

Digital Transformation@work

Empowering Together



Digital Transformation work

Empowering Together

Driving Office 365 Sales Velocity and Building
Customer Trust - by Investing in Vertical Offers

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2017 Microsoft Cloud and Hosting Summit

In this session, you will get to know...

Use the
Partner
Customer
Journey for
vertical sales



Why sell
packaged
vertical offers?



How to sell
packaged
vertical offers?



Vertical
Partner Panel



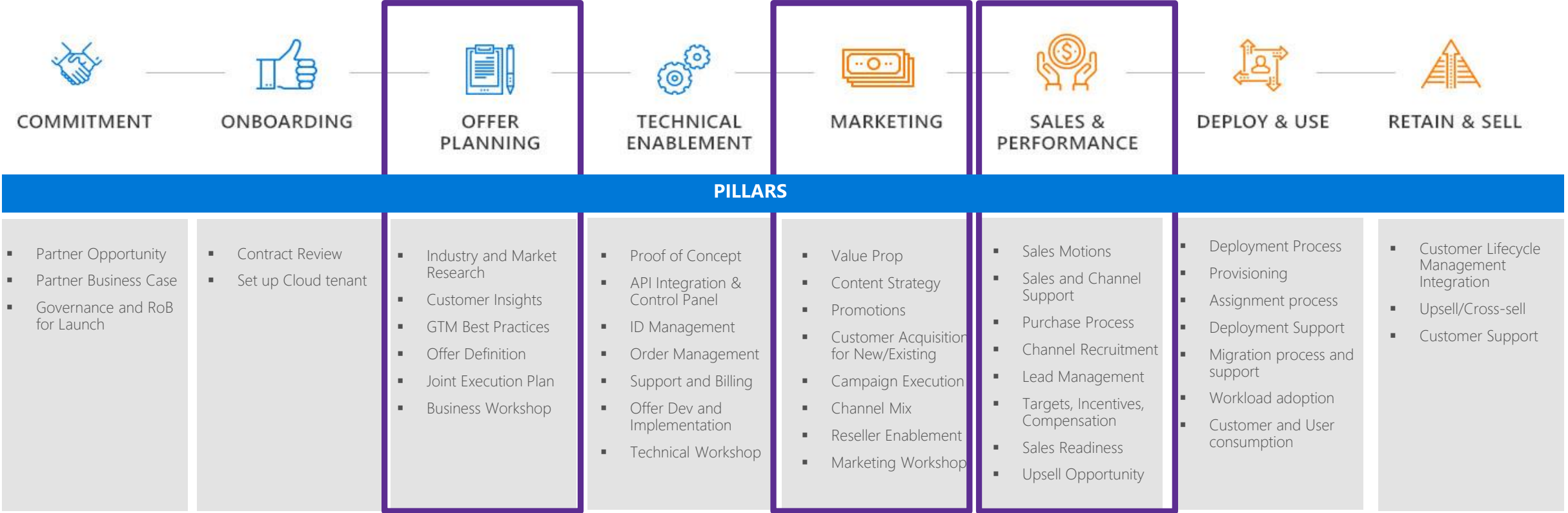
Resources &
Go-Do's



Along the Partner-Customer Journey

PARTNER JOURNEY

CUSTOMER JOURNEY



Why sell
vertical offers?



Why build a Packaged Offer?

