

Capture the Cloud Webinar Series

December 7, 2017

Reignite your digital transformation with
Microsoft 365





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.synnexcorp.com/microsoft/events/>

12/08/17 11:00 am - 11:30 am	CLOUDSolv's Introduction to Microsoft Azure for SMB Accounts
12/11/17 4:00 pm - 5:00 pm	Azure Cost Estimator Review and Quoting Assistance
12/13/17 4:00 pm - 5:00 pm	Azure Cost Estimator Review and Quoting Assistance
12/14/17 12:00 pm - 1:00 pm	US StepUp Webinar – Streamlining Database Migration to the Cloud with new Cloud-based Migration Services
12/14/17 2:00 pm - 3:00 pm	CTC Office Hours & Topic Review: Increase Office 365 and Azure consumption
12/15/17 11:00 am - 11:30 am	CLOUDSolv's Introduction to Microsoft Azure for SMB Accounts
12/18/17 4:00 pm - 5:00 pm	Azure Cost Estimator Review and Quoting Assistance
12/20/17 4:00 pm - 5:00 pm	Azure Cost Estimator Review and Quoting Assistance
12/21/17 9:00 am - 12:00 pm	Azure for SMB Virtual Boot Camp Part 1 - Proposing a Cloud Solution

Learn more and
register here!

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

Introducing

Microsoft 365

A complete, intelligent solution to empower employees to be creative and work together, securely.

Office 365

Windows 10

Enterprise Mobility + Security

Mark McClure

Sr. Microsoft Practice Manager, SYNEX

markmc@synnex.com





Digital transformation

“The biggest change seen in our lifetimes”



Digital transformation
is about the people

New culture of work

Multi-generational workforce

Sense of purpose

Expertise without boundaries

Increased transparency

Staying alert to the cyber threats





Modern **IT**

Multiple device platforms

User and business owned

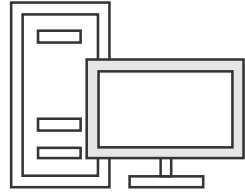
Cloud managed & SaaS apps

Automated

Proactive

Self-service

“The reality is there is real tension in IT”



Classic IT

Single Device

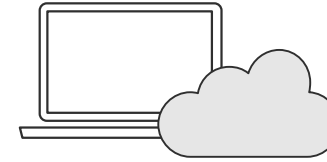
Business Owned

Corporate Network &
Legacy Apps

Manual

Reactive

High-touch



Modern IT

Multiple Devices

User and Business Owned

Cloud Managed &
SaaS Apps

Automated

Proactive

Self-Service

VS.

“Modernize at your pace, manage risk. Take advantage of the cloud.”

Microsoft 365



Microsoft 365 **Enterprise**

Built on foundation of
"Secure Productive Enterprise"



Microsoft 365 **Business**

NEW
Designed for small and midsize businesses

Microsoft 365 - target companies of all sizes

Choose the Microsoft 365 offering that serves you customer's needs; each offering includes the essential components to drive the Microsoft 365 powered device opportunity

Microsoft 365 Business



Microsoft 365 Business

For organizations with less than 300 people

Microsoft 365 Enterprise



Microsoft 365 F1

For Firstline Workers



Microsoft 365 E3 & E5

For large organizations or advanced requirements

Microsoft 365 Licensing

Indicates sold as Standalone
 Indicates not sold Standalone

	M365 Business \$20.00	M365 Firstline \$10.00	M365 E3 \$34.00	M365 E5 \$57.00
Office 365	Office 365 Business Premium \$12.50	Office 365 F1 \$4.00	Office 365 E3 \$20.00	Office 365 E5 \$35.00
Windows	Windows Pro	Windows 10 Enterprise E3 (Local only)³	Windows 10 Enterprise E3 per user (Including VDA) \$6.00	Windows 10 Enterprise E5 per user (Including VDA rights) \$11.00
Enterprise Mobility & Security	EMS SMB¹	EMS F1²	EMS E3 \$8.75	EMS E5 \$14.80

