

Microsoft 365 is the New Modern Workplace Platform

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Ingram Micro Microsoft Cloud Webinars

MW 101: How to purchase Office 365 through the Ingram Micro Cloud Marketplace and UX1

MW 102: Learn how to take your O365 and Cloud Practice to the next level

MW 201: Microsoft 365 is the New Modern Workplace Platform

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AGENDA

- Microsoft 365 Overview
- Feature Discussion
- Windows 10 Enterprise
- Plan Differentiation
- Customer Targeting & Action Plans
- Promotions & Incentives
- Additional Resources

Office 365 Commercial Plans		Business ¹			Enterprise ²				
		Business	Business Essentials	Business Premium	ProPlus	F1	E1	E3	E5
	Estimated retail price per user per month \$USD (with annual commitment)	\$8.30	\$5	\$12.5	\$12	\$4	\$8	\$20	\$35
Standard Services	Install Office on up to 5 PCs/Macs + 5 tablets + 5 smartphones per user	Business ³		Business ³	ProPlus ⁴			ProPlus ⁴	ProPlus ⁴
	Access to Office apps and documents from all major smartphones and iPad	●		●	●			●	●
	OneDrive for Business – personal online document storage	1 TB	1 TB	1 TB	1 TB	2 GB ⁹	1 TB	1-5+ TB ⁸	1-5+ TB ⁸
	Office Mobile Apps – Create/edit rights for commercial use of Office Mobile apps ¹⁴	●	● ¹⁸	●	●	● ¹⁸	● ¹⁸	●	●
	Office Online – Create/edit rights for online versions of core Office apps	●	●	●	●	●	●	●	●
	Sway for Office 365 ⁵	●	●	●	●	●	●	●	●
	To-Do – Personal task management app		●	●		●	●	●	●
	PowerApps and Flow		●	●		● ¹¹	●	●	●
	Team collaboration & internal portals (SharePoint), Internal social networking (Yammer)		●	●		● ¹⁵	●	●	●
	Email - 50 GB email, contacts, shared calendars (Exchange)		●	●		2 GB ¹³	●	● ¹⁶	● ¹⁶
	Skype for Business, Microsoft Teams – Conferencing, meetings, IM/presence, chat-centered workspace		●	●		● ¹⁰	●	●	●
	Shift scheduling, content sharing, and workgroup messaging			●		●	●	●	●
	Microsoft Bookings			●				●	●
	Outlook Customer Manager, Invoicing, Business center, Listings, Connections & MileIQ			● ¹⁷					
	Microsoft Stream					● ¹²	●	●	●
Advanced Services	On-premises Active Directory synchronization for single sign on	●	●	●	●	●	●	●	●
	Mobile Device Management (MDM) for Office 365 ⁶	●	●	●	●	●	●	●	●
	Access to equivalent on-premise servers (Exchange, SharePoint, Skype for Business)						●	●	●
	Legal compliance & archiving needs for email – archiving, eDiscovery, mailbox hold							●	●
	Information protection – message encryption, rights management, data loss prevention							●	●
	Enterprise Voice w/Skype for Business (on-prem only) ⁷								●
	Office 365 Cloud App Security, Advanced Compliance, Advanced Threat Protection, Threat Intelligence								●
	Threat Intelligence								●
	Data analytics and visualization (Power BI Pro), personal productivity analytics (MyAnalytics)								●
	Phone System, Audio Conferencing								●

Microsoft 365

An integrated solution includes **Office 365, Enterprise Mobility + Security, and Windows 10 Enterprise** that empowers everyone to be creative and work together, securely.

Microsoft 365 Business

An integrated solution, bringing together the best-in-class productivity of Office 365 with advanced security and device management capabilities. Best for small and medium businesses.

Microsoft 365 Enterprise

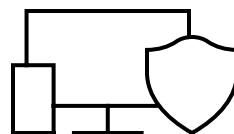
Delivers a complete, intelligent solution to empower employees to be creative and work together, securely. Designed for enterprise customers with more complex IT environments and compliance needs.



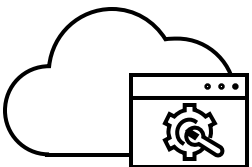
What is Microsoft 365 Business



Office 365



Advanced Security



Device management

Office Applications

Word, Excel, PowerPoint, Outlook, and more

Online Services

Exchange, OneDrive (1TB), Teams, and more

Advanced Services

Exchange Online Archiving



External Threat Protection

Office 365 Advanced Threat Protection
Multi-Factor Authentication
Enforce Windows Defender to be on
Enforce Bitlocker to be turned on

Internal data leak prevention

Data Loss Prevention
Azure Information Protection



Device management

Microsoft Intune
Windows 10 Credential guard
SSO > 10 apps

Deployment assistance

Windows AutoPilot
Auto-installation of Office apps
AAD Auto-enroll

Additional Benefits

Consistent security configuration across Windows 10, macOS, Android, and iOS devices

Upgrade from Windows 7 Pro or Windows 8.1 Pro to Windows 10 Pro at no additional cost

99.9% financially-backed uptime guarantee;

Detailed comparison of plans

	Features (new in blue)	Office 365 BP	Microsoft 365 Business	Microsoft 365 E3	Microsoft 365 E5
	Estimated retail price per user per month \$USD (with annual commitment)	\$12.50	\$20	\$32	\$57
	Maximum number of users	300	300	unlimited	unlimited
Office Apps	Install Office on up to 5 PCs/Macs + 5 tablets + 5 smartphones per user (Word, Excel, PowerPoint, OneNote, Access), Office Online	Business	Business	ProPlus	ProPlus
Email & Calendar	Outlook, Exchange Online	50GB	50GB	unlimited	unlimited
Chat-based Workspace, Meetings	Microsoft Teams, Skype For Business	●	●	●	●
File Storage	OneDrive for Business	1 TB	1 TB	unlimited	unlimited
Social, Video, Sites	Yammer, SharePoint Online, Planner	●	●	●	●
	Stream			●	●
Business Apps	Scheduling Apps – Booking, StaffHub	●	●	●	●
	Business Apps – Outlook Customer Manager, MileIQ ¹ Business center ² , Listings ² , Connections ² , Invoicing ²	●	●		
Threat Protection	Microsoft Advanced Threat Analytics, Device Guard, Credential Guard, App Locker, Enterprise Data Protection,			●	●
	Office 365 Advanced Threat Protection		●		●
	Windows Defender Advanced Threat Protection				●
	Office 365 Threat Intelligence				●
Identity & Access Management	Azure Active Directory - SSPR Cloud Identities, MFA, SSO >10 Apps		●	●	●
	Azure Active Directory - Conditional Access, SSPR Hybrid Identities, Cloud App Discovery, AAD Connect Health			●	●
	Credential Guard and Direct Access			●	●
	Azure Active Directory Plan 2				●
Device & App Management	Microsoft Intune , Windows AutoPilot		●	●	●
	Microsoft Desktop Optimization Package, VDA			●	●
Information Protection	Unlimited Exchange Archiving³ , Office 365 Data Loss Prevention* , Azure Information Protection Plan 1		●	●	●
	Azure Information Protection Plan 2, Microsoft Cloud App Security, O365 Cloud App Security				●
On-Prem CAL Rights	ECAL Suite (Exchange, SharePoint, Skype, Windows, SCCM, Win. Rights Management)			●	●
Compliance	Litigation Hold , eDiscovery , Compliance Manager , Data Subject Requests		●	●	●
	Advanced eDiscovery, Customer Lockbox, Advanced Data Governance				●
Analytics	Power BI Pro, MyAnalytics				●
Voice	Audio Conferencing, Phone System				●

[1] Available in US, UK, Canada; [2] Currently in public preview in US, UK, Canada; [3] Unlimited when auto-expanding turned on

*Data Loss Prevention Features will be available summer 2018

Microsoft 365 Features

FEATURES

- Data Loss Prevention (DLP)
- Office Message Encryption
- Azure Information Protection (AIP)
- Exchange Online Archiving
- Office 365 Advanced Threat Protection
- Azure Active Directory Premium
- Microsoft Intune

Data Loss Prevention (DLP)

What is it?