Differentiate

Specialize



Fewer competitors

Offer unique IP

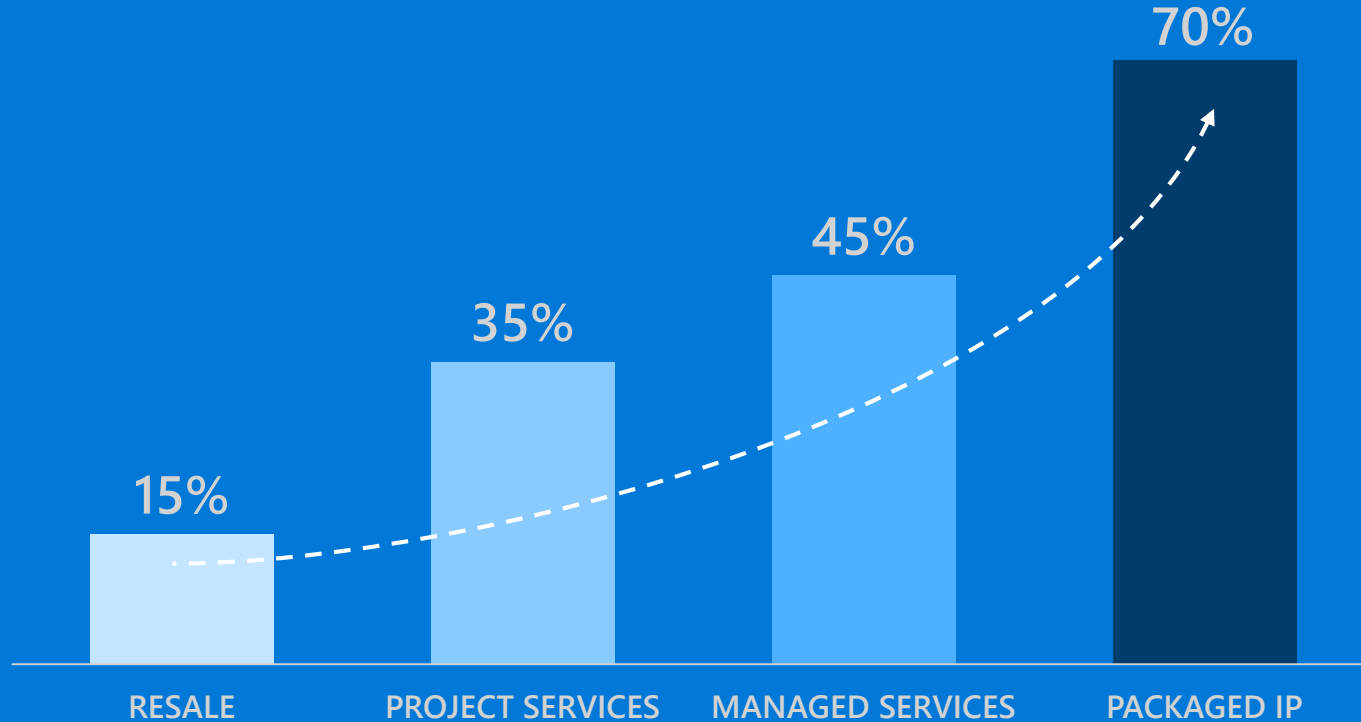


Recurring revenue & high margins



Not all revenue streams are created equal

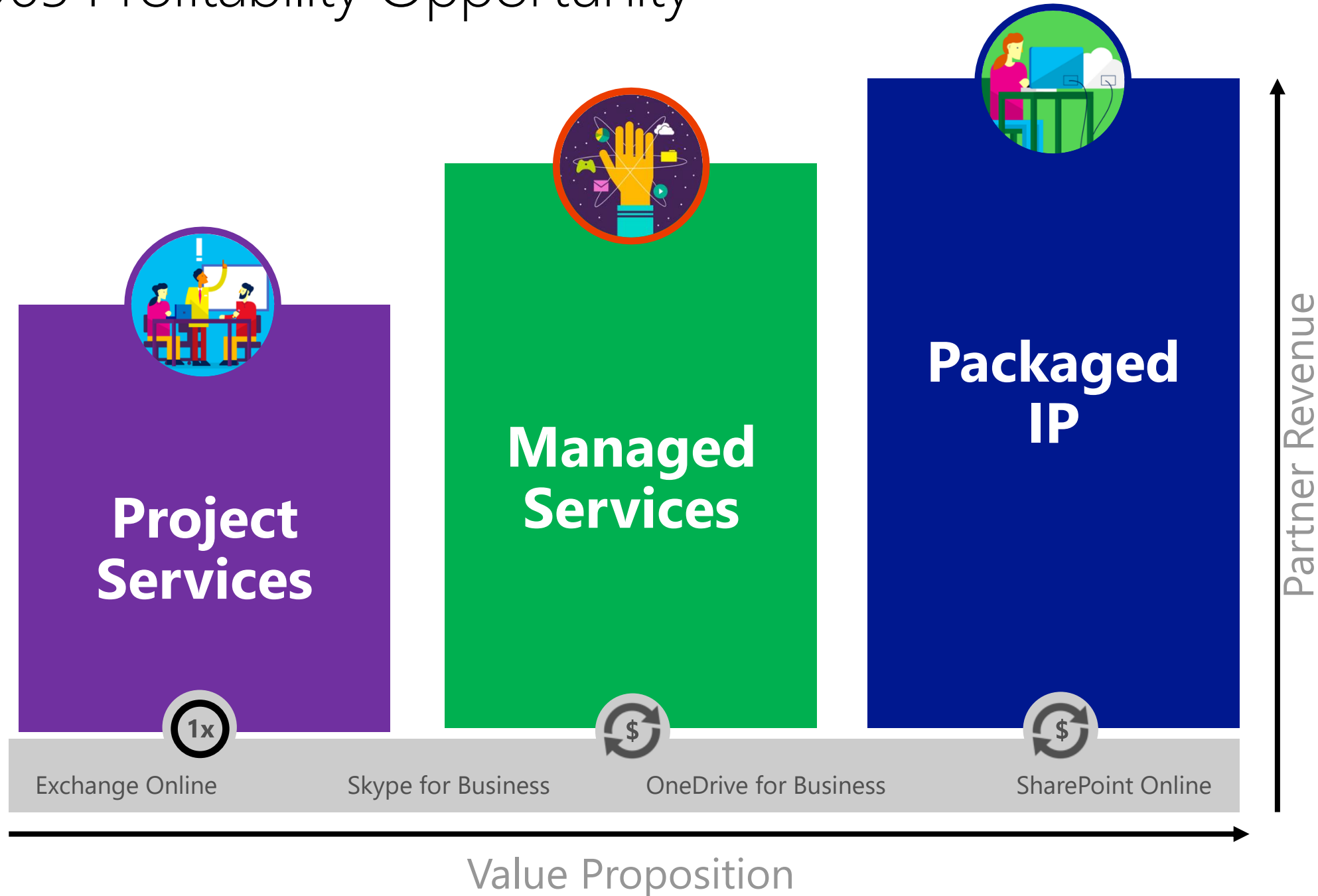
AVERAGE GROSS MARGINS



Source: IDC eBook, sponsored by Microsoft, The Modern Microsoft Partner Series, Part 2: Differentiate to Stand Out, 2016



Office 365 Profitability Opportunity



How to sell vertical offers?



What do businesses want today?

We want **to start using the cloud to our advantage** – and **save money** along the way.

Zero downtime is a must.

We need to stop spending on soon-to-be-obsolete technology. **We need solutions that evolve with us.**

We need **anywhere and anytime access** to files and business tools **to serve our customers** and **stay competitive.**

We need **modern solutions** that help us **work together more efficiently.**

Our team works from many locations. We need **to stay connected no matter what.**

Our **data has to be secure.** I need to know my company is **protected from viruses, malware, theft, etc.**

We have customers nationwide. We need **better tools to stay connected.**



Profiling your Customers in Preparation for Vertical Offers ...



**Customer Compelling
Reasons**

**Multi time-zone static and Mobile
workforce**

Capex vs. Opex Benefits

**Expansion needs and
Heterogenous IT mix**

M&A activity

Aging On Prem Investments

Traditional vs. Cloud Consumption

**Struggling with Staying Current &
Secure**

Uptime and Availability Challenges

Storyboard the Vertical Market...

Create Storyboards to land *context-sensitive impact*



Stay Connected
With integrated
tools



Share files
with colleagues
and customers



