

Capture the Cloud Webinar Series

November 9, 2017

Azure in CSP Updates, Announcements, &
New Capabilities





Capture the Cloud Program

Capture the Cloud is a SYNNEX exclusive program, designed to educate and support partners as they deepen their understanding of Microsoft cloud services and accelerate their cloud practices.

aka.ms/SYNNEXCTC



Live and on-demand
product webinars >



Transformation
workshops and office
hours >



Marketing development
packages >

Additional Upcoming SYNnex Microsoft Events

<https://www.synnecorp.com/microsoft/events/>

| | |
|---------------------------------|----------------------------------------------------------------------------------|
| 11/09/17 12:00 pm - 1:00 pm | US StepUp Webinar - Proactively Securing your Customers with Microsoft Solutions |
| 11/10/17 11:00 am - 11:30 am | CLOUDSolv's Introduction to Microsoft Azure for SMB Accounts |
| 11/13/17 4:00 pm - 5:00 pm | Azure Cost Estimator Review and Quoting Assistance |
| 11/14/17 12:00 pm - 1:00 pm | US StepUp Webinar – Leveraging Azure for Business Continuity |
| 11/15/17 4:00 pm - 5:00 pm | Azure Cost Estimator Review and Quoting Assistance |
| 11/16/17 9:00 am - 12:00 pm | Azure for SMB Virtual Boot Camp Part 1 - Proposing a Cloud Solution |
| 11/16/17 1:00 pm - 5:00 pm | Azure for SMB Virtual Boot Camp Part 2 - Implementing a Cloud Solution |
| 11/16/17 2:00 pm - 3:00 pm | CTC Office Hours & Topic Review: Upsell, cross sell and prebundled solutions |
| 11/17/17 11:00 am - 11:30 am | CLOUDSolv's Introduction to Microsoft Azure for SMB Accounts |

Learn more and
register here!

<https://www.synnecorp.com/microsoft/events/>



Microsoft Azure CSP

Updates, Announcements, & New Capabilities

Woody Walton

Sr. Partner Technology Strategist

Microsoft Corporation | One Commercial Partner

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Agenda

- Azure Release Notes & Partner Center Announcements
- Azure Partner Shared Services ☹️
- Visual Studio in CSP/ Relation to Azure
- Azure CSP Documentation
- Azure CSP Migration Assessment
- Azure Monitor
- Cloudfy



Where do I go to get the latest info on Azure in CSP?

- Azure Release Notes
 - Located under the "Pricing & Offers" node in Partner Center
- Partner Center Announcements
 - Located in the "Announcements" node in Partner Center

<http://partnercenter.microsoft.com>

Azure Partner Shared Services in CSP

You may get questions on this...

Azure Partner Shared Services is a new offer type for partners in the CSP program enabling partners to purchase Azure subscriptions for their own use. It creates the opportunity for partners to use a uniform method for purchasing, tracking and managing Azure in addition to the ability to consolidate their Azure licensing and reselling agreements with Microsoft. With Azure Partner Shared Services partners now have the same flexibility to use Azure subscriptions in CSP as they do in the Microsoft Enterprise Agreement and Web Direct programs, unblocking scenarios such as: build development and test environments, deploy internal workloads, and host shared services or multi-tenant applications.

Resources:

- Azure Partner Shared Services Overview and FAQ in the Learn More link of this announcement.
- Partner Center [Help article](#) detailing the order process

Note: Azure Partner Shared Services was formerly referred to as Common Services Layer (CSL)

Azure Partner Shared Services in CSP

Inconsistencies in the FAQ

10/4/2017 - The FAQ indicates that Indirect Resellers are eligible:

Is the “Azure – Internal/Shared Services” offer available for all CSP partners types (Direct, Indirect Provider, Indirect Reseller)?

Yes

10/17/2017 – The FAQ is updated:

Do I need to be a CSP partner to purchase the “Azure – Internal/Shared Services” offer?

Yes

Which partners are eligible to purchase the “Azure – Internal/Shared Services” offer?

All Direct and Indirect Providers active in the CSP program.

Therefore: Indirect Reseller transacting through ANY Indirect CSP Provider (disti) are not eligible.

