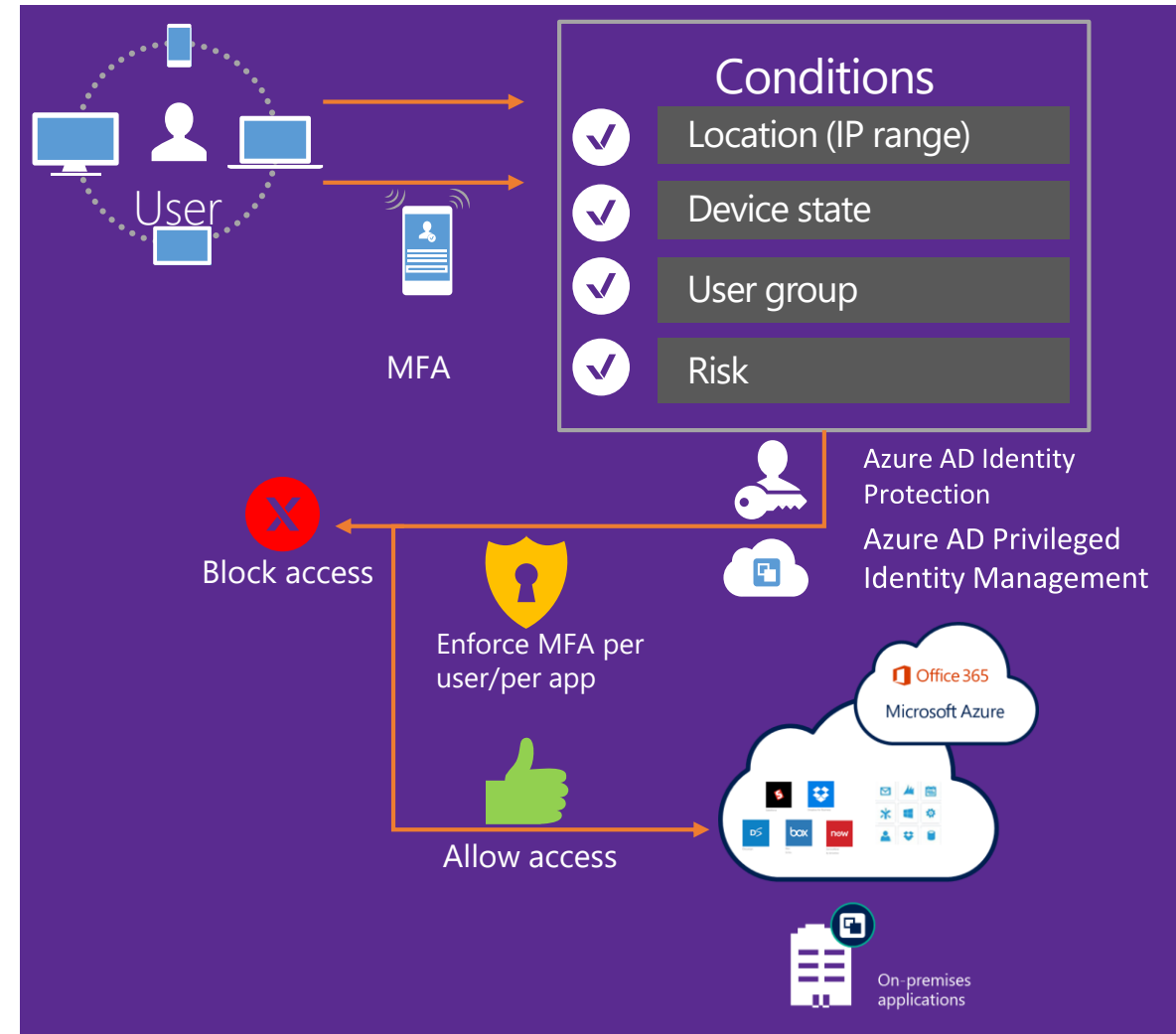
Secure the Front Door

Capabilities & Opportunity

Secure the Front Door	Capabilities	Enabling Technologies	UP-SELL/ CROSS-SELL
Identity Driven Security	1. Risk-based Conditional Access and Multi-Factor Authentication 2. Advanced security reporting 3. Identify threats on-premises 4. Identify high-risk usage of cloud apps, user behavior, detect abnormal downloads, prevent threat	Azure Active Directory Premium P2 Azure Active Directory Premium P1 (*included in P2*) Cloud App Security	No Prerequisites. Every Organization needs to secure their front door. Best Position with: 1. Business Premium 2. E3 3. E5 4. Azure Deals

SECURE CONTENT

Do you **know** who is accessing your data?