1. EMS SMB includes limited Intune (no MAM for LOB apps, no full wipe data protection) and limited AAD Premium features (no self service group management, no Cloud App discovery, no Connect Health)

2. EMS F1 includes AAD Premium P1, Intune, ATA, and Windows Server CAL (or EMS E3 minus AIP and SCCM ML)

3. Windows 10 Enterprise included in F1 is the full Windows 10 Enterprise E3 without reimaging rights, downgrade rights, Enterprise LTSB rights, virtualization rights & customer must use Azure AD-based activation

Plan comparison

		Business Plans		Enterprise Plans			
		Office 365 Business Premium	Microsoft 365 Business	Office 365 Enterprise E3	Microsoft 365 Enterprise E3	Office 365 Enterprise E5	Microsoft 365 Enterprise E5
Standard services	Estimated retail price per user per month \$USD (with annual commitment)	\$12.50	\$20	\$20	\$32	\$35	\$57
	Maximum number of users	300	300	unlimited	unlimited	unlimited	unlimited
	Install Office on up to 5 PCs/Macs + 5 tablets + 5 smartphones per user	Business	Business	ProPlus	ProPlus	ProPlus	ProPlus
	Exchange, OneDrive, SharePoint, Skype, Microsoft Teams	●	●	●	●	●	●
	Business Apps – Outlook Customer Manager, Bookings, MileIQ ¹ Business center ¹ , Listings ¹ , Connections ¹ , Invoicing ¹	●	●				
Advanced services	Legal compliance & archiving needs for email – archiving, eDiscovery, mailbox hold			●	●	●	●
	Information protection – message encryption, rights management, data loss prevention			●	●	●	●
	Advanced Threat Protection, Office 365 Cloud App Security, Threat Intelligence, Advanced Compliance	Add-on	Add-on	Add-on	Add-on	●	●
	End User and Organizational Analytics (MyAnalytics), PowerBI Pro	Add-on	Add-on	Add-on	Add-on	●	●
	Audio Conferencing	Add-on	Add-on	Add-on	Add-on	●	●
	Phone System, Calling Plan ³			Add-on	Add-on	●	●
	Windows: Windows 10 Business (Windows Information Protection, Windows Defender, Store, Cortana Mgmt Controls, Auto-Install Office apps, Upgrade rights to Windows 10 Pro for 7/8.1 Pro licenses)		●				
	Windows: Windows AutoPilot		●		●		●
	EMS: Microsoft Intune, Azure Active Directory Premium P1		● ²		●		
	Windows: Microsoft Desktop Optimization Package, VDA				●		●
	Windows: Windows Information Protection, Windows Hello, Credential Guard, Device Guard, App Locker				●		●
	EMS: Microsoft Advanced Threat Analytics, Azure Information Protection P1				●		●
	Windows: Windows Defender Advanced Threat Protection						●
EMS: Azure Active Directory Premium P2, Microsoft Cloud App Security, Azure Information Protection P2						●	

[1] Available in US, UK, Canada

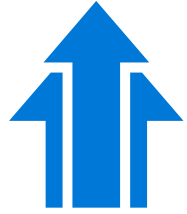
[2] Only selected features: App protection for Office mobile apps, MDM for Windows 10 PCs, Selective wipe of company data, AAD Auto-Enroll

[3] Phone System Required

Microsoft 365
Enterprise provides
you with unique
customer value-
creating opportunities.

**Grow your business with
Microsoft 365.**





Grow with Managed Services

Modernize your
customer's
environment, leading
with security

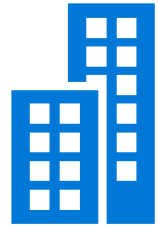
- **Accelerate cloud migration** by using Microsoft security solutions such as EM+S, Office 365, and Windows 10 Enterprise.
- **Expand your business by modernizing customer desktops** and keeping them up to date on Windows 10 and Office 365 ProPlus.
- **Seize compelling events such as GDPR** and solve emerging cybersecurity threats.