Visual Studio in CSP

- It is not in CloudSolv
- Requires an Azure subscription (for billing)
- Purchased through partner center & Visual Studio Marketplace – not from within Azure Portal

Visual Studio



Visual Studio Professional

A comprehensive collection of software, tools and services for building professional applications with individual and team productivity.

\$539/year*

\$45/month

* Includes dev/test software, monthly Azure credits and additional subscriber benefits. [Compare](#)



Visual Studio Enterprise

An integrated, end-to-end enterprise-grade solution for teams of any size with demanding quality and scale needs.

\$2,999/year*

\$250/month

* Includes dev/test software, monthly Azure credits and additional subscriber benefits. [Compare](#)

HockeyApp



HockeyApp Business Plans

Distribute your builds, collect live crash reports, get feedback from real users and analyze test coverage.

10 Apps
Free

15 Apps
\$30/month

45 Apps
\$60/month

120 Apps
\$120/month

250 Apps
\$250/month

500 Apps
\$500/month

Xamarin University



Xamarin University

Go mobile and stay ahead of the competition with live, interactive mobile development on your schedule led by Xamarin experts.

\$999/year
(billed monthly)

A Z U R E in C S P D o c u m e n t a t i o n

Launched in Late September

Located at <http://aka.ms/azurecsp>

Very useful guidance on Migrating to Azure CSP

Also of note is:

<https://docs.microsoft.com/en-us/azure/azure-resource-manager/resource-group-move-resources>

Azure CSP Migration Assessment

Cornerstone of CSP migration documentation & guidance



Get started with migrations to Azure CSP

<https://azurecspassessment.azurewebsites.net/>

Azure Monitor

- Landed in CSP in September
- You Should be using it!
- Easy to get started here:
- <https://docs.microsoft.com/en-us/azure/monitoring-and-diagnostics/monitoring-get-started>

Cloudyn

- Great Tool for Azure Cost management
- Acquired by Microsoft
- Not initially designed with a reseller/customer hierarchy in mind
- Can be accommodated for your use manually today by SYNEX

[Go to Cost Management](#)

[Overview](#)

[Cost Management](#)

[Diagnose and solve problems](#)

BILLING ACCOUNT

[Subscriptions](#)

[Invoices](#)

[Contact info](#)

[Billing address](#)

[Payment methods](#)

SUPPORT + TROUBLESHOOTING

[New support request](#)



Azure Cost Management

Optimize your cloud spend. Maximize your cloud potential.

Azure Cost Management by Cloudyn, a Microsoft service, helps you:

- Monitor cloud spend
- Drive organizational accountability
- Optimize cloud efficiency

The service is available for free to manage your Azure spend.

[Learn More](#)

[Go to Cost Management](#)