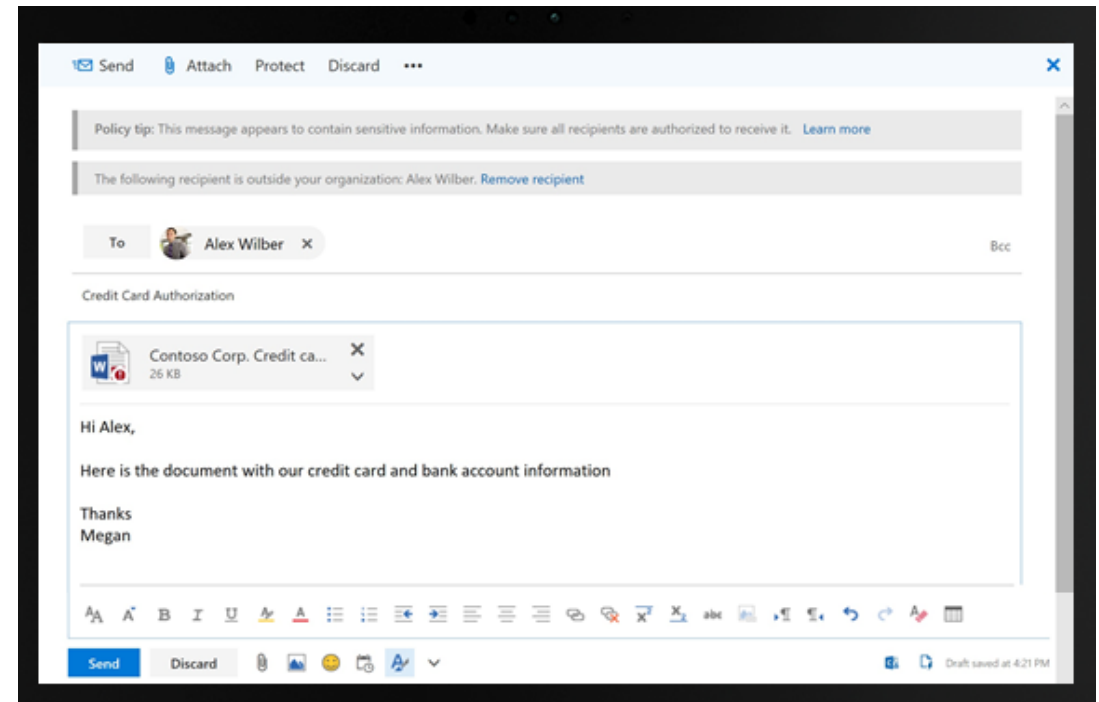
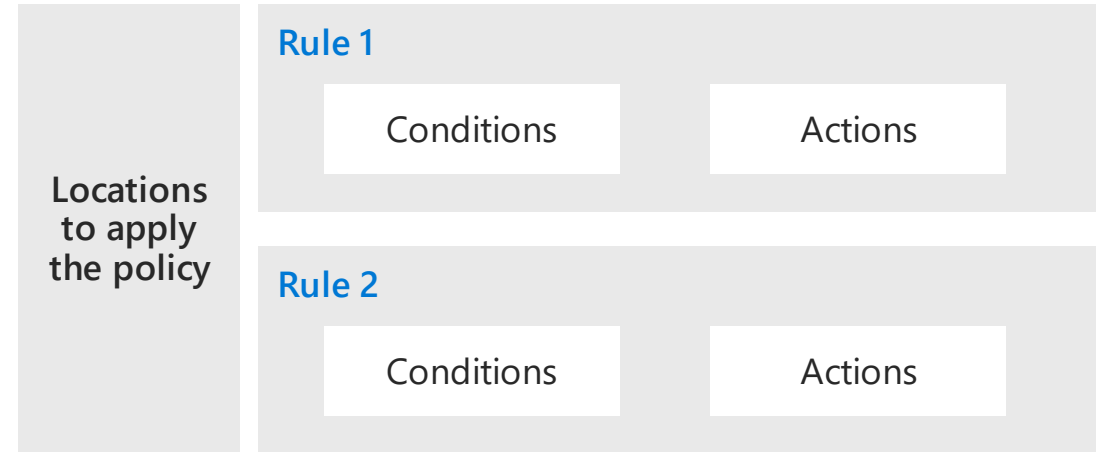
Data Loss Prevention (DLP) policy help you prevent sensitive information such as **credit card numbers, social security numbers, or health records** from inadvertently leaking outside your organization.

What you need to know

A DLP policy contains a few basic things:

- **Where** to protect the content – locations such as Exchange Online, SharePoint Online, and OneDrive for Business sites.
- **When and how** to protect the content by enforcing rules comprised of:
 - Conditions the content must match before the rule is enforced – for example, look only for content containing Social Security numbers that's been shared with people outside your organization.
 - Actions that you want the rule to take automatically when content matching the conditions is found – for example, block access to the document and send both the user and compliance officer an email notification.

Data loss prevention policy



Office Message Encryption

What is it?

Office Message Encryption helps protect information from leaking outside the organization through enabling email encryption

What you need to know

Two default Office Message Encryption options:

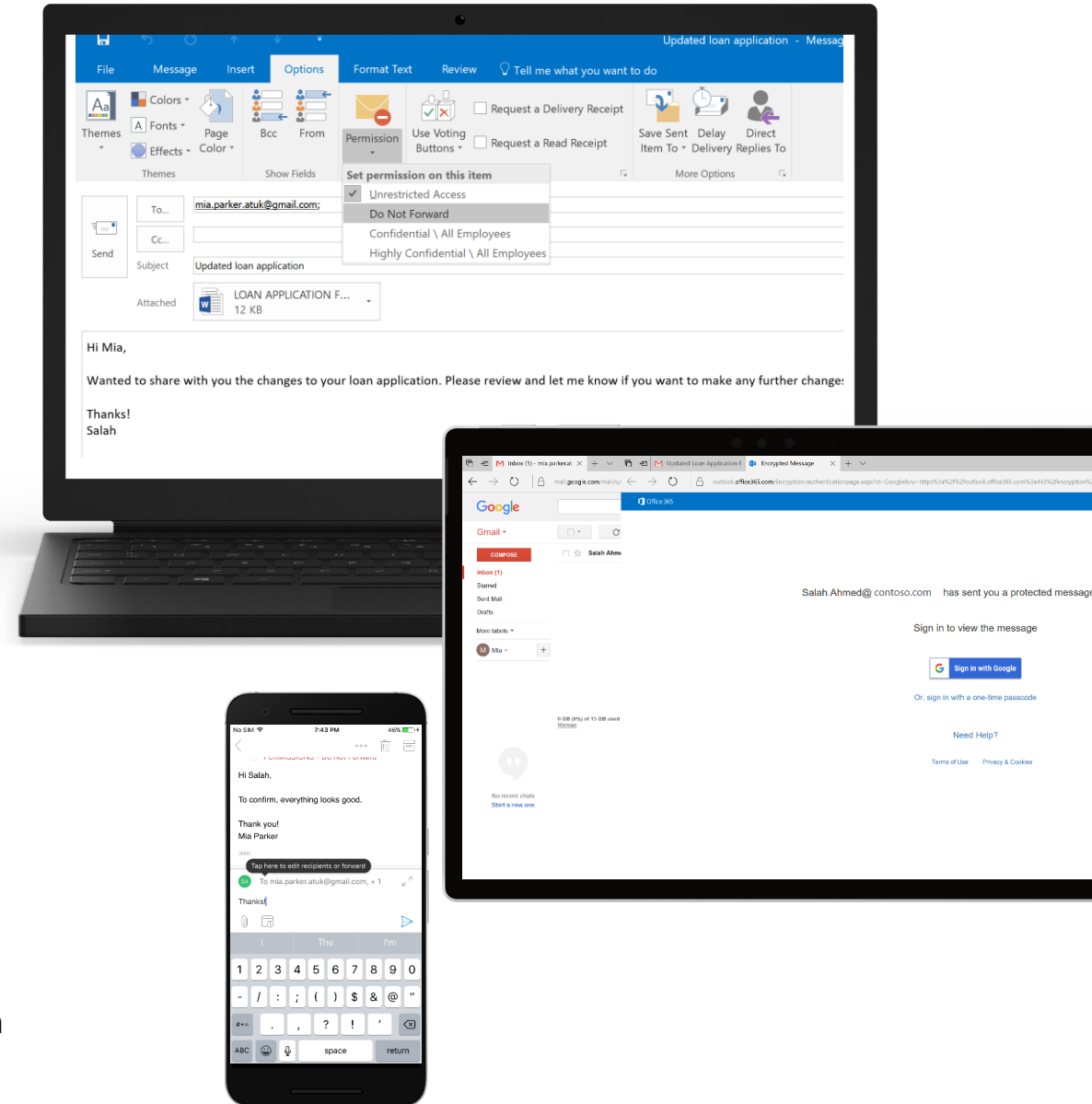
- Do Not Forward
- Encrypt

Microsoft 365 Business also includes AIP for additional labels:

- Confidential / All Employees
- Highly Confidential / All Employees

Recipient experience

- Office 365 recipients see restricted alert in reading pane and open email normally
- Gmail / Yahoo recipients see a link and must sign in to view
- Other recipients must request a one-time passcode to view the message in a web browser