Work on files
real-time



Meet and Train
whenever,
wherever

Relate to the everyday pain points by vertical...

Map solutions to productivity gains and business made simple...



Collaborate on
multiple
devices



Create professional
documents quickly



Access your
documents
anywhere



Access from
any browser

Worry less with Communication and Collaboration Solutions



Built-in, Enterprise grade security



Privacy by Design



Easy management from one console



Flexible plans and always up-to-date

Compliment your Sales Pitch with Relatable Scenarios

- Use other [customer success stories](#) to help sell Office 365
- Choose similar customer size, business challenges and solution
- Include data points that show customer benefits, value and transformation
- Showcase you own Vertical Offers and wins on your external web pages

Microsoft








Customer Stories

Keyword

Product and Services ▾ Industry ▾ Organization Size ▾ Business Need ▾

Advanced Search Total Results: 1225 Sort By: Most Popular ▾

Search Criteria: Or And

Product and Services	+			
Office 365	×			
Industry	+			
IT Issues	+			
Organization Size	+	Aon moves to the cloud to unlock productivity and connect it	Avanade expedites global sales collaboration by moving CRM t	Innovating Government for the 21st Century
Country	+			
MS Technology	+			
Business Need	+			
Story Type	+	Администрация муниципального образования город-	Dillon Gage	Marston's Pubs
Company Name	+		Precious Metals Dealer Ups IT Reliability, Trims Costs by 40	Marston's Delivers Personalized Service in Real-Time with Dy
Language	+			

<https://products.office.com/en-us/business/office-365-customer-stories-office-testimonials>

Open ended conversation starter questions...