Dashboard

Cost Controller

+ Add new

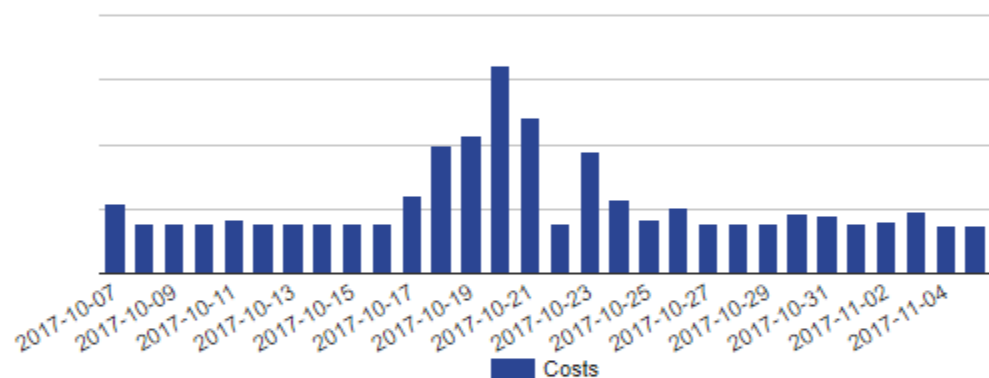
Add New + Dashboard Settings

Dashboard

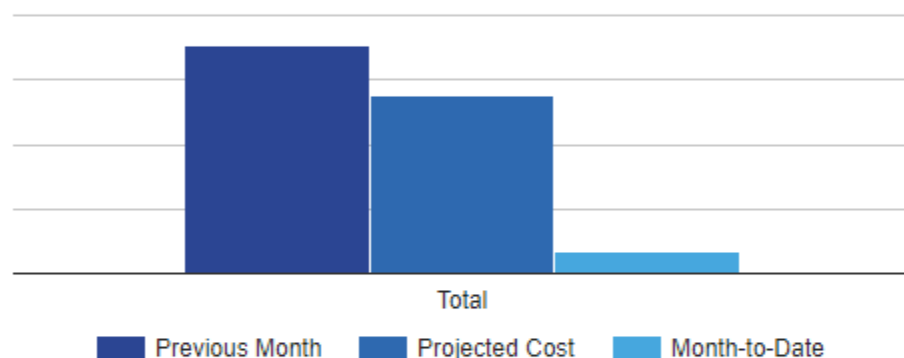
Default

Cost Trend By Day

Last 30 days



Monthly Projected Cost



Cost By Service

Last 30 days



Cost By Account

Last 30 days





[Back to dashboard](#)

Actual Cost Analysis ⓘ

Actions ⌵

Date Range

Last 30 days: 2017-10-08 - 20... ⌵

Saved Filter

Save

Groups

Add +

Service ×

Provider ×

Filter

Add +

Service Show all ⌵

Provider Show all ⌵

Extended Filters

Policy Standalone ⌵

Show/Hide Fields ⌵

Visibility Threshold 1% ⌵

Grid Chart Bar Default ⌵

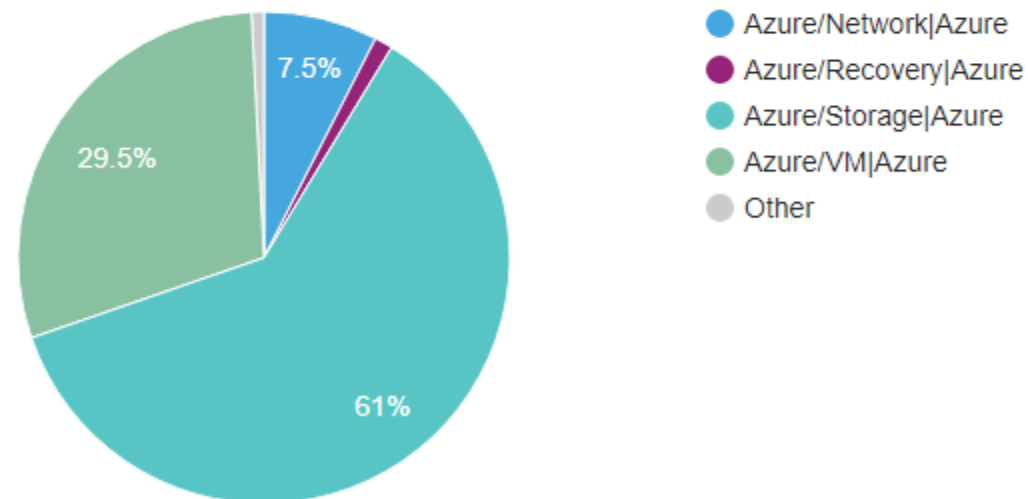
Cost by Services and Providers

Active Filters : Policy=Standalone

Click on columns or pie segments for granular view.

Total Cost:

Total Budget:



Thank you! ...any Questions???

Feedback has its rewards—win a \$100 gift card

SYNNEX & Microsoft appreciate your Capture the Cloud participation. Please check out the **skype meeting chat window** for the link to a **short survey** to complete for your chance to win!