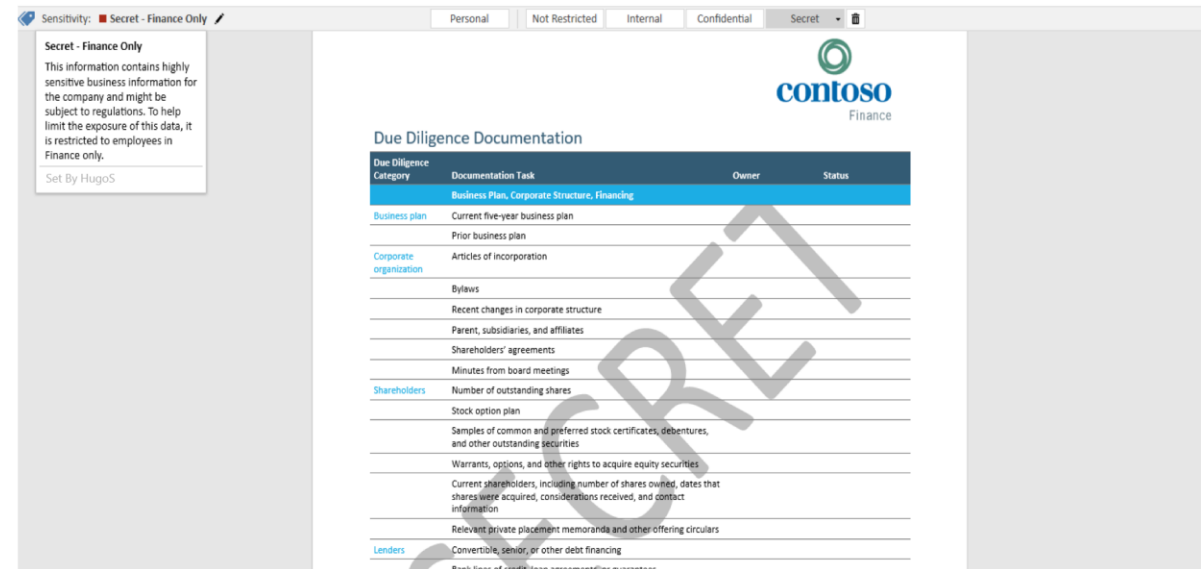
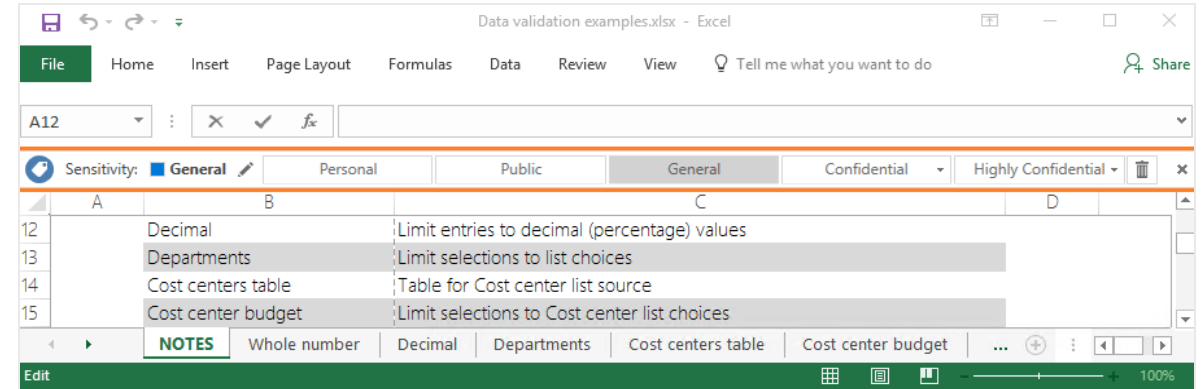
Azure Information Protection (AIP)

What is it?

Azure Information Protection (AIP) is a cloud-based solution that helps an organization to classify, label, and protect its documents and emails.

What you need to know

- AIP works by classifying data based on sensitivity. You configure policies to classify, label, and protect data based on its sensitivity.
- Classification and protection information follows the data—ensuring it remains protected regardless of where it's stored or who it's shared with.
- Define who can access data and what they can do with it—such as allowing to view and edit files, but not print or forward.
- AIP is turned on with a default set of labels in Microsoft 365 Business



Exchange Online Archiving

What is it?

Cloud-based archiving solution for compliance

Helps solve archiving and eDiscovery challenges

100GB Archives created automatically as users fill them up

What you need to know

Compliance features

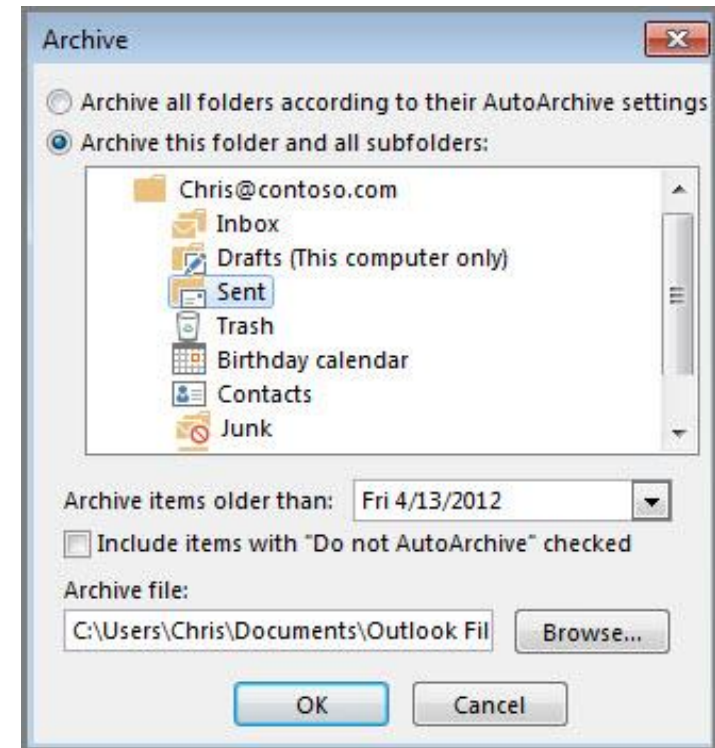
- Retention policies
- In-place hold and litigation hold
- In-place eDiscovery

Security features

- Encryption between on-premises servers and Exchange Online Archiving
- Encrypting between clients and Exchange Online Archiving

Auditing features

- Administrator and audit logging



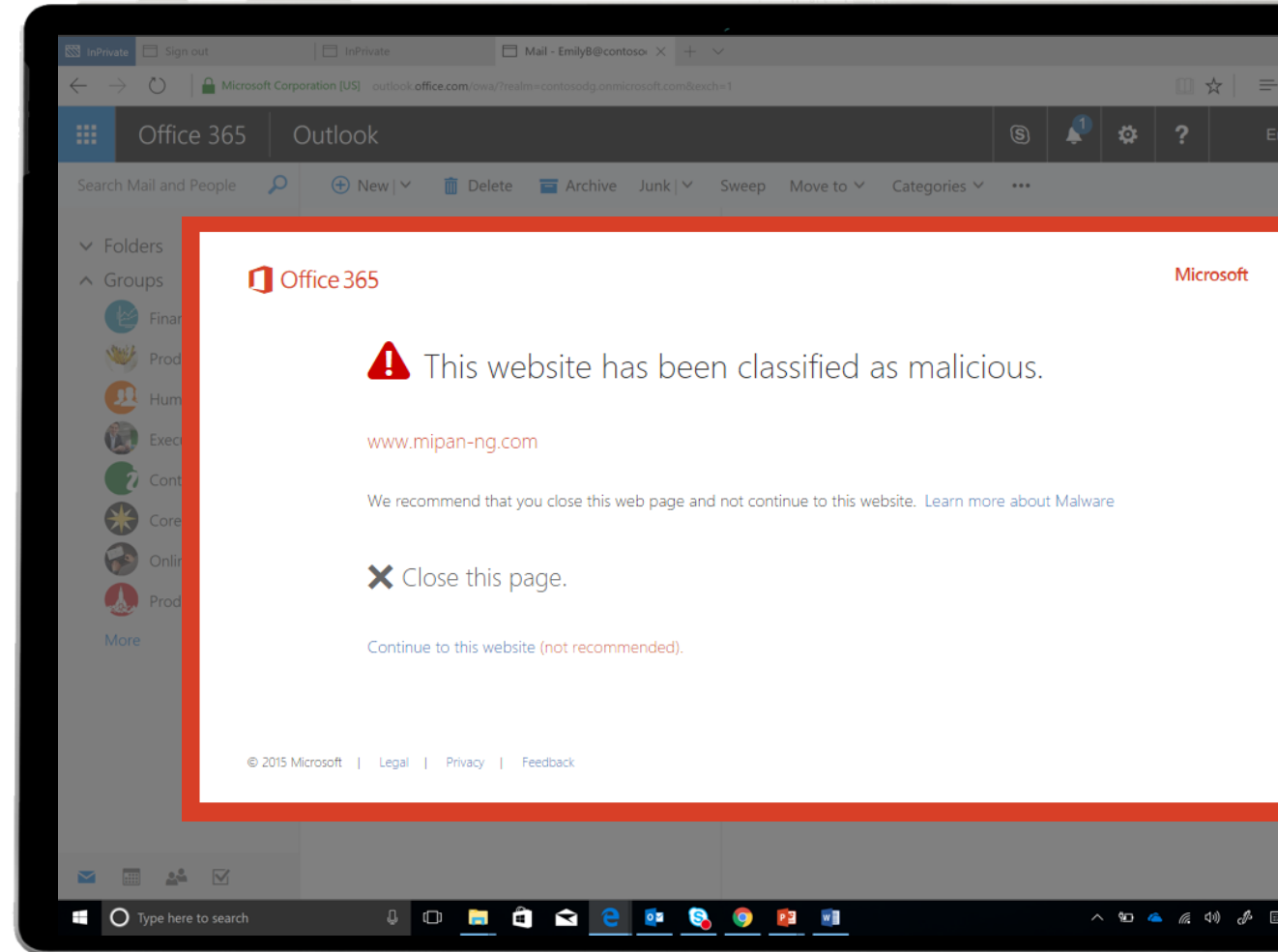
Advanced Threat Protection (ATP)

What is it?

Office 365 Advanced Threat Protection (ATP) helps to protect organizations from malicious attacks and malware

What you need to know

- Scanning email attachments with [ATP Safe Attachments](#)
- Scanning web addresses (URLs) in email messages and Office documents with [ATP Safe Links](#)
- Identifying and blocking malicious files in online libraries with [ATP for SharePoint, OneDrive, and Microsoft Teams](#)
- Checking email messages for unauthorized spoofing with [spooft intelligence](#)
- Detecting when someone attempts to impersonate users and an organization's custom domains with [ATP anti-phishing capabilities in Office 365](#)



Azure Active Directory Premium

What is it?