Can you **grant access** to your data based on risk in real time?

Can you **protect** your data on devices, in the cloud, and in transit?
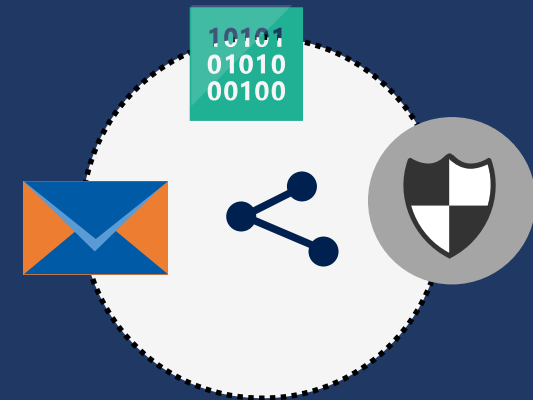
Secure Content

AT CREATION	DURING TRANSIT	WHILE CONSUMPTION

POLICIES, TEMPLATES, RULES → DEFINE EXCEPTIONS → CLASSIFICATION LABELS → DETECT SAAS APPS IN USE AND SECURITY RISK RATING → DEFINE DATA COPY AND USAGE RULES FOR APPS ON DEVICES → ALLOW SHARING OF DATA WITHIN AND OUTSIDE THE ORGANIZATION BASED ON IDENTITY → DETECT DATA IN VIOLATION OF POLICIES AND USERS VIOLATING POLICIES
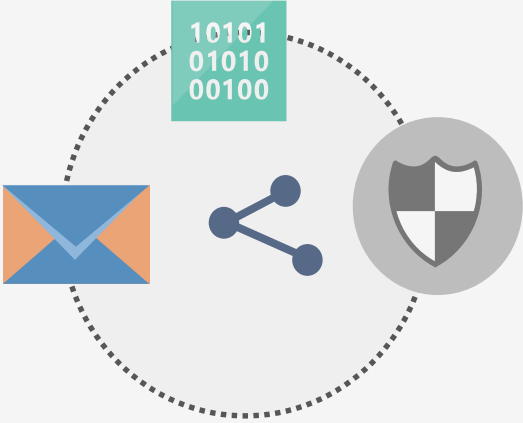
PEACE OF MIND: DATA PROTECTED ← TAKE ACTION