Terms & Conditions:

- Winners selected at random & will be notified via email the following week
- Winners required to submit a W9 form in order to claim prize



Appendix:

- **Microsoft Resellers Offers & Promotions:**
 - CSP Incentives
 - U.S. SMB Partner Insider Community
 - Microsoft 365 Enterprise
 - Free Azure Training & Discounted MCP Exams
- **SYNNEX Exclusive Resellers Offers & Promotions:**
 - Capture the Cloud Program Offerings
 - CLOUDSolv Support Levels



Microsoft
Resellers Offers
& Promotions –
Appendix



CSP Indirect Reseller Incentive

Effective
July 1, 2017
through
June 30, 2018

1 Purpose

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

2 Eligibility

- Active MPN membership
- Attain one of the defined competencies by 12/31/2017
- Valid Cloud Reseller Agreement

3 Need to know

- Formerly known as CSP 2-Tier Reseller incentives
- FY18 incentive base rate maintained at 8%
- New global and local accelerators available. Incremental percentage points applied to Azure, Microsoft 365 (E3, E5), Dynamics, Office 365 E5, PSTN.

| WW CSP | Accelerators | | | | |
|--------------------------|--------------|-------|----------|---------------|------|
| Rates | M365 E3 & E5 | Azure | Dynamics | Office 365 E5 | PSTN |
| 8% base (All revenue) | 5% | 10% | 5% | 5% | 20% |

Partner Eligibility for CSP Incentives

Effective
July 1, 2017
through
June 30, 2018

New Competency Requirements in FY18

- To earn incentives for the first half of FY18, CSP Resellers must attain one of 8 MPN competencies at the Silver or Gold level.
- Competency status must be “active” on December 31, 2017 when FY18 H1 assessment occurs. Active status includes: Active Earned, Active Pre-Approved, Active Non-Compliant or Active Inherited.
- Review specific requirements to attain Silver or Gold level MPN Competency here:
<https://partner.microsoft.com/en-US/membership/competencies>
- **NOTE: Being on the Managed Partner List (MPL) is no longer required to participate in CSP incentives.**

| 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 |

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>

GET ALL THE PARTNER RESOURCES YOU NEED, WITHOUT ALL THE “DIGGING AROUND”



Cut the clutter and join the [US SMB Partner Insider Community today](#) to get access to all the great resources needed to be successful in the Microsoft ecosystem, without all the digging around!

Get access to all of the following, and more:

- Your One Commercial Partner SMB Marketing team on a monthly call. Join us the first Wednesday of every month to learn more! <https://aka.ms/InsiderCall>
- Weekly Insider Newsletters
- Insider Partner Spotlight videos showcasing SMB partner insights and best practices
- Key sales, marketing, and technical resources
- Exclusive Insider Access content – including the DEBUNKED series where we bust common myths!

You can also stay connected wherever you are, whenever you need:

Chat with InsiderJoe on [Twitter](#)

Connect with InsiderJoe on [LinkedIn](#)

Join the SMB partner Insider community [Yammer group](#)

Bookmark the [SMB Partner Insider Community website](#)

Register today at
aka.ms/SMBInsider
and never miss a beat!

Hear what other Insider partners think

Love this newsletter and the content is consistently invaluable

Content [is] appropriate to all SMB partners regardless of product focus

Getting to understand what is available to us is very important

I want to express my sincere appreciation to Microsoft for making so many opportunities available and for assisting me with my business. No other vendor comes anywhere close to providing such outstanding support and training

I think it was great to learn about additional resources and events happening in the Microsoft SMB space

It's hard to find something to improve!

Microsoft 365 Enterprise

MICROSOFT 365 E3

Office 365 Enterprise E3

Chat- centric workspace

Teams

Email & Calendar

Outlook

Voice, Video & Meetings

Skype for Business

Co-creating content

Office ProPlus

Sites & Content management

SharePoint and OneDrive

Analytics

Delve

Security & Compliance

Data Loss Prevention

Enterprise Mobility + Security E3

Identity & Access Management

Azure Active Directory Premium P1

Managed Mobile Productivity

Microsoft Intune

Information Protection

Azure Information Protection Premium P1

Identity Driven Security

Microsoft Advanced Threat Analytics

Windows 10 Enterprise E3

Advanced Endpoint Security

Credential Guard, Device Guard

Designed For Modern IT

Azure AD Join, Dynamic Management

More Productive

Windows Ink, Cortana at Work

Powerful, Modern devices

Innovative designs,, new in class devices



Free Azure Training & Discounted MCP Exams:

A program to fund the delivery of one-on-one, customer workshops to drive Azure consumption. [Learn More](#)

- Optional IP & Training- Engagement IP Developed by MCS & Training thru Cloud Platform University
- Choose Fast Start Option- [Click Here](#) to learn how to onboard and accelerate your Azure consumption
- Deliver to Customer-Azure Fast Start / Azure Consumption Plan
- Workshop Funding- \$1,500-\$3,000 (based on \$1K+ or \$2K+ Monthly Azure Consumption)

SYNNEX Exclusive Resellers
Offers & Promotions –
Appendix





Capture the Cloud Program

Capture the Cloud is a SYNNEX exclusive program, designed to educate and support partners as they deepen their understanding of Microsoft cloud services and accelerate their cloud practices.

aka.ms/SYNNEXCTC



Live and on-demand
product webinars >



Transformation
workshops and office
hours >



Marketing development
packages >

Capture the Cloud – *Tier Levels*

Tier 1:

Benefits:

In addition to all Tier-2 & Tier-3 benefits:

- 1 Modern Marketing Package per half (valued at \$5k each)
- Exclusive discounted pricing on additional marketing development services provided by Nurture Marketing
- One-on-one consultation support for cloud business acceleration to increase end customer demand generation and profitability

Qualifications:

- Currently reselling through Microsoft CSP
- Minimum of \$200K Microsoft Cloud Services (Open + CSP) or \$12,500 per month in Microsoft CSP revenue in FY17
- Registered for CTC webinar series

Tier 2:

Benefits:

In addition to all Tier-3 benefits:

- Dedicated SYNNEX Cloud Development Rep to enable you to grow your cloud practice at scale

Qualifications:

- Currently reselling through Microsoft CSP
- Minimum of \$50K Microsoft cloud services revenue in FY17
- Registered for CTC webinar series

Tier 3:

Benefits:

- Access to CTC monthly webinars
- Access to on-demand Business Transformation Workshops + Office Hours support
- CLOUDSolv Support options
- Access to exclusive pricing for marketing development packages, provided by Nurture Marketing

Qualifications:

- Currently reselling through Microsoft CSP
- No FY17 cloud services revenue requirement
- Registered for CTC webinar series



NEW CTC Program Elements:

CTC Topic Review & Office Hours – SYNEX and the Alliance for Channel Success have partnered to offer regularly occurring office hours for all CTC partners' continued support. [Learn more](#)

Marketing Development Opportunities:

- **CTC Tier-1 Exclusive MDF Packages*** – marketing activity options funded by the SYNEX Microsoft team (1-per half, valued at \$5K each). [Learn more](#)
- **Additional Marketing Development Opportunities*** – available to all CTC partners (Tier-1, Tier-2, & Tier-3), discounted pricing for new incremental marketing development offerings from Nurture Marketing. [Learn more](#)

Be on the lookout for communication regarding continued CTC Program enhancements as we progress through Microsoft's FY18!

**Limited Availability on a first come, first served basis. Full T&C details can be found on the Capture the Cloud website – <http://resources.synnecorp.com/mdf.html>*



Business Transformation Workshops + Office Hours

Transform and break through

To help you learn, grow, and thrive in the competitive cloud services market and meet customers' ever-changing needs, SYNNEX and the Alliance for Channel Success have partnered to bring you a series of 9 workshops.

[Core workshops](#)
[Elective workshops](#)
[Office hours](#)

Business Transformation Workshops – To help partners learn, grow, and thrive in the competitive cloud services market and meet customers' ever-changing needs, SYNNEX and the Alliance for Channel Success have partners to offer a series of 9 on-demand workshops (Core & Elective)

Office Hours & Topic Review – As a continuation of the business transformation workshops, office hours offer more regular, live continued support in a more relaxed environment, run by the Alliance for Channel Success and Nurture Marketing