Azure Active Directory is an identity and access management cloud solution that combines core directory services, advanced identity governance, and application access management

What you need to know

- Single Sign On- Access multiple applications with one set of login credentials. Administrators can centralize user account management, and automatically add or remove user access to applications based on group membership.
- Self Service Password Reset- Azure authentication removes the need for manual helpdesk resets.
- Multi-Factor Authentication- helps safeguard access to data and applications while maintaining simplicity for users. It provides additional security by requiring a second form of authentication and delivers strong authentication via a range of easy to use authentication methods.



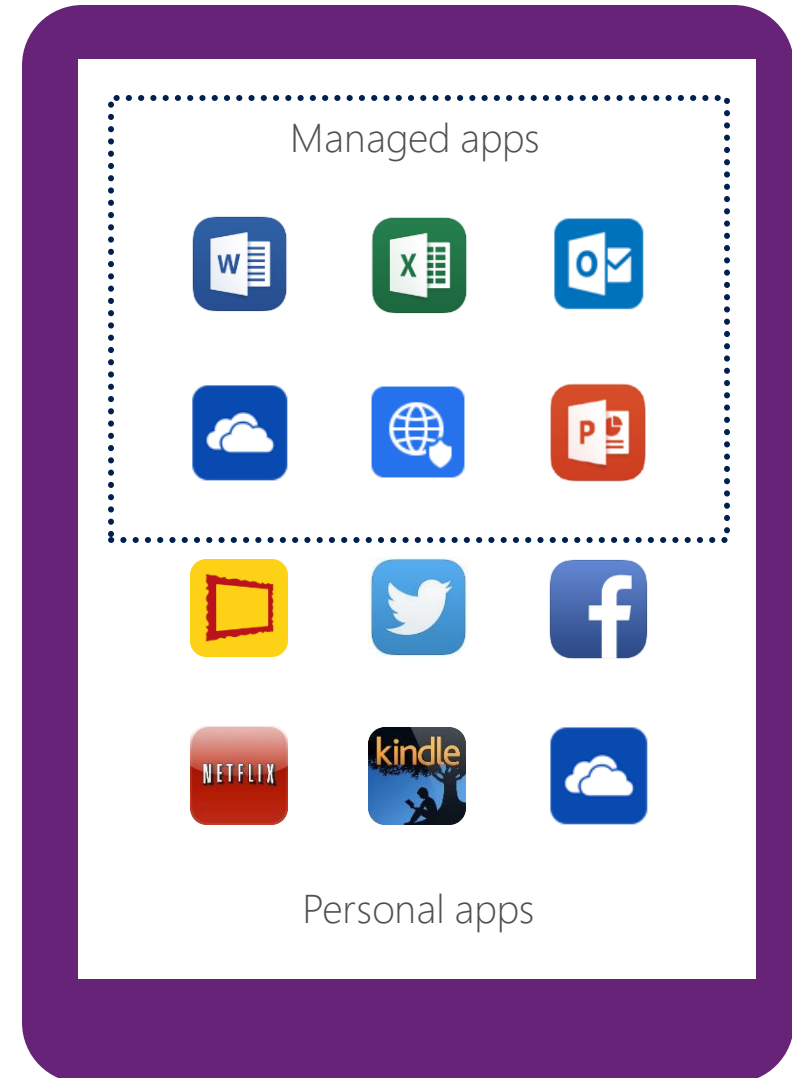
Microsoft Intune

What is it?

Intune is a cloud-based service in the enterprise mobility management (EMM) space that helps enable your workforce to be productive while keeping your corporate data protected..

What you need to know

- Intune will manage the mobile devices and PCs your workforce uses to access company data.
- Intune also manages mobile applications.
- Intune helps protect your company information by controlling the way your workforce accesses and shares it.
- Intune ensures devices and apps are compliant with company security requirements.
- Intune uses a selective wipe tool to quickly and safely remove corporate data from a non-secure device



Windows 10 Enterprise

Partner opportunity

Enterprise E3 in CSP makes it easier than ever before to sell Windows 10 Enterprise edition to SMBs and offers a huge sales opportunity for partners to reach new customers



Simplified sales motion

Per-user licensing model eliminates seat minimums and device counting
Easy add-on to your existing O365 and EMS business; no new partner sales motions required

Seamless cloud deployment

One-click configuration via MDM/GP; no labor-intensive deployments
Assignment and provisioning via AAD & CSP

SMB-friendly subscription model

Low barrier to entry with no up-front costs and low monthly payments
Reduced term commitments with flexible license re-assignment

Windows 10 Enterprise Edition
Current Branch (CB) or
Current Branch for Business (CBB)

No LTSB or downgrade rights

1 seat minimum, 1 year co-terminus

\$7 per user, per month (list price)

No seat limit. 5 devices per user

Rollback to Pro functionality when
subscription lapses (90-day grace)



Streamline deployment and updates

With modern tools powered by the cloud

Windows as a service

Help ensure users and devices are safe and productive with the latest feature and quality updates

In-place upgrades

Automatically preserve apps, settings, and data

Windows Update for Business

Update devices directly from the cloud to minimize your IT effort

Express updates

Streamline downloads and reduce the load on your network

Delivery optimization

Enable peer-to-peer transfer of updates



Windows Autopilot

Windows Autopilot

Get new devices up and running fast, without reimaging, all powered by the cloud

Automatically configure settings, security policies and install apps like Office 365

Windows Subscription Activation

Easily step up from Windows 10 Pro to Windows 10 Enterprise, without rebooting

Enrollment status page

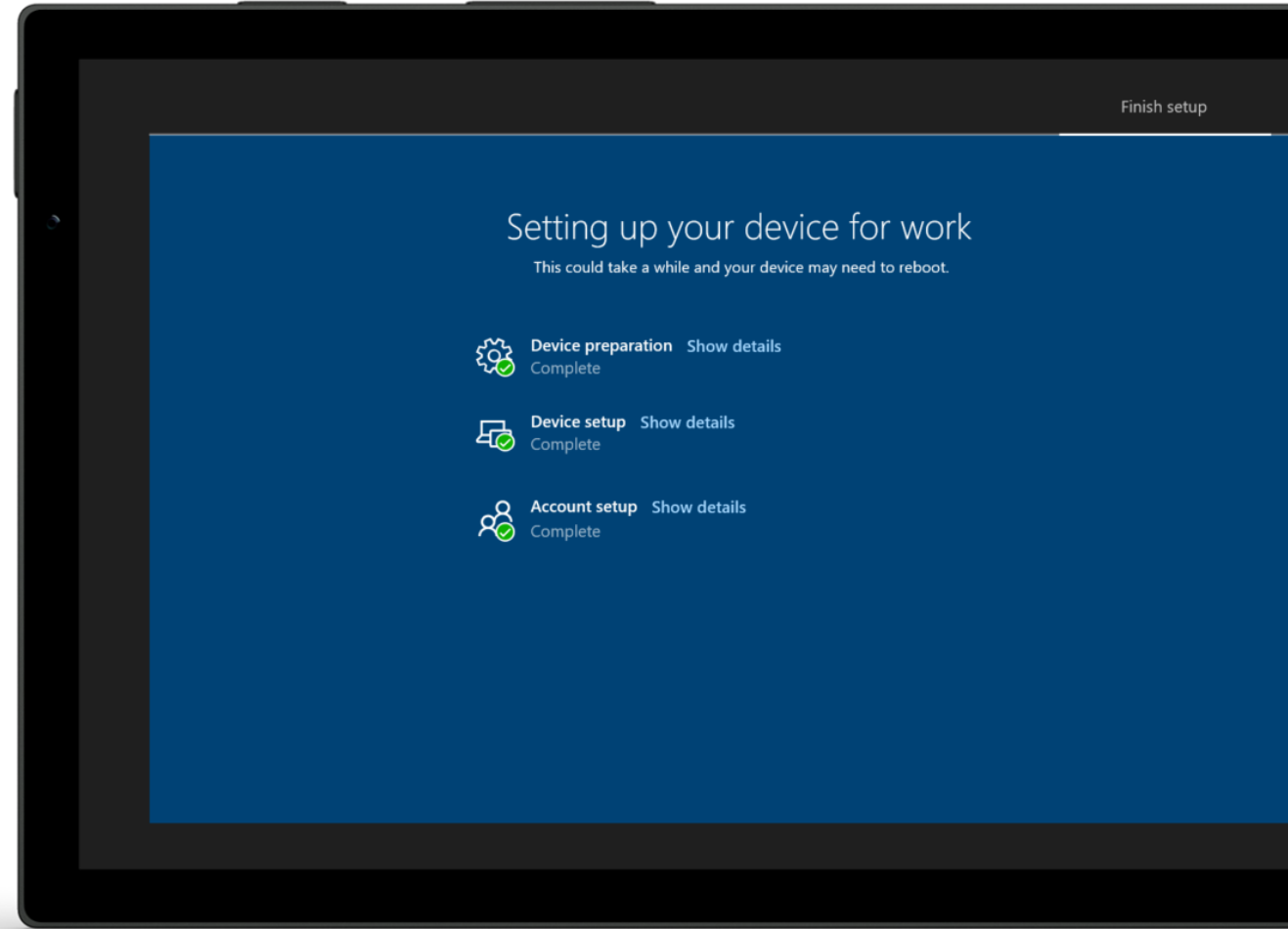
Ensure policies, apps and settings are complete prior to the end user gaining access to the desktop