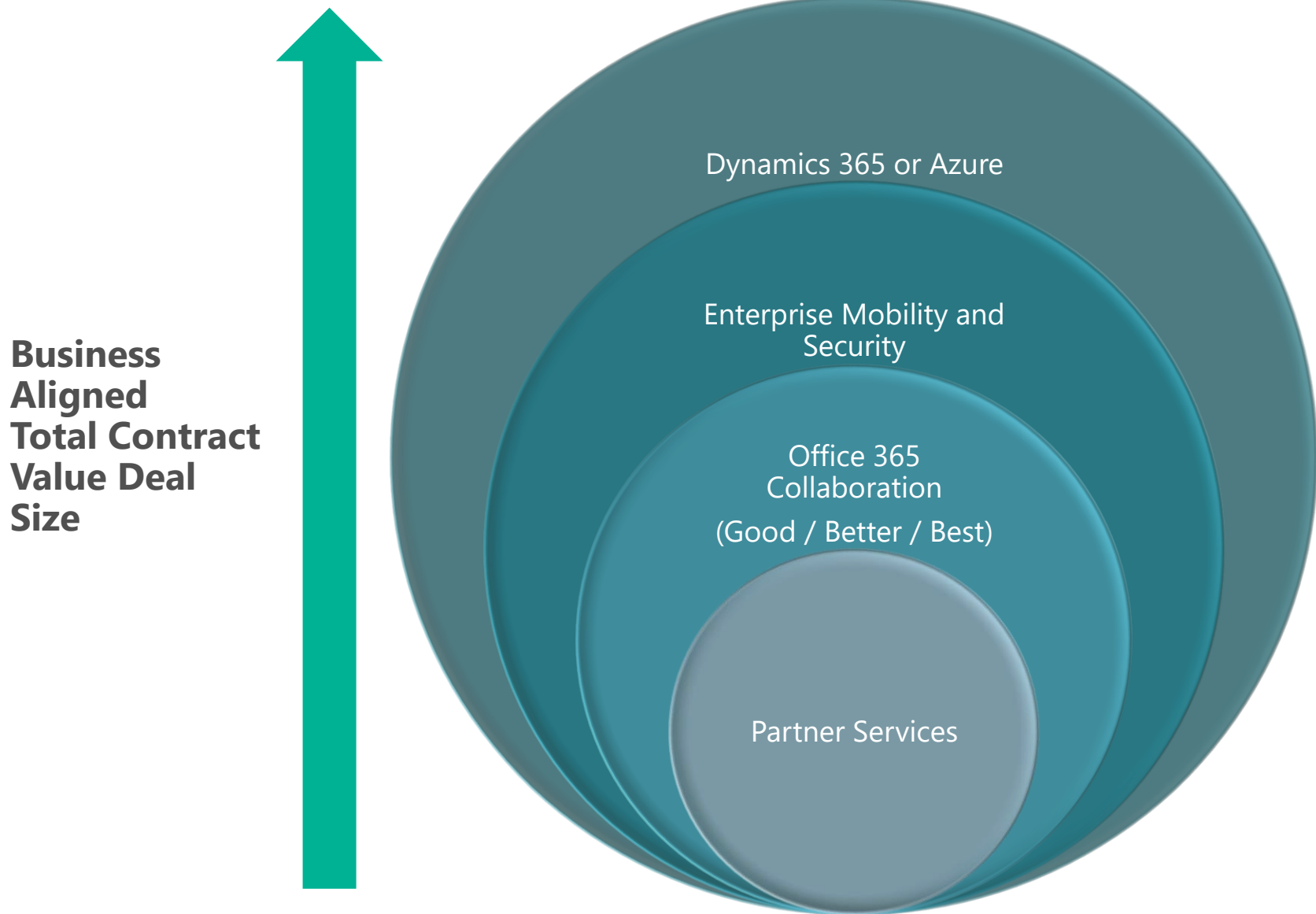
What would help your **mobile** employees be more productive?

Tell me about how your employees **access** secure collaboration tools?

Which tools do you use to **store and share** documents?

How do you host routine **online meetings or video conferences** and approach **training**?

Driving O365 Sales Velocity with Partner Service Attach



How **relatable and repeatable** is *your solution* ... to the **digital needs of a Vertical Market?**

Let's look at an example storyboard...

Example Storyboard: Realtor Services...