CORE WORKSHOPS TRANSFORM
Make your business cloud-ready

CHAPTER 1
Understand cloud challenges and opportunities

CHAPTER 2
Identify your target market

CHAPTER 3
Revisit your value propositions

CHAPTER 4
Know your competitive differentiators

ELECTIVE WORKSHOPS BREAK THROUGH
Optimize your cloud practice

Upsell, cross-sell, and prebundle solutions

Use revenue marketing to convert prospects

Increase Office 365 and Azure consumption

Make your practice more valuable and successful

Sell security

Exclusive Support Available for CTC Partners:

CTC Tier-2 & -3 Partners:

- Access to on-demand business transformation workshops + office hours support

CTC Tier-1 Partners (In addition to all Tier-2 & Tier-3 benefits):

- One-on-one Skype consultation support for cloud business acceleration to increase end customer demand generation and profitability

CTC Topic Review & Office Hours

As a continuation of our business transformation workshops, SYNNEX and the Alliance for Channel Success have partnered to offer regularly occurring office hours for all Capture the Cloud Partners' continued support. Check out the below schedule of Alliance Office Hours offerings to see if one of these topics is of particular interest to you and register individually or for the entire office hours series.

There will also be time available for open forum, so please feel free to join these office hours to address any of your latest cloud practice questions regardless of the topic. We look forward to supporting your continued business transformation!

September 28
Understand cloud challenges and opportunities

October 5
Identify your target market

October 19
Revisit your value propositions

November 2
Know your competitive differentiators

November 15
Upsell, cross sell and prebundled solutions

November 30
Use revenue marketing to convert prospects

December 14
Increase Office 365 and Azure consumption

December 28
Make your practice more valuable and successful

Register for the office hours you would like to attend.

All fields required

First name:

Last name:

Company:

Work email:

Sept 28 Nov 16
 Oct 5 Nov 30
 Oct 19 Dec 14
 Nov 2 Dec 28
 Register for all office hours



Capture the Cloud

Marketing Development Packages

Capture the Cloud

PRODUCT WEBINARS BUSINESS TRANSFORMATION WORKSHOPS MARKETING DEVELOPMENT FUNDS

Demand Generation & Marketing Development

About the packages
SYNNEX has worked with Microsoft Supplier Nurture Marketing to develop demand generation and market development packages that align with the approved MDF activities. We believe that these packages will help to accelerate existing initiatives and launch new ones.

The packages should be used as a guideline. Programs can be combined, expanded, or custom developed to meet your specific needs and goals. In fact, integrated campaigns are often the most effective. Combining an email campaign with a social initiative and timely follow-up calls can produce qualified opportunities and nurture contacts for the future.

How these packages and the business transformation workshops will help with your overall Microsoft marketing initiatives
As a Microsoft CSP, you are keenly aware that your business and your buyers' businesses have changed dramatically in recent years. We encourage you to take watch the business transformation on-demand videos and attend the office hours as they will have a positive impact on your business and marketing initiatives.

Submit your request below

All fields are required

**Proof of execution must be provided to be reimbursed. Any activity not listed will require approval from both SYNNEX and Microsoft.*

First name: T

Last name: Flythe

Email address: tf@synnex.com

Phone number: 864-373-7634

Company: SYNNEX

Capture the Cloud Tier level: [dropdown]

Marketing activity: Digital Advertising [dropdown]

SYNNEX account manager: [text]

Submit

CTC Tier-1 Exclusive MDF Packages – valued at \$5,000 each

Learn more

SYNNEX Capture the Cloud Tier-1 MDF options (limited to the first 30 partners on a first come, first served basis) – Modern Marketing packages made available exclusively for Tier-1 CTC partners to select any one package (includes equivalent marketing activities valued at \$5,000.00) per half.

Discounted Marketing Development Options Provided by Nurture Marketing

Learn more

Marketing opportunities available to all registered SYNNEX Capture the Cloud partners (Tier-1, Tier-2, & Tier-3) – Discounted pricing on various marketing development offerings for CTC partners to elect to initiate incrementally, working directly with the Nurture Marketing group.