Internal user
****

Any device/
any platform

External user
****

- Data-level encryption
- All file types
- LOB app protection

- Timeline view
- Map view
- Access and denials

Protect

Share

Track and revoke
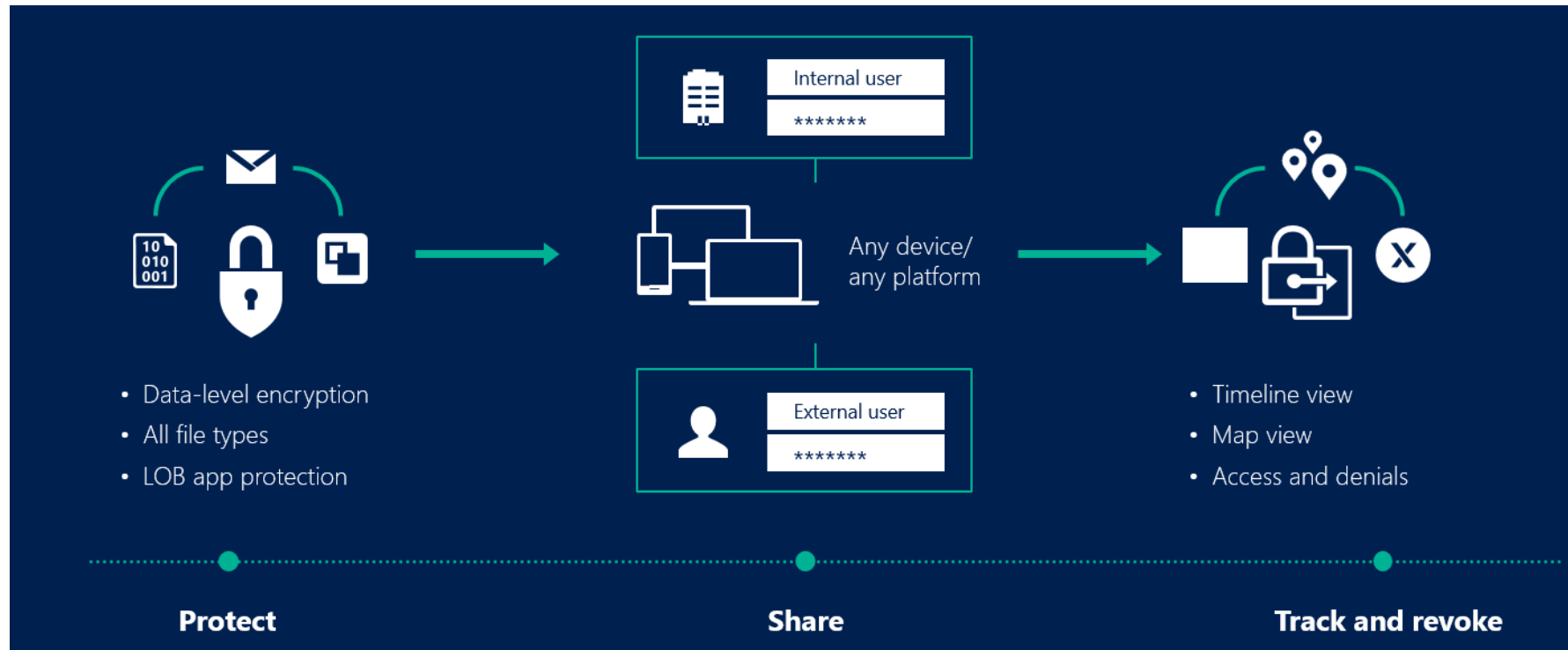
Secure Content

Capabilities & Opportunity

Secure Content	Capabilities	Enabling Technologies	Up-sell/Cross-sell
PROTECT CONTENT: CREATION, TRANSIT, CONSUMPTION	1. Shadow IT Detection: Discovering Apps and Risk Scoring 2. Intelligent Classification and Tagging of content 3. Document encryption, tracking, revocation 4. Monitoring shared files and responding to potential leaks 5. Data segregation at a device/app level	Azure Active Directory Premium P1 Cloud App Security Azure Information Protection P2 Microsoft Intune	Access to Office Mobile Apps is a prerequisite. Best Position with: 1. Business Premium 2. E3 3. E5

SECURE DEVICES

Do you **know** who is accessing your data?

Can you **protect** your data on devices, in the cloud, and in transit?

Secure Devices

Manage Devices

Access Management	Built-in Security	Gold Standards
• Conditional access • Device settings & compliance enforcement • Multi-identity support	• Mobile app management • File level classification, labeling, encryption • Supporting rights management services	• Office mobile apps

Manage Apps & Experience

- Define app-work data relationships
- Maintain visibility and control without intrusion

Secure Devices

Capabilities & Opportunity

Secure Devices	Capabilities	Enabling Technologies	Up-sell/Cross-sell
Workplace Issued or BYOD Devices	1. Conditional Access 2. Device and App access level controls: PIN 3. Device and App encryption at rest 4. Save-As, Copy, Paste restrictions 5. Device and App level data wipe	Azure Active Directory Premium P1 Microsoft Intune	No Prerequisites Best Positioned with: 1. Business Premium 2. E3 3. E5

GREAT EMPLOYEE EXPERIENCE

Do you **know** who is accessing your data?

Can you **grant access** to your data based on risk in real time?

Do your users **love** their work experience?