Market Reports



Staging Photos



Presentations



Stay Current



Sales Documents



Scenario:		O365 Enabling Features:
<p>Create and maintain up to date market reports for each zip code and drive business intelligence and analytics</p>		<p>Office 365 Apps and Documents</p>
<p>Update and share within and across teams, any data on market activities and up to date sales presentations</p>		<p>Online Apps, SharePoint</p>
<p>Retrieve and access up to date staging photos, reports and documents; Identify trends to drive new client capture</p>		<p>SharePoint</p>
<p>Store sales rep engagements and client interactions – preventing loss when sales agents leave/retire</p>		<p>Office Apps, One Drive, Email and SharePoint Collaboration</p>
<p>Communicate and Collaborate with staff on listings, client Q&A and create private collaboration selling strategy groups</p>		<p>Yammer, SfB IM / Presence and Video Conferencing</p>
<p>Secure Communications and collaboration</p>		<p>Message Encryption, Rights Management</p>

Partner Panel



Panelists



Matt Hooper

VC3



Eric Cutler

AbacusNext



Lucky Lidhar

Microsoft



ABACUS **NEXT**



Eric Cutler

Chief Sales and Marketing Officer

- AbacusNext® helps businesses with stringent security and compliance needs grow by providing Compliance-Ready™ turnkey technology solutions
- Products and services portfolio includes virtual desktop, private cloud, practice and business management software, email hosting services, security endpoint protection, business continuity, and on-premise solutions.
- Delivered on-demand services to over 500,000 businesses worldwide, and recognized by Forbes as one of America's fastest growing companies.

Office 365 Integrations



abacusnext.com/office

AbacusNext Accelerates Market Strategy, Enters Accounting Vertical with Acquisition of Cloudnine Realtime and Results CRM - Read More

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Exchange & 50GB Mailboxes	✓	✓
Email Threat Protection	✓	✓
Active Directory Integration	✓	✓



Matt Hooper

Director of Internal Operations

- VC3 has been on the leading edge of Information Technology since 1994
- Customer oriented solutions to both commercial and public sector customers.
- Ranked #57 out of the top 501 managed service providers in the world by Penton Technology's MSPmentor
- Recognized as a leader in developing internet-based applications and web technologies, network technology solutions, and world-class support services.

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How can we help you?

SUBMIT

Panelists



Matt Hooper

VC3



Eric Cutler

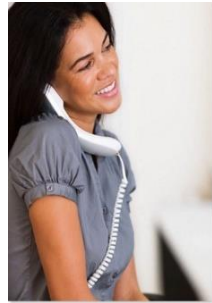
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Lucky Lidhar

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Scale with End to End Collaboration – Example: Automotive Dealership



Customer



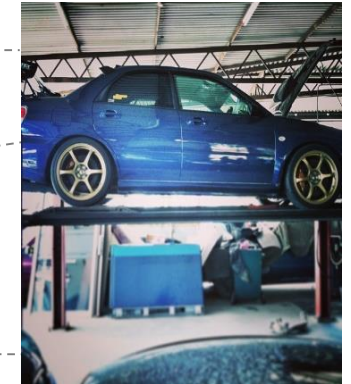
Internet Queries



Cross-Dealership Collaboration



Mobile Rep



Service Center

Scenario:	O365 Enabling Features:
Upon customer contact, Dealership quickly locates first available (mobile) sales associates, reducing customer wait times	SfB IM and Presence
Sales staff collaborate internally on vehicle / dynamic-inventory knowledge building using specific private social collaboration groups and internal portals	Yammer and SharePoint Collaboration
Dealership creates electronic sales templates via O365 word / excel to capture customer engagements (preferences, quotes, vehicle options, marketing follow ups)	Office Apps, Documents and SharePoint Collaboration
Dealership documents/shares with sales agents the electronic sales engagement & relationship with the customer, identifying buying preferences, options, etc. Management collaborate, share and store sales volumes and data <i>via Office Excel/Powerpoint</i>	Office Apps, One Drive, Email and SharePoint Collaboration
Dealership stores electronic customer activity, car photos and sales engagement emails into O365 cloud, updating and keep data as needed	One Drive and Office 365 Cloud
Dealership shares customer data with service departments and marketing departments for follow through activities and customer satisfaction / retention purposes and archiving	Office Apps, SharePoint, Yammer
Cross-Dealership collaboration and customer data sharing if the customer changes address, connecting customers to nearest dealerships for continued customer support and loyalty benefits	SharePoint

Resources & Go-Do's



Key Resources

PARTNER JOURNEY

CUSTOMER JOURNEY



Across Partner Customer Journey

- [Transformation Framework](#)
- Maximize Program: Contact your CE to request a 1:1 workshop