Microsoft SYNNEX

CTC Tier-1 Exclusive MDF Packages

SYNNEX Capture the Cloud Tier-1 MDF packages (limited to the first 30 CTC Tier-1 partners on a first come, first served basis) – Marketing options made available exclusively for top tier CTC partners to select any one package (includes equivalent marketing activities valued at \$5,000.00) per half, to be funded by the SYNNEX Microsoft team:

- 4-Step Nurture Email Content with Graphic Design
- Sales Surrogate™ Tele-Nurturing Program
- Database Cleanse & Augmentation
- Webinar Support
- Direct Mail Marketing
- Infographic
- Print Advertising Package
- LinkedIn Starter Kit

Download for additional details on available MDF packages

Download for Nurture Marketing Sales Surrogate™ brochure

Sign up

Terms & Conditions:
Partner MDF is subject to availability - First come, first served | Available to equivalent marketing activities valued at \$5,000.00 per half | MDF for MSFI activities are eligible to execute anytime between 7/1/2017-12/31/2017 | For stamped email by 12/22/2017 - No Exceptions

Capture the Cloud Tier-1 Exclusive MDF Packages valued at \$5,000.00 each

Exclusive CTC Tier-1 MDF Options

| | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>4-Step Nurture Email Content with Graphic Design</p> <p>Nurture will develop the content for a 4-step email campaign. The content will be delivered with the Partner's existing email or marketing automation platform. By the Partner. Graphic design is included.</p> | <p>Sales Surrogate™ Tele-Nurturing Program</p> <p>Sales Surrogate combines traditional telemarketing with a virtual and personalized email from your inside sales representatives. See the Sales Surrogate brochure.</p> <ul style="list-style-type: none"> 25 Hours of Sales Surrogate service includes: <ul style="list-style-type: none"> Setup & onboarding Customized email development Making up to 1 calls per contact, based on email outreach behavior Project management and MDF reporting Database - PSD New-lead-to-market contacts |
| <p>Database Cleanse & Augmentation</p> <p>Nurture will assess the candidate's legal master operational record of opportunities and contacts who should be normalized to your CRM. We will then add opportunities and decision-maker contact information.</p> <ul style="list-style-type: none"> 1,000 contact records | <p>Webinar Support</p> <p>Webinar development coaching</p> <ul style="list-style-type: none"> PowerPoint presentation coaching Email invitations copy and design Webinar platform 1st month Webinar materials and coaching Webinar moderation |

Microsoft SYNNEX

Marketing Development Opportunities Provided by Nurture Marketing

Discounted marketing activities available to all registered SYNNEX Capture the Cloud partners (Tier-1, Tier-2, & Tier-3) – various marketing development offerings for CTC partners to elect to initiate incrementally, working directly with the Nurture Marketing group:

- Print Advertising (Newspaper, Magazine, Infographic, etc)
 - Infographic
- Print Advertising Package
- Digital Advertising (Website Advertising, Display Advertising, Social Advertising)
 - Case Study with Social Posts
 - Paid Digital Advertising Coaching Session
- Google AdWords
- Direct Mail, Email & SMS (Email Nurture Campaigns)
 - Direct Mail Marketing
 - 2-Step or 4-Step Nurture Email Content with Graphic Design
- Search Engine Optimization (SEO)
 - Website Analysis & Report, Keyword Research & Recommendations
 - Basic or Advanced Website SEO
- Telemarketing – Sales Surrogate™ Tele-Nurturing Program
- Customer Seminars & Boot Camps (Webinars & Videos)
 - Webinar Support (Sales Surrogate™ offer can be used to promote webinar)
 - 30-Second Animated Video
 - Event Accelerator
- Social Media Packages
 - Social Media Assessment/Audit
 - 3-Week or 6-Week Social Media Campaign
- Database Cleanse & Augmentation – options for 600, 1,200, or 3,000 contact records

Download PDF for additional details on marketing development opportunities

Download for Nurture Marketing Sales Surrogate™ brochure

Sign up

Terms & Conditions:
Available to all registered CTC partners (Tier-1, Tier-2, & Tier-3) - Discounted pricing if partners wish to make an incremental investment for additional marketing development opportunities | Partners to work directly with Nurture Marketing for planning, execution, and payment | Subject to availability - First come, first served

SYNNEX has worked with Microsoft Supplier Nurture Marketing to develop demand generation and market development packages that align with the approved MDF activities. We believe that these packages will help to accelerate existing initiatives and launch new ones.