Great Employee Experience

Single Sign-on	Self-service	Work from Anywhere
• Single sign-on to on-premises, on-Microsoft cloud apps • Single sign-on to 2700+ non-Microsoft SaaS apps (Dropbox, Salesforce, etc.)	• Reset/change passwords without bothering IT • Multi-factor authentication • Work from anywhere • Pick and choose work apps create, join groups	• Work from any device • Choose between calls/SMS/app for multi-factor authentication • Non-intrusive security
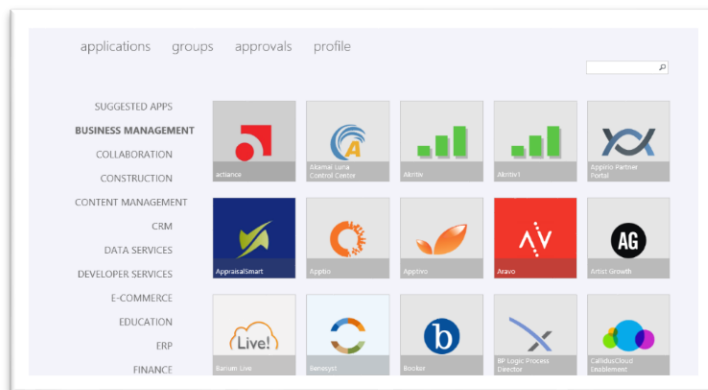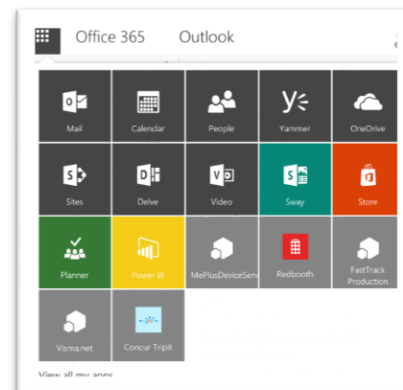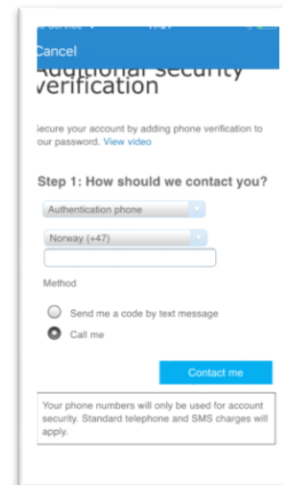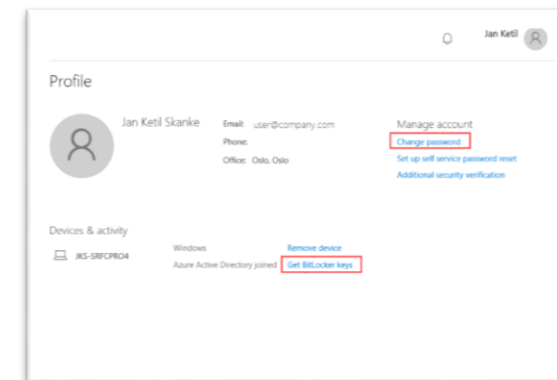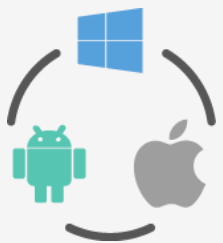
Great Employee Experience

Capabilities & Opportunity

Great Employee Experience	Capabilities	Enabling Technologies	Up-sell/Cross-sell
Productivity without Compromise	1. Single Sign-On 2. Self Service 3. Advanced Multi-Factor Authentication 4. App Proxy without the need of VPN	Azure Active Directory Premium P1	No Prerequisites, up-sell with any Office 365 offer

GO TO MARKET WITH SECURITY AS A SERVICE

Market size and opportunity
SMB Opportunity

MSFT Forecast SMB will spend $16B on Security & Mobility related solutions in 2018

SMB Market		2018 market size, $B
OS	OS	5
Infra-structure SW	Security	8
	Data backup/recovery	6
	Device / App Management	2
	Compute SW / Desktop Virtualization	1
	Networking SW	1
Productivity	Author, Communicate, Collab	9
	Productivity Suites	5
Apps	Other Application Software[1]	13
	Customer Relationship Mgmt. (CRM)	7
	Enterprise Resource Planning	6
	SaaS: ERP	6
	Business Intelligence	4
	SaaS: CRM	4
	Supply Chain Management	3
	SaaS: Collaborative Applications	3
	Web Conferencing, Teaming Platforms	2
	SaaS: Operations and Mfg Applications	1
	Digital Content Creation	1
	SaaS: Other	1

($16B circled next to Security / Data backup / Device App Management)

Security: Protection against hacker and spyware/malware

Data Backup: Accurate recovery, incremental backups and reporting

Device Management: Securing corporate data, device configuration and remote wipe/lock