Confirm minimum baseline requirements

Prevent data loss during device set up

Deliver a compliant secure device

Personalize the out of box experience



CSP vs. Software Assurance

Customers that need Software Assurance (SA) benefits, volume discounting, or want to manage their own Windows VL licenses, should continue to choose Software Assurance

	Windows 10 Enterprise E3/E5 in CSP	Software Assurance in Open	Software Assurance in Open Value (OV)	Software Assurance in Open Value Subscription (OVS)	Per User Software Assurance in MPSA
Pricing	E3: \$7 per user/month E5: \$14 per user/month	\$317 (2 years)	\$276 (3 years)	\$219 (3 years)	\$252 (3 years)
License Type	Per User	Per Device	Per Device	Per Device	Per User
Devices Per Seat	5	1	1	1	5
Commitment	1 Year	2 Years	3 Years	3 Years	3 Years
Billing Cycles	Monthly	Annual	Annual	Annual	Annual
Renewals	N/A	\$130 (2 years)	\$186 (3 years)	\$73 (1 year)	\$84 (1 year)
Seat Minimum	1	5	5	5	250
Seat Maximum	None	None	None	None	None
Qualifying OS	Windows 7/8.1/10 Pro	Any Pro Version	Any Pro Version	Any Pro Version	Any Pro Version
Partner Managed Seat Assignment	Yes	No	No	No	No
License Activation	Azure AAD	MAK	MAK	MAK	MAK/KMS
Volume Discounts	No	Limited	Limited	Limited	Yes (Level A, B, C, D)
SA Benefits: LTSB Rights	No	Yes	Yes	Yes	Yes
SA Benefits: Downgrade Rights	No	Yes	Yes	Yes	Yes
SA Benefits: MDOP	No	Yes	Yes	Yes	Yes
SA Benefits: MSFT Support and Training	No	Yes	Yes	Yes	Yes
SA Benefits: VDI Rights	No	Yes	Yes	Yes	Yes

All Prices are LRP (Level A/No Level)

Support for Windows 7 is ending.....

All good things must come to an end, even Windows 7. After January 14, 2020, Microsoft will no longer provide security updates or support for PCs running Windows 7. But you can keep the good times rolling by moving to Windows 10.



Choosing the Right Plan

Why Microsoft 365 Business?

Partners have traditionally sold **Office 365 E3** to SMB customers, but now **Microsoft 365 Business** offers a more complete security solution

Security features available in Office 365 E3 and Microsoft 365 Business

1. Data Loss Prevention

Does content analysis to easily identify, monitor, and protect sensitive information (eg SSN) from leaving org

2. Exchange Online Archiving

100GB Archiving & preservation policies such as eDiscovery to remain compliant

3. Office Message Encryption

Encrypt email messages, including adding do not forward and encryption properties

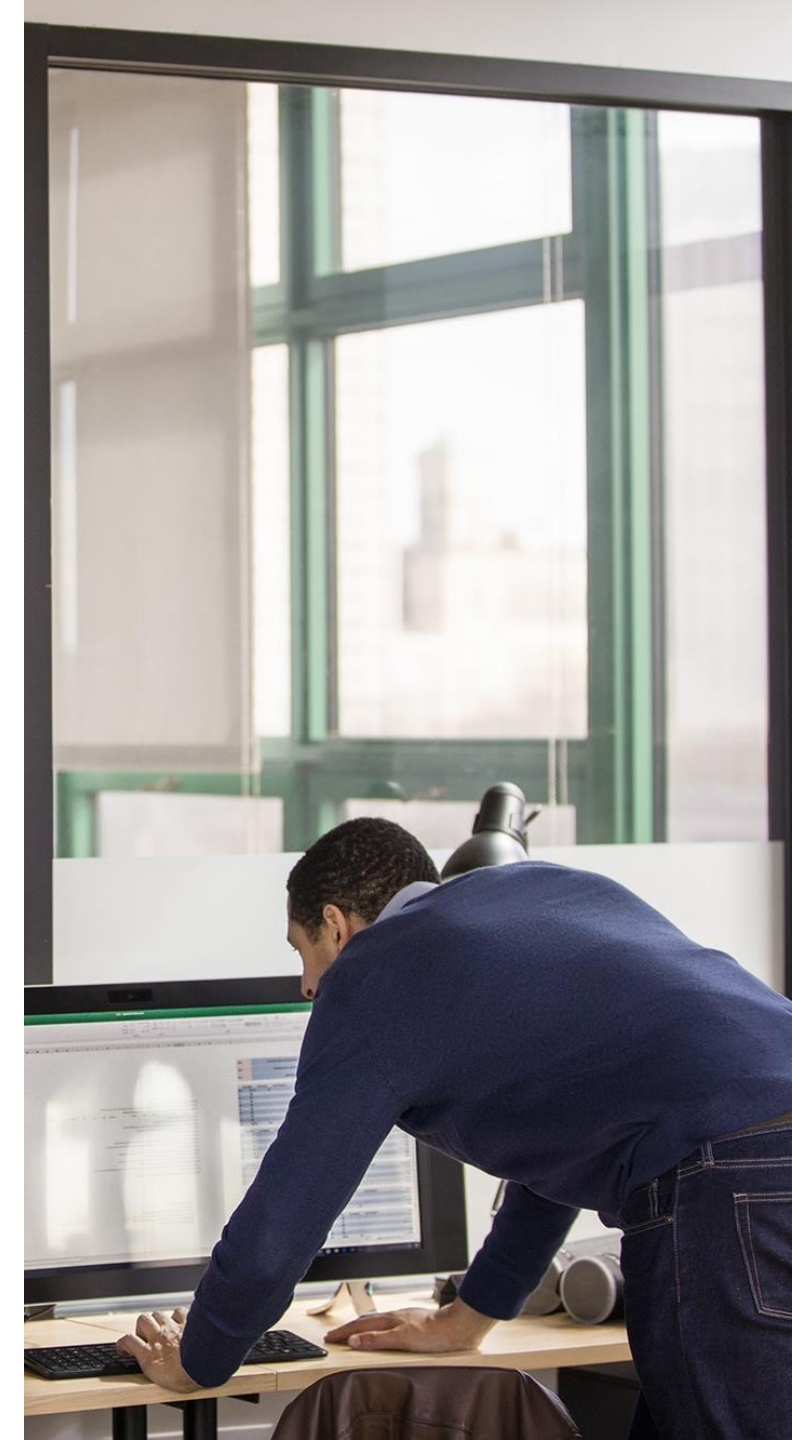
Additional security only available in Microsoft 365 Business

1. Office 365 Advanced Threat Protection

Attachment scanning & ML detection to catch suspicious attachments +link Scanning/Checking to prevent users from clicking suspicious links

2. Azure Information Protection

Controls & Manages how sensitive content is accessed by providing classification labels on documents and email



	SMB customer scenario	Move to...	Pitch value
1	Office 365 Business Premium Office 365 Business Office 365 Business Essentials	Microsoft 365 Business	Focus on advanced security and device management capabilities in Microsoft 365 Business
2	EM+S E3 customer Other security vendors	Microsoft 365 Business	Pitch customers on ability to consolidate into one, integrated solution @ \$20 price point. If the customer needs conditional access, consider attaching AAD P1
3	Exchange Online Plan 1	Office 365 Business Premium then Microsoft 365 Business	Pitch modern way to experience Office client and opportunity to transform Teamwork and Security scenarios within the organization
4	Office perpetual (eg Office 2010) Windows 7	Office 365 Business Premium then Microsoft 365 Business	Pitch opportunity to modernize their business using end of support for Office 2010 and Windows 7 as key moment. Attach move to Office 365 with new Windows 10 Pro device

Customer targeting guidance for small to midsize businesses

Microsoft 365 Business is ideal for SMBs **under 300** users

Customers who value

- Best in class Productivity & Collaboration Tools
- Being on latest, up to date software
- Protection from cyber threats like phishing, spam, unseen Malware
- Easy device setup & management
- Protection of company data across personal & company owned devices
- Convenience of a single subscription that provides productivity + business apps + security

Customers who need

- Productivity & Collaboration across devices (Win, Mac, iOS, Android)
- Compliance features (Eg. SMBs in regulated industries like Healthcare, Insurance etc)
- Data Protection of sensitive information (Eg. Customer Credit Card Numbers etc)
- Need to control & manage access to Business information
- Preservation and backup
- Device Management

Customers who have

Compelling events

- Windows Server replacement
- Small Business Server replacement
- Windows 7 EOS
- Hardware/ Software refresh
- Offices in Multiple locations
- Experienced Data breach or Cyber attacks(Ransomware)
- To comply with regulation
- To comply with litigation requirements

How do I choose the right plan for my SMB customer?