Differentiate your offering

Offer advanced
enterprise services
based on the
intelligence
capabilities of
Microsoft 365

- **Develop on the Microsoft Graph** to customize solutions like smart workflow.
- **Help customers interpret and respond to risks** surfaced from threat detection dashboards such as Cloud App Security and Threat Intelligence.
- **Empower your customers with data-driven insights** with tailored solutions build on analytical platforms such as Power BI and Excel.



Increase deal size

Elevate the customer conversation by leveraging the broad value of Microsoft 365

- **Expand your offering** to serve not just information workers but all employees, including firstline workers.
- **Enable teamwork and customer success** with collaboration tools such as Microsoft Teams and SharePoint
- **Leverage the Microsoft Intelligent Security Graph**, powered by billions of data points, to provide end-to-end security solutions for your customers.

The Partner Opportunity

with Microsoft 365 Enterprise

Revenue

nearly **\$1,500**/user

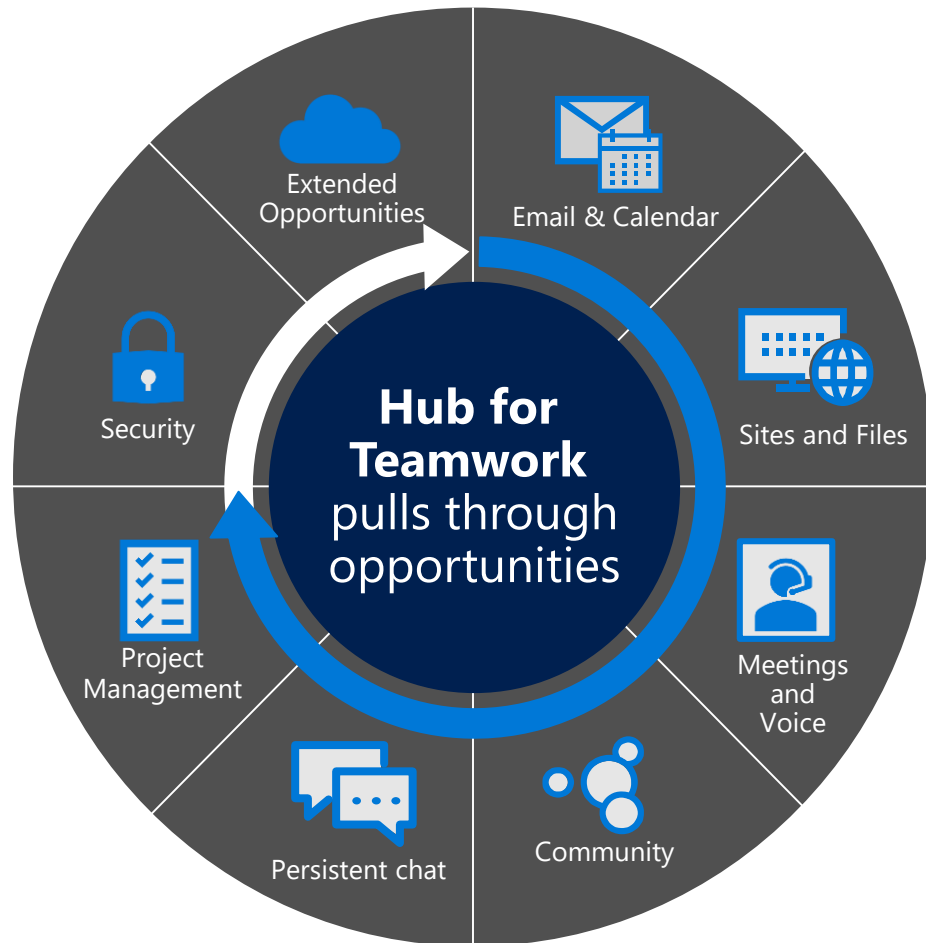
50% more vs offering
only Office 365

Margin

\$700/user

Microsoft 365 customer value enables sales pipeline

Start the customer journey with *Microsoft Teams* as the hub for teamwork



Pull-through opportunities:



Deployment

Hub for Teamwork increases adoption



Adoption

Create opportunities for managed services and additional workloads



Managed services

Creates opportunities driving business transformation



Developer & Integration

Create contextual solutions based on Microsoft Graph and AI and integrate into LoB applications, Microsoft 365 Powered Devices and Azure.