Offer Planning

- [Booming Cloud Opportunity eBook](#)

Marketing and Sales

- [Digital Transformation campaign](#)
- [Smart Partner Marketing](#)
- [Office 365 Customer Stories](#)
- [Productivity Library](#)

Go do's



Use

Insights for your offer planning



Leverage

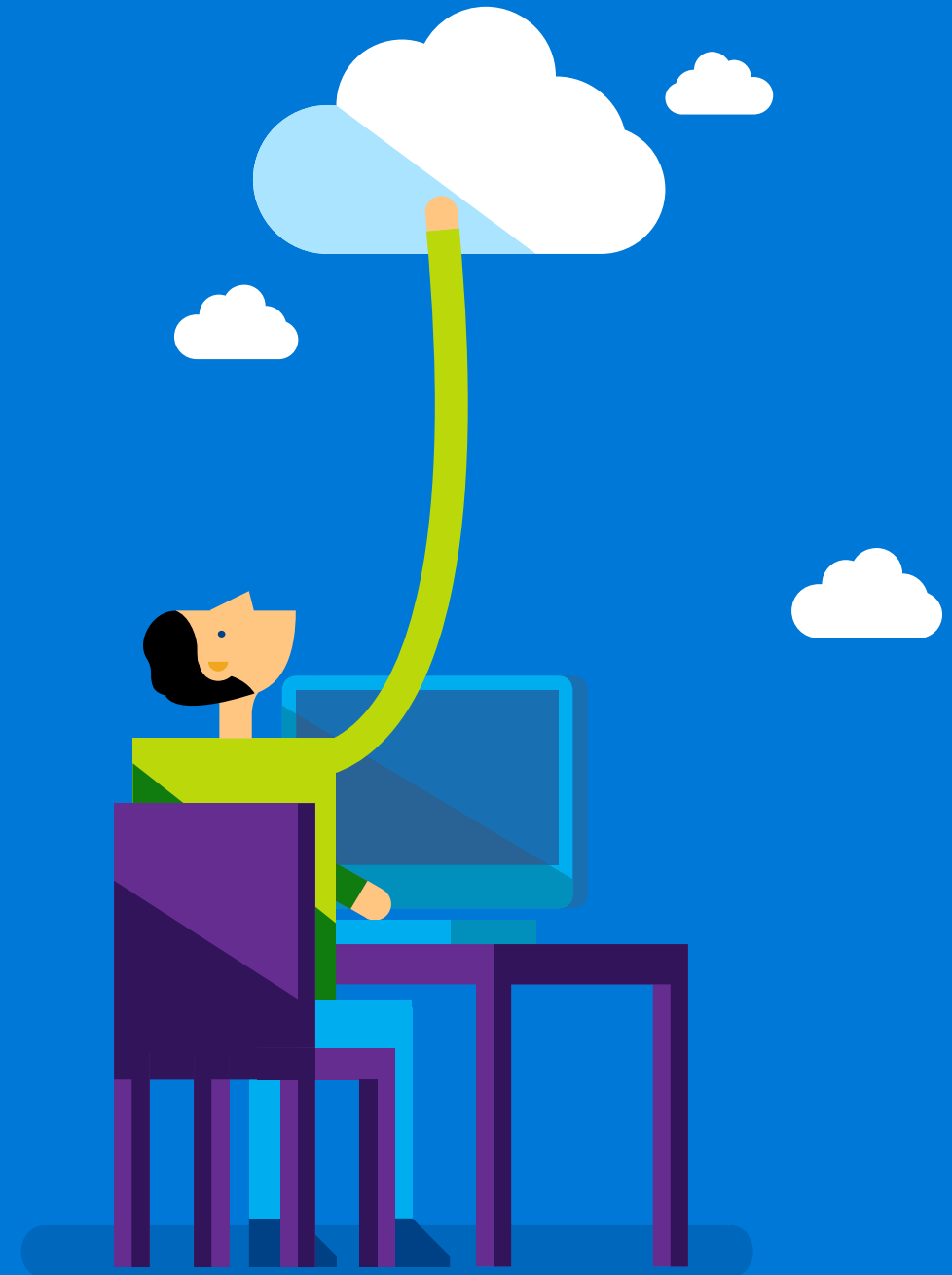
Resources for your vertical offer marketing/sales campaigns



Contact

If you have a vertical opportunities:

tedeisel@Microsoft.com



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vi благодариме
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pakka pér
Gracias
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Mèsi poutèt ou
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Tack

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