Microsoft 365 Business | Up to 300 Users

Office 365 Business Premium

+ Device Management & Security features

- Built in security capabilities to help guard against external threats like phishing attacks, unsafe attachments and malicious links
- Data protection across devices and apps to prevent sensitive information from intentionally or unintentionally leaking outside your business
- Easy Management of Windows 10 Pro PCs, so everyone in your business gets benefit of having the latest security updates and feature innovations

Office 365 Business Premium

Best-in-class productivity and collaboration tools
Specialized Tools to help growing businesses

Microsoft 365 Enterprise | Unlimited Users

Office 365 Enterprise

+ Advanced Device & Threat Management

- Intelligent security capabilities to protect, defend and react against external threats through identity & access management, advanced threat management and shadow IT tracking
- Automatic Classification & Labeling
- Advanced Data Governance and Compliance Tools
- Analytics and Dashboards
- Windows Enterprise management features: Device Guard, Credential Guard, App Locker, Enterprise Data Protection

Office 365 Enterprise E3/E5

Shared Computer Activation
Advanced Compliance Tools
Enterprise Voice & PSTN conferencing

Additional add-on services (e.g. Project, Visio, Dynamics 365, Office 365 premium add-ons, EMS, etc.)

Microsoft 365 Business | Simplifying SMB technology investment

Archiving	~\$6.50
Device Management	~\$6.50
Cloud identity management	~\$3
Chat-based teamwork	\$8
Email Filtering	\$30
Device Anti Virus	~\$12.50
Online Meetings	~\$29
File Storage	~\$12.50
Productivity Software	\$10

Office 365 Business Premium	\$12.50
Windows 10 Business	
Intune	\$6
Office 365 Advanced Threat Protection	\$2
Azure Information Protection P1	\$2
Data Loss Prevention (incl. in Azure IP)	\$2
Exchange Online Archiving	\$3
AAD Features	\$6

Microsoft 365 Business

A single, integrated solution with support for hybrid identity

\$20

3rd party solutions >\$100

Microsoft Unbundled = \$33.50



Action Playbook

Microsoft 365 Business customer targeting best practice



1 Target Medium SMB's

- Focus on **25-300 seat** SMB customers
- Most success in **financial services, legal, consulting, healthcare and manufacturing**

2 Chose a profile

- **Office 365 Business Premium** customers are ripe to move
- SMB customers considering **Office 365 E3** should move to Microsoft 365 Business
- SMB customers currently using **EM+S** and/ or **competitive security solutions** can converge their technology investment into one solution
- Customers on legacy **Office** and **Windows** should have a roadmap to get to Microsoft 365 Business

3 Use market moments

- **Security** is top of mind for many SMB's and is becoming a business issue vs technology issue
- **GDPR** and similar regulation across the world is forcing SMB customers to think carefully about compliance
- **End of Support** for Office 2010 and Windows 7 is a large moment for SMB with 50% of customers using one of these technologies

100 %

Revenue
growth

45 %

Margin
growth

50 %

Average customer
size growth



WESAFE + Microsoft 365

*"We could never have attracted the larger customers we're seeing now without **Microsoft 365 Business** and our IP and services."*

Per Liljenberg,
Founder, WeSafe IT



Sales plan playbook for **Modern Workplace in SMB**

1

Create an offer

Launchpad

2

Use sales plays

Why Cloud
Teamwork
Security

3

Show value

SMB security assessments
Guided product tour

4

Drive deployment

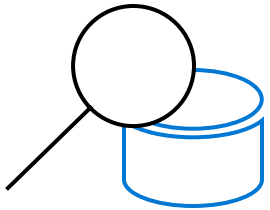
Deployment guide

Simplicity

Value

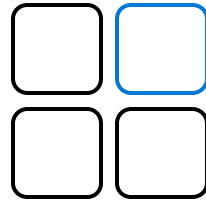
1 Create an offer | Launchpad overview

If you serve SMB customers and don't have a dedicated marketing team, Launchpad can help you attract customers, build offers, and drive sales.



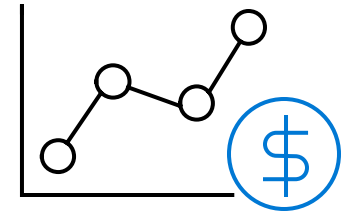
1. Discover

practice-based
solutions



2. Plan

with the
opportunity builder



3. Sell

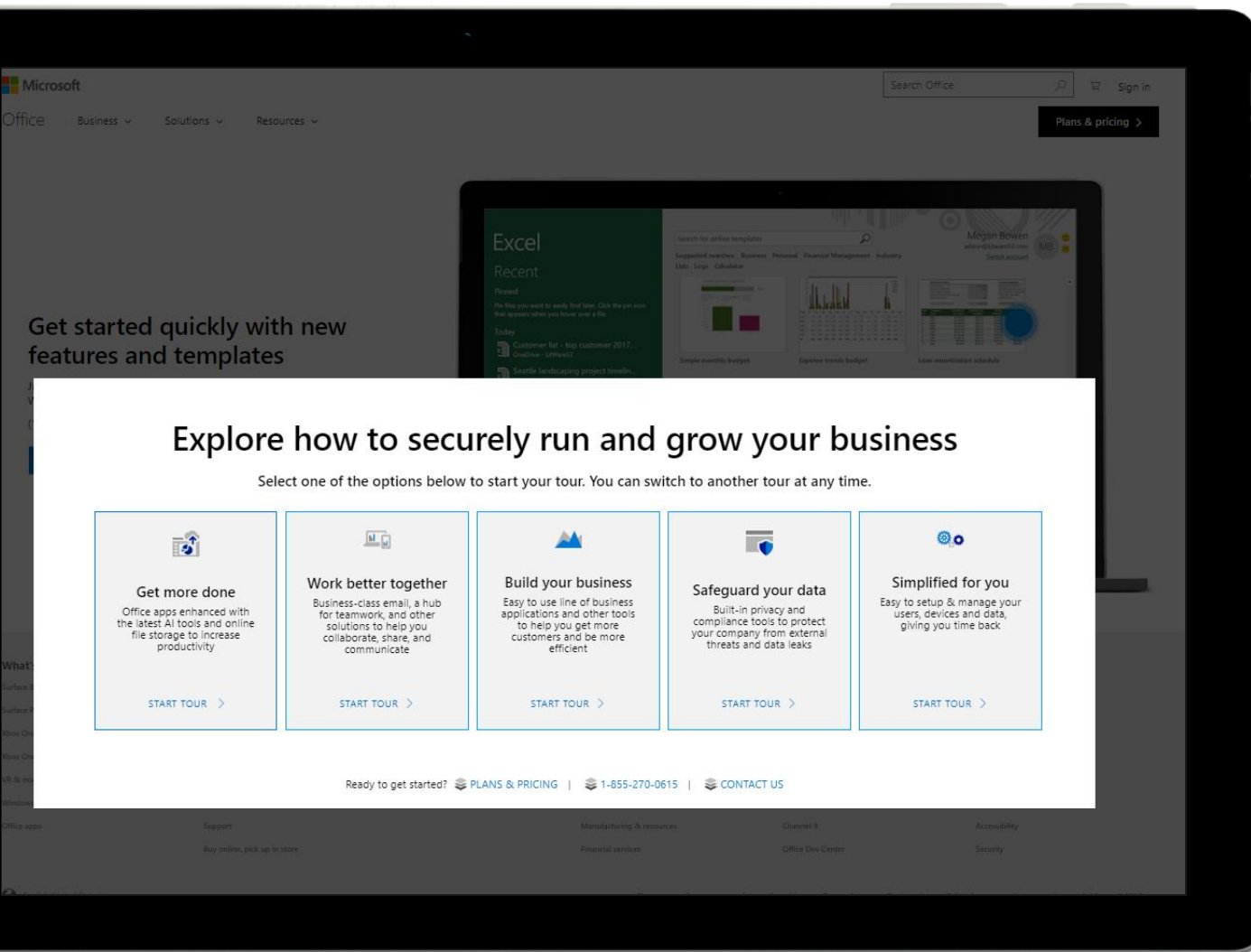
with curated
resources

2 Sales plays | SMB Sales Journey





Show value | Guided product tour



Protect against threats Secure business data Secure your devices

Guard against unknown threats with Advanced Threat Protection

Get extended protection against unknown threats from spam, malware, viruses, phishing attempts, and malicious links through a set of security features called Advanced Threat Protection.

(1 of 4)

NEXT >



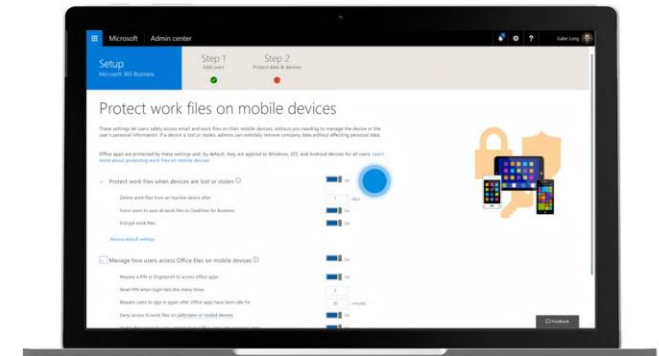
Protect against threats Secure business data Secure your devices

Protect work files when devices are lost or stolen

Through simple toggle options, these settings help protect your company data if a user's mobile device is lost or stolen.

(1 of 3)

NEXT >



3 Show value | SMB Security Assessment

A simple assessment to identify gaps in a current SMB's security strategy and help you generate leads for your security practice

Welcome to the Microsoft Security Assessment for your business.

No matter the size or industry, businesses can no longer afford to take cybersecurity for granted. This quick assessment will evaluate how well your business is protected from cybersecurity risks. You will also receive personalized recommendations to improve the security of your business. Take the assessment now.

Get started

01

How secure are your users and accounts?

03

How safe is your data?

02

How protected are you from threats?

04

How effectively are you managing security?