Chat for today's teams

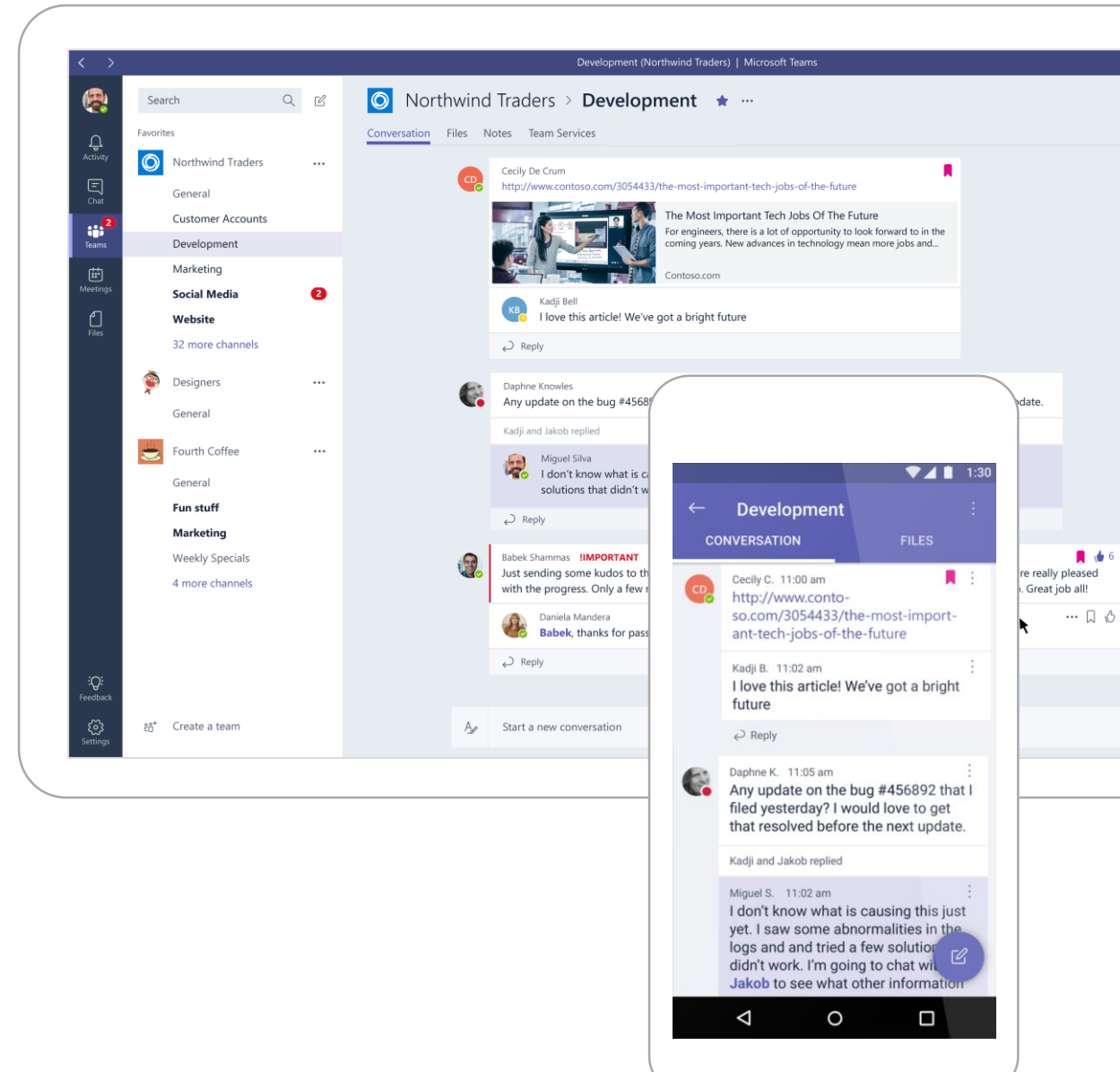
People can see content and **chat history** anytime.