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Data Security ranked consistently at the top of SMB IT priorities across 3,000 respondents in 6 countries

IT Priority Importance Worldwide (Relative Ranking, score of 100 = average)

- Data security
- Reliability of products and services
- Increase efficiency
- Optimize productivity
- Tailor IT products and services to meet your company's specific needs (customization)
- Store and back up data
- Stable internet infrastructure
- Integrate solutions across business needs
- Access IT solutions anytime, anywhere
- Streamline operations
- Strong tech support
- Build a modern IT infrastructure
- Leverage IT to drive growth
- Increase analytical capabilities
- Share data across multiple devices
- Adapt to a changing market
- Stay ahead of industry trends
- Collaborate online

SMBs universally cite—*Data security* and *Reliability of products and services* — as their most important priorities

Competition

Secure The Front Door	Secure Content	Secure Devices & Apps	User Self Service
$3 ~ $4/user/month	*$3 ~ $5/user/month*	*$4 ~ $10/user/month*	*$1 ~ $4/user/month*

Secure The Front Door
Blue Coat
CloudLock
skyhigh
CipherCloud — Trust in the Cloud™
netskope
VECTRA
RAPID7
DARKTRACE

Secure Content
TITUS
INTRALINKS
Watchful® — Better for Good Reasons
IONIC SECURITY
boldonjames — A QinetiQ Company
NEXTLABS
syncplicity
Amazon WorkDocs

Secure Devices & Apps
vmware
Kaseya
airwatch by vmware
MobileIron
BlackBerry
IBM
MaaS360 — by Fiberlink, an IBM company
chrome
Good
CITRIX XenMobile

User Self Service
okta
Centrify
Ping Identity
IBM
vmware
ORACLE

Microsoft

Recap: Security As A Service

SECURE THE FRONT DOOR	SECURE CONTENT	SECURE DEVICES	GREAT EMPLOYEE EXPERIENCE
IDENTITY DRIVEN SECURITY	PROTECT CONTENT: CREATION, TRANSIT, CONSUMPTION	WORKPLACE ISSUED OR BYOD DEVICES	PRODUCTIVITY WITHOUT COMPROMISE
ENABLING TECHNOLOGIES	**ENABLING TECHNOLOGIES**	**ENABLING TECHNOLOGIES**	**ENABLING TECHNOLOGIES**
Azure Active Directory Premium P2 Azure Active Directory Premium P1 (included in P2) Cloud App Security	Azure Active Directory Premium P1 Cloud App Security Azure Information Protection P2 Microsoft Intune	Azure Active Directory Premium P1 Microsoft Intune	Azure Active Directory Premium P1
UP-SELL/CROSS-SELL	**UP-SELL/CROSS-SELL**	**UP-SELL/CROSS-SELL**	**UP-SELL/CROSS-SELL**
No Pre-requisites. Best Position with: 1. Business Premium, 2. E3 3. E5 4. Azure Deals	Pre-requisites: Office Mobile Apps Best Position with: 1. Business Premium, 2. E3 3. E5	No Perquisites. Best Position with: 1. Business Premium, 2. E3 3. E5	No Perquisites, up-sell with any Office 365 offer

Hero Motions for SMB

	Productivity SKU	Optimum Security SKUs	Average Revenue per User	Avg. Margins & Incentives
Productivity and Front Door Protection As A Service	Office 365 Business Premium	Azure Active Directory Premium P1	$18.50	Avg Monthly Margins, Rebates, Incentives: $ 5.48 Power-up: $ 27
Productivity and Device Security As A Service	Office 365 Business Premium	Microsoft Intune	$18.50	Avg Monthly Margins, Rebates, Incentives: $ 5.48 Power-up: $ 37
Productivity and Security As A Service	Office 365 E3	EMS E3 (Azure Active Directory Premium P1, Microsoft Intune, Azure Information Protection P1, Microsoft Advanced Threat Analytics)	$28.70	Avg Monthly Margins, Rebates, Incentives: $ 8.50 Power-up: $ 59
Complete Productivity and Security As A Service	Office 365 E5	EMS E5 (EMS E3 + Azure Active Directory Premium P2, Microsoft Intune, Azure Information Protection P2, Microsoft Cloud App Security) + ATP + Customer Lockbox + Advanced eDiscovery	$49.80	Avg Monthly Margins, Rebates, Incentives: $ 14.74 Power-up: $ 108

Resources for go to market, in-a-box

Aka.ms/SecaaS

1. REQUEST ACCESS

2. SEND REQUEST TO: ANKURAR@MICROSOFT.COM IF THERE ARE ACCESS ISSUES.

3. LEVERAGE RESOURCE MAP: ONENOTE FOR NAVIGATING CONTENT

SecurityAsAService

This site can be shared with people outside this organization. Learn more

Newsfeed

Start a conversation

It's pretty quiet here. Invite more people to the site, or start a conversation.