Available @ aka.ms/smbsecurity



4 Drive deployment | Microsoft 365 Business deployment

A guide to help you
through end-to-end
deployment of
Microsoft 365 Business
across different
environments

Available @ aka.ms/m365bpartners



Microsoft 365 Business Secure Deployment Toolkit

Delivery Guide v0.1

<http://aka.ms/bsecure>

Start selling Microsoft 365 Business

- Prepare to sell Microsoft 365 Business becoming familiar with the [product value proposition](#)
- Extend your managed services offerings, focusing on [security](#) with Microsoft 365 Business
- Build and price your security based offer in [Launchpad](#)
- Deploy Microsoft 365 Business referencing the [Microsoft 365 Business deployment guide](#)



”

Before Microsoft 365 Business we wouldn't have had any additional sales from our Office 365 customers as there was no upsell path for them

– *Lenny Vercruysse, CEO, Be-CLOUD*

Promotions & Incentives

Capture new customers

15% off 1st year subscription –
Office 365 Business Premium (new O365 customers only)
Microsoft 365 Business (new or current O365 customers)



Microsoft is helping CSP partners with a **new** offer for eligible US customers of **15% off** the first year of Office 365 Business Premium or Microsoft 365 Business subscriptions.

- Offer runs from December 1 through May 31, 2019
- Office 365 Business Premium (new O365 customers only)
- Microsoft 365 Business (new or existing O365 customers)
- Offer is US only and CSP only
- Full offer details @ aka.ms/CSPOffer

We are excited to have this offer in market today and ready to assist your organization to drive this offer to your prospects and customers!! This is an incredible opportunity for you to win new cloud customers, plus increase your service revenue!

From Main Page or CCP: Select Cloud Services-> Business Applications-> Microsoft- Microsoft 365-> Microsoft 365 Business

In Reseller Control Panel, Click Marketplace, and Use Search Tool for Microsoft 365 Business

The screenshot shows the 'Microsoft 365 Business' selection page in the Cloud Marketplace. The page has a blue header with navigation links: CLOUD SERVICES, SUPPORT, COMPANY, and CONTROL PANEL. A search bar is present with the text 'Search for services'. Below the header, the title 'Microsoft 365 Business' is displayed next to the Microsoft logo. The main content area shows a 'Subscription Period: 1 Year with Monthly Billing' and a table of service plans. The table has two rows: 'Microsoft 365 Business' and 'Microsoft 365 Business New-To-Cloud'. Both rows show a price of '\$18.18 / User' and '\$14.28 / User' respectively, with a quantity selector set to 0. A 'Continue' button is at the bottom right.

Service Plan	Price	Quantity
Microsoft 365 Business	\$18.18 / User	0
Microsoft 365 Business New-To-Cloud	\$14.28 / User	0

The screenshot shows the 'Marketplace' search results page in the Reseller Control Panel. The page has a blue header with navigation links: Home, Marketplace, Users, Sales Channels, Customers, and Account. A search bar is present with the text 'Microsoft 365 Business'. Below the header, the title 'Marketplace' is displayed. The main content area shows a list of service plans under the heading 'Service Plans'. The list includes: 'Microsoft 365 Business Trial', 'Microsoft 365 Business (Monthly Pre-Paid)', 'Microsoft 365 Business (Charity) (Annual Pre-Paid)', 'Microsoft 365 Business (Annual Pre-Paid)', 'Microsoft 365 Business (Charity) (Monthly Pre-Paid)', 'Microsoft 365 Business New-To-Cloud (Monthly Pre-Paid)', and 'Microsoft 365 Business New-To-Cloud (Annual Pre-Paid)'. A 'Proceed to Checkout' button is visible in the top right corner.

CSP Indirect Reseller Incentive

Effective
July 1, 2018
through
June 30, 2019

1 Purpose

Reward and support CSP Partners for driving the activation and enablement of customers with Microsoft-based Online Services.

2 Eligibility

- Active MPN membership
- Attain a defined MPN competency at Gold or Silver level
- Onboard to incentives tool
- Valid Cloud Reseller Agreement

3 Purpose

- Rebate payment cadence updated to monthly frequency
- New global accelerators available
- Core rates will adjust for H2

4 Incentive rates

Global Rates	Pays on	FY19 H1	FY19 H2
Core – O365	billed revenue	8%	6%
Core – All other CSP products*	billed revenue	8%	8%
Azure Reserved VM Instances (RIs)	consumption	10%	10%
Software in CSP – Subscription/Perpetual**	billed revenue	Core – 1.25%/.75% Strategic – 6%/2%	Core – 1.25%/.75% Strategic – 6%/2%

Global Accelerators (incremental earning opportunity)	Pays on	FY19
CSP Customer Adds (new for FY19)*	billed revenue	2%
Global PSTN Calling and Conferencing	billed revenue	20%
Global Strategic Product Accelerator (M365, D365)	billed revenue	2%

Local Accelerators (incremental earning opportunity)	Pays on	FY19
Azure Customer Adds (new for FY19)* (20% in FY19 H2)	billed revenue	10%
M365B Customer Adds (new for FY19)* (12% on all revenue in H2)	billed revenue	10%
D365 Customer Adds (new for FY19)*	billed revenue	15%
Office 365 E3 & E5 GCC	Billed revenue	10%

* CSP Customer Adds

A new customer is defined as a Microsoft CSP tenant ID with no invoiced revenue applied in the previous 12-month period. Indirect Resellers will earn this incremental accelerator on the revenue associated to the first invoice generated on the new CSP tenant. This accelerator amount will then be paid for the first 12 months of the subscription provided the subscription remains active. For seat-based sales, any new CSP customer adds between 50 and 999 seats are eligible for the global accelerator and 1 – 999 for local accelerator (based on size of initial order not customer size). When the new CSP customer add is based on an Azure sale, any initial sale of \$4,000 or greater will be ineligible for this accelerator.

FY19 Partner Requirements for CSP Incentives

Effective
July 1, 2018
through
June 30, 2019

1. Competency

- To be eligible for incentives, CSP Resellers must attain one of 10 MPN competencies at the Silver or Gold level
- Review specific requirements to attain Silver or Gold level MPN Competency here:
<https://partner.microsoft.com/enUS/membership/competencies>

2. Active selling

- Partners must be transacting in order to be invited to onboard to the incentives system

3. PIExp On boarding

- Partner must be onboarded to PIExp to earn and be paid incentives. Send email to OCINA@microsoft.com to be invited to join.

Competency	Level
Windows and Devices	Silver or Gold
Enterprise Mobility Management	Silver or Gold
Cloud Customer Relationship Management	Silver or Gold
Cloud Productivity	Silver or Gold
Data Analytics	Silver or Gold
Cloud Platform	Silver or Gold
Small and Midmarket Cloud Solutions	Silver or Gold
Data Platform	Silver or Gold
Cloud Business Applications	Silver or Gold
ISV	Silver or Gold

Resources

- Partner Incentives Portfolio: <https://partner.microsoft.com/en-us/membership/partner-incentives>
- Learn more about CSP: <https://partner.microsoft.com/en-us/cloud-solution-provider>

Stay Connected – Support and Resources

1 Visit the Yammer page

Information, updates, and announcements throughout FY19 at aka.ms/partner.investments

2 Program Resources

Partner Incentives Programs aka.ms/partner.incentives

Partner Offers aka.ms/partner.investments

3 Support Resources

Cloud Incentives Programs – OCINA@microsoft.com

PIE Programs Team – pieprograms@microsoft.com

4 Connect with your U.S. Partner Investments Team

Join Cloud Incentive Office Hours every 4th Thursday at noon PST at aka.ms/partner.investments

Join Partner Offer Office Hours every Wednesday at 11 a.m. PST at aka.ms/partner.investments

skykick

Office 365



MIGRATION

Start right: Smooth migrations unlock customers and increase profitability

2X+ Risk Reduction

2X+ Number of Projects

2X+ Profitability

CLOUD BACKUP

Extend the relationship: The ideal second service for Office 365

Increase recurring revenue & margins

Differentiate Offering

Protect Customers



IN-CRASH
skykick

Advice and support to keep you productive

FREE 24/5 Phone & Email

Sales Planning Support

Technical & Strategy Support

Increase your Office 365 cloud practice profitability by 4-5X per seat.
Each Office 365 Seat generates \$40 Net Profit vs. \$8 with Office 365 CSP alone.