Newly launched marketing development offerings:

- CTC Tier-1 Exclusive MDF Packages** – marketing activity options funded by the SYNNEX Microsoft team (1-per half, valued at \$5K each).
- Additional Marketing Development Opportunities** – available to all CTC partners (Tier-1, -2, & -3), discounted pricing for new incremental marketing development offerings from Nurture Marketing.



CLOUdSolv Total Care Support Office 365 IT Admin Services

Are you selling Microsoft CSP products and struggling to provide the mandated services? Let us do the heavy lifting, so you can focus on your business. Here's what we can do for you:

| | CLOUdSolv Total Care Support | CLOUdSolv Partner Supported |
|------------------------------------------------------------------------|------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| What is the discount? | 6% off MSRP of 365/Support Bundle | 16% off MSRP and 18% off for Capture the Cloud Tier 1 Partners |
| Who owns end user support? | CLOUdSolv supports your end user | You do! |
| When is support available? | 24/7 Tier 1, 2, & 3 support provided to End User (IT Admin) | You're the first contact for your end user. We will back you up with 24/7 CLOUdSolv Core Support |
| What is the contact method for support? | Phone, email, and online management portal | As defined by partner to end user |
| Can the end user manage their own licenses? | Yes - you can grant the end user access to the End User management dashboard | Yes - you can grant the end user access to the End User management dashboard |
| Who provides presales licensing, portal, and technical support? | You do and we'll be there to provide assistance when needed | You do and we'll be there to provide assistance when needed |
| Who manages the escalation to Microsoft? | We will while keeping you updated on the progress | You do through your Microsoft Partner Center. We will be behind the scenes assisting to close the case. |
| Are helpdesk support options available? | Available as an add-on through CLOUdSolv | You can offer them yourself or purchase from SYNNEX |
| Who provides migration services? | You do, or we have migration options available upon request | You do, or we have migration options available upon request |
| What type of support is provided by Microsoft? | Advanced Support | You can use your own Signature, Advanced, or Premier support plans. You can also take advantage of our Advanced Support plan through Microsoft (when we escalate a support request to MSFT). |
| Is technical support located in the United States? | YES! | No |
| Is Technical support white labeled? | No. Your end users will be greeted with "CLOUdSolv support" | It's your support! |
| What are the SLA's? | Response times reduced by half! Please see T&C's for details | Your SLA's come first! Please refer to the CSP Terms & Conditions |



Are you selling Microsoft CSP products and struggling to provide the mandated services? Let us do the heavy lifting, so you can focus on your business.
Here's what we can do for you:

1. **You support your End Customer**
2. **You're the first contact for your customer. We will back you up with 24/7 CLOUDSolv Core Support**
3. **You escalate support tickets to Microsoft through your Microsoft Partner Center**
 - **We will be behind the scenes assisting to close the case**



Are you selling Microsoft CSP products and struggling to provide the mandated services? Let us do the heavy lifting, so you can focus on your business.
Here's what we can do for you:

- 1. CLOUDSolv supports your end customer and is available with 24/7 Tier 1, 2, & 3 Support.**
 - U.S. Based Support – Cloud Productivity competency (Gold) & Distributed Workforce
 - High Quality – white glove, concierge service, experienced staff, & end-customer surveys
 - On-Demand Support – measured SLA & 24/7 phone support
- 2. Contact Methodology: Support is through email, phone, & online management portal**
- 3. Microsoft Escalations: SYNNEX will escalate if needed & keep you updated on progress**
 - Advanced Support provided by Microsoft
 - Daily Updates to End-Customer
- 4. Your end customers will be greeted with CLOUDSolv support**
 - Technical Support located in the United States
- 5. Response times reduced by half**
 - Saving Your Time – so you can focus more on driving your business
 - SLA will depend on severity level, please see CSP Terms & Conditions for details

*Included Products listed on the CLOUDSolv marketplace

**Please refer to CSP Terms & Conditions for support Tier details