Team chats and activities are **visible to the entire team**.

Use **private chats** for small group conversations.

Join a **Skype video call** to meet in real time.

Connect **across multiple devices**.



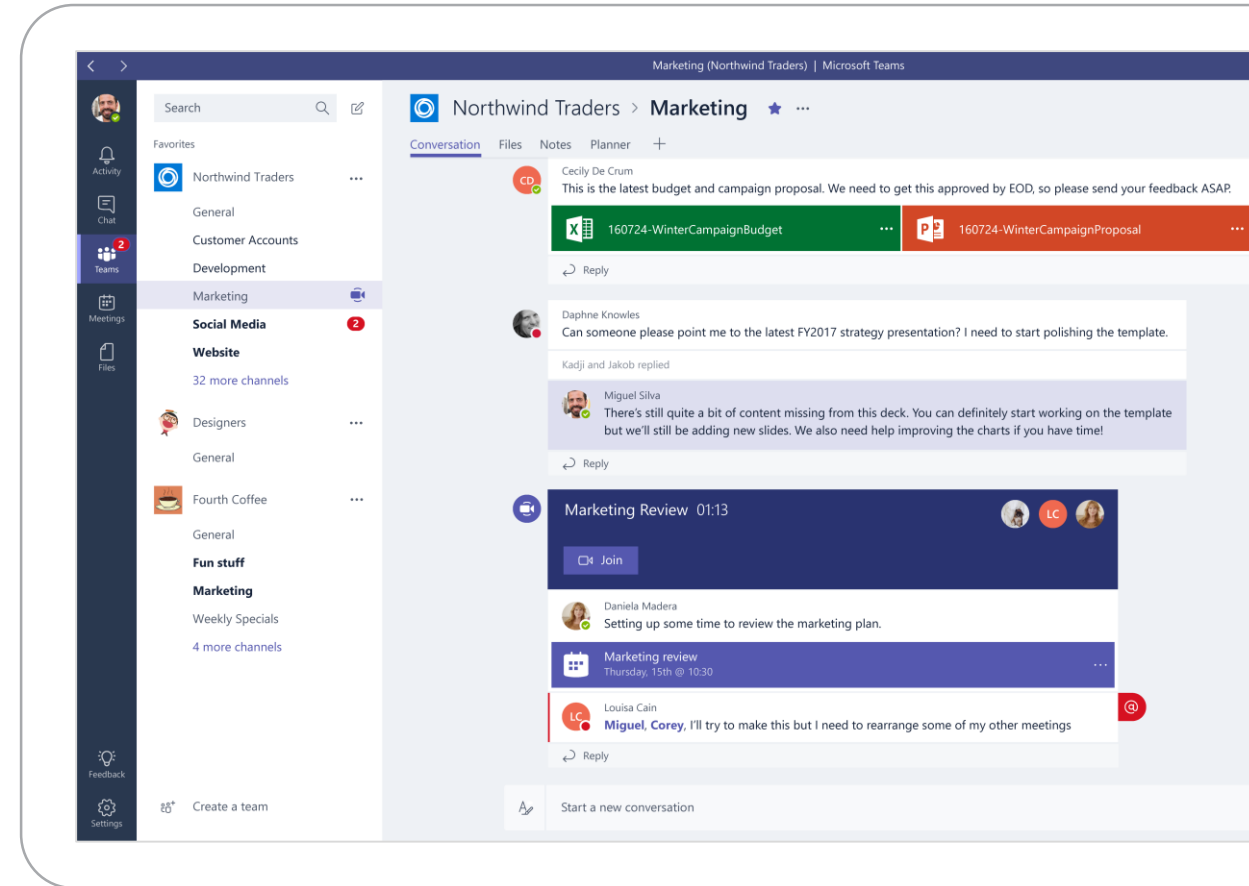
A hub for teamwork

Chat, content, people, and tools live in a team workspace.

Teams have quick access to information they need.