Topline & Subscribers

Recurring Revenue up 50%+
Subscribers Up 30-40%

Margins & Retention

O365 Gross Margin Up 2X+
O365 Churn Down 50-70%

Acquisition & Service Costs

Free Migration License - \$0
Automation Reduces Costs 60%

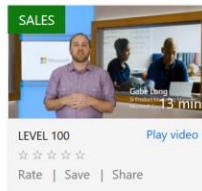
Additional Resources

Microsoft 365 Business Sales and Technical Training

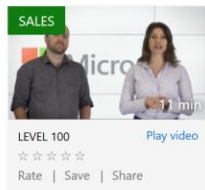
Sales Readiness



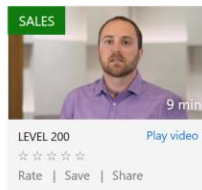
Introduction and Opportunity
This is an introductory video into the Microsoft 365 suite of offerings for SMB customers, including Microsoft 365 Business and Office 365. Learn about trends in the market and how Microsoft products can help you acquire more SMB customers.
[Powerpoint](#)



How to Pitch
Go one level deeper from the introduction into how to land the right pitch with your SMB customers
[Powerpoint](#)



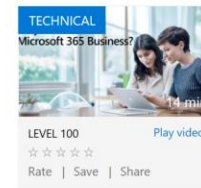
Overcoming objections
When you pitch, you may come across objections from customers. Come and learn how to overcome the most common objections from SMB customers as it pertains to our Microsoft 365 suite of products
[Powerpoint](#)



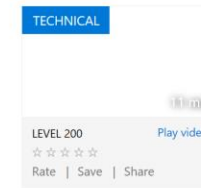
Licensing for SMB
To finish out and close the deal, come and understand the details on licensing and pricing for our Microsoft 365 SMB offerings
[Powerpoint](#)

Five 15 min readiness videos to understand the basics of the product and how to Go To Market

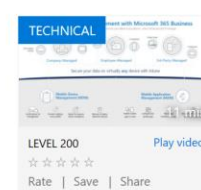
Technical Readiness



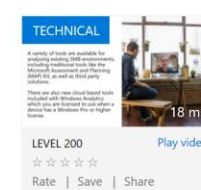
Partner technical overview
Come and learn about the fundamentals of the Microsoft 365 Business solution
[Powerpoint](#)



Advanced Windows 10 management
Come learn about advanced Windows 10 management capabilities in Microsoft 365 Business
[Powerpoint](#)



Andriod and IOS device management
Come learn how to set up effective management of Android and IOS devices with Microsoft 365 Business
[Powerpoint](#)



Assessing current environments
To start the customers journey, it's critical to assess their current environment. Come and learn things to look out for with Microsoft 365 Business
[Powerpoint](#)

Eleven 15 min technical videos to understand the fundamentals of scoping and implementing a Microsoft 365 Business deployment

Ingram Microsoft Microsite

Features include:

- What's New:
 - Product Releases
- Training & Enablement:
 - Webinars
 - Registrations
 - Events
 - Cloud Summit
 - Microsoft Inspire
 - On Demand
 - Recordings & Deck Downloads
- Azure Expert Zone:
 - Promotions
 - Programs
 - Workshops



Ingram Micro Microsoft Microsite

<https://www.ingrammicrocloud.com/lp/microsoft>

Agenda – Microsoft Office 365 & Azure - Ingram Micro CSP 101

How to purchase Office 365

- How is it transacted?
- Why CSP? (versus Advisor or Open)

CSP and the Ingram Micro Cloud Marketplace

- How to activate your Marketplace account
- Marketplace support options
- How to place an O365 CSP order and set up new Azure tenant
- Knowledge Base
- NEW – Marketplace within the Control Panel

Wrap Up

- White Glove Service
- Ingram Micro CSP Offers & Promotions (Microsite)
- Resources & Contact Information

Microsoft Office 365 & Ingram Micro CSP 102

Please join us for our next 102 webinar where we will review the following:

- Partner journey
- How to win more opportunities
- How to upsell opportunities
- Learn what bundles to build
- CSP Marketplace & control panels review
- Other Ingram Micro exclusive offerings



CLOUD SUMMIT

X

MAR 11-13
2019
SAN DIEGO, CA



SIX REASONS TO ATTEND

- GAIN ACTIONABLE TACTICS FROM HANDS-ON LABS
- RUB SHOULDERS WITH INDUSTRY EXPERTS AND TOP EXECUTIVES
- EXPERIENCE THE LATEST CLOUD SOLUTIONS AT THE TECH FAIR
- HEAR WORLD-CLASS KEYNOTE SPEAKERS TALK ABOUT CLOUD
- GET UP TO SPEED ON TECHNOLOGIES LIKE AI, IOT AND MORE
- DISCOVER HOW CLOUDBLUE ACCELERATES XAAS MONETIZATION

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When you register by February 28th
Promo Code: CS19MSFT4U

IMC Marketplace Portfolio

Business Applications



Infrastructure



Cloud Enablement Services



Backup + Disaster Recovery



Digital Marketing



Communication + Collaboration

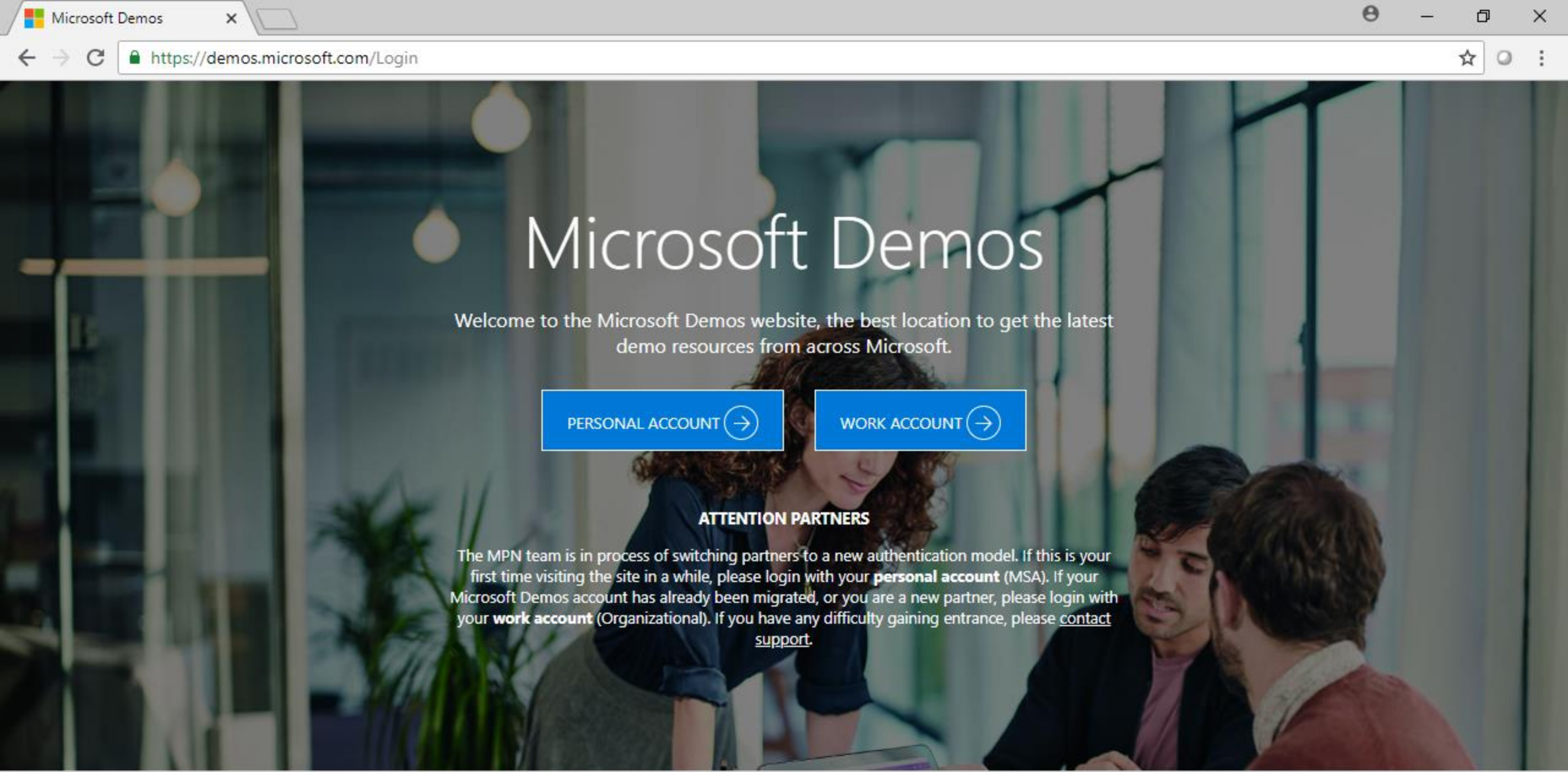


Security



Industry Solutions

- Healthcare
- Retail
- Legal
- Government



Microsoft Demos

Welcome to the Microsoft Demos website, the best location to get the latest demo resources from across Microsoft.

PERSONAL ACCOUNT



WORK ACCOUNT



ATTENTION PARTNERS

The MPN team is in process of switching partners to a new authentication model. If this is your first time visiting the site in a while, please login with your **personal account** (MSA). If your Microsoft Demos account has already been migrated, or you are a new partner, please login with your **work account** (Organizational). If you have any difficulty gaining entrance, please [contact support](#).



Join PartnerOn with Ingram Micro



PartnerOn: End-Customer Marketing Made Simple

Ingram Micro Provides a Customizable Step-by-Step Marketing Platform for Partners

Welcome to PartnerOn. Ingram offers you a new platform to support and accelerate your business through end-customer marketing activities. Ingram Micro has teamed with Microsoft and ContentMX to deliver consistent, relevant, and customizable content to your customers and prospects in just a few clicks.

Increase Traffic & Gain Greater Visibility

With PartnerOn, you can easily execute a digital marketing strategy, accelerate demand generation, and capture and close leads.

Don't have time to manage a few clicks each week?

PartnerOn can be set on autopilot to deliver highly quality content marketing each week – driving demand for your solutions.

PartnerOn is a FREE service to Ingram Micro Cloud resellers. Ingram Micro and Microsoft are investing in your success. Increase your business influence – and revenue without increasing your workload.

SIGN UP NOW - IT'S FREE

www.contentmx.com/ingram/

THANK YOU!