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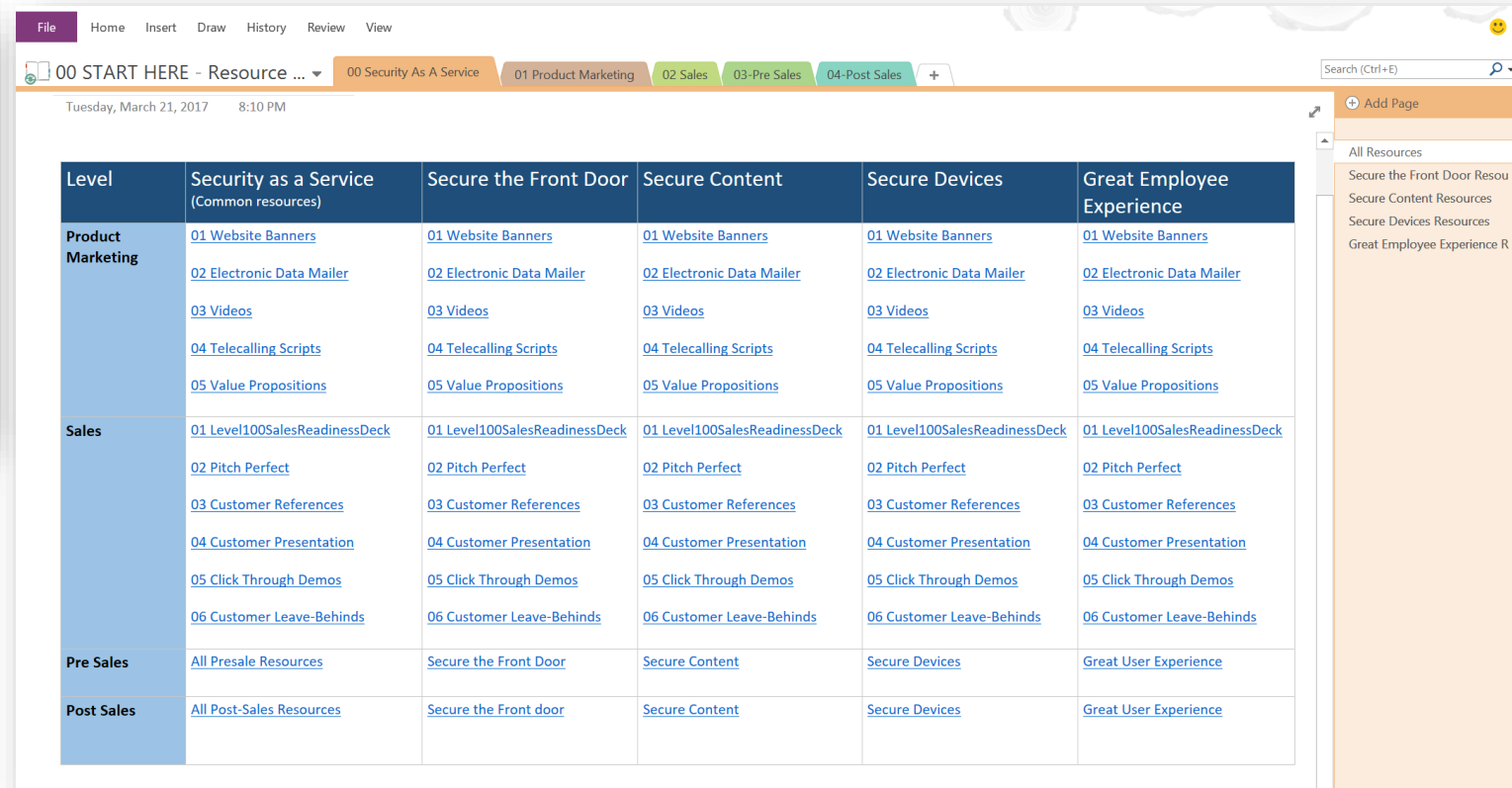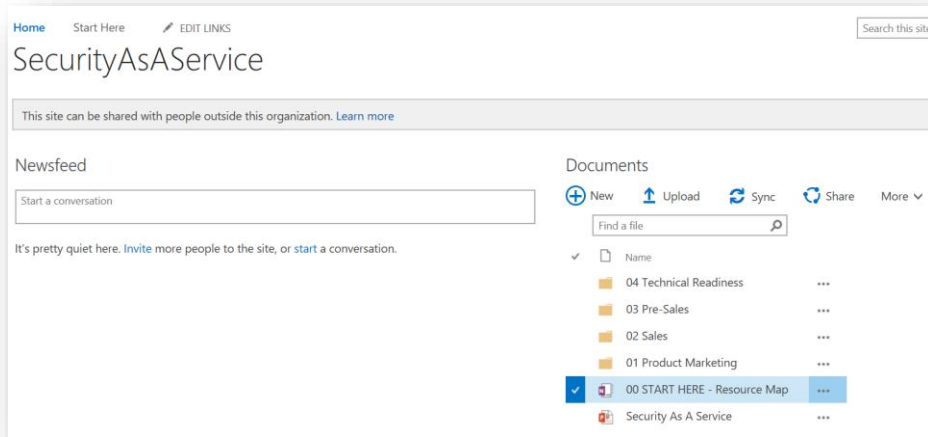
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Name
- 04 Technical Readiness
- 03 Pre-Sales
- 02 Sales
- 01 Product Marketing
- 00 START HERE - Resource Map
- Security As A Service

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00 START HERE - Resource ... | 00 Security As A Service | 01 Product Marketing | 02 Sales | 03-Pre Sales | 04-Post Sales

Tuesday, March 21, 2017   8:10 PM

Level	Security as a Service (Common resources)	Secure the Front Door	Secure Content	Secure Devices	Great Employee Experience
Product Marketing	01 Website Banners	01 Website Banners	01 Website Banners	01 Website Banners	01 Website Banners
	02 Electronic Data Mailer	02 Electronic Data Mailer	02 Electronic Data Mailer	02 Electronic Data Mailer	02 Electronic Data Mailer
	03 Videos	03 Videos	03 Videos	03 Videos	03 Videos
	04 Telecalling Scripts	04 Telecalling Scripts	04 Telecalling Scripts	04 Telecalling Scripts	04 Telecalling Scripts
	05 Value Propositions	05 Value Propositions	05 Value Propositions	05 Value Propositions	05 Value Propositions
Sales	01 Level100SalesReadinessDeck	01 Level100SalesReadinessDeck	01 Level100SalesReadinessDeck	01 Level100SalesReadinessDeck	01 Level100SalesReadinessDeck
	02 Pitch Perfect	02 Pitch Perfect	02 Pitch Perfect	02 Pitch Perfect	02 Pitch Perfect
	03 Customer References	03 Customer References	03 Customer References	03 Customer References	03 Customer References
	04 Customer Presentation	04 Customer Presentation	04 Customer Presentation	04 Customer Presentation	04 Customer Presentation
	05 Click Through Demos	05 Click Through Demos	05 Click Through Demos	05 Click Through Demos	05 Click Through Demos
	06 Customer Leave-Behinds	06 Customer Leave-Behinds	06 Customer Leave-Behinds	06 Customer Leave-Behinds	06 Customer Leave-Behinds
Pre Sales	All Presale Resources	Secure the Front Door	Secure Content	Secure Devices	Great User Experience
Post Sales	All Post-Sales Resources	Secure the Front door	Secure Content	Secure Devices	Great User Experience

Search (Ctrl+E)

Add Page

All Resources
- Secure the Front Door Resou
- Secure Content Resources
- Secure Devices Resources
- Great Employee Experience R

Next Steps

➔ EVALUATE AND LAUNCH ONE OF THE HERO SMB OFFERS IN NEXT 30 DAYS

➔ LET US KNOW HOW WE CAN SUPPORT:
ANKURAR@MICROSOFT.COM

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