Integrated with SharePoint, OneNote, Skype for Business.

Work with Office and other documents right in the app.



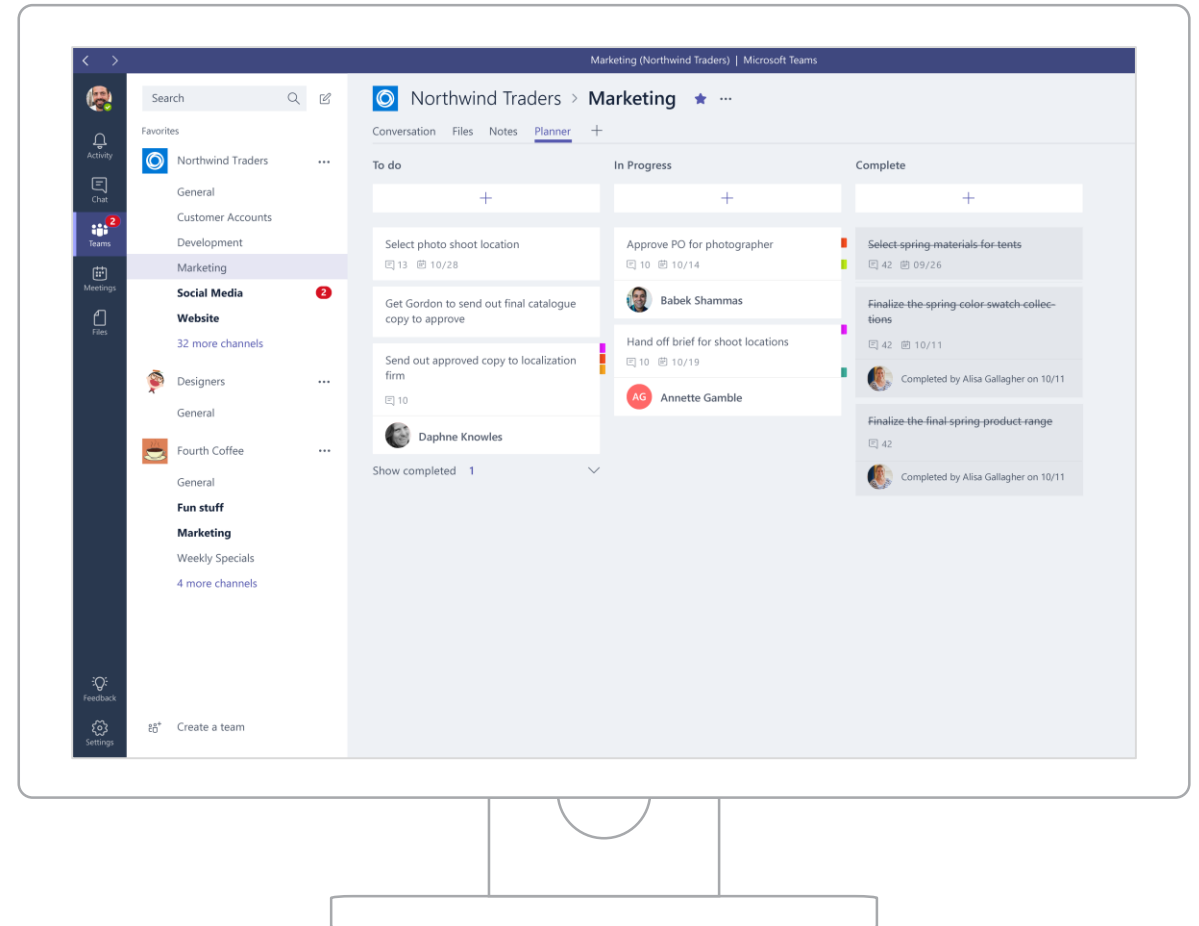
Customizable for each team

Add **tabs** to provide quick access to frequently used documents and cloud services.

Explore data and take quick actions with **bots**.

Pull in **Office 365 Connectors** for updates from 3rd party tools and services.

Access **developer preview** APIs to build integrations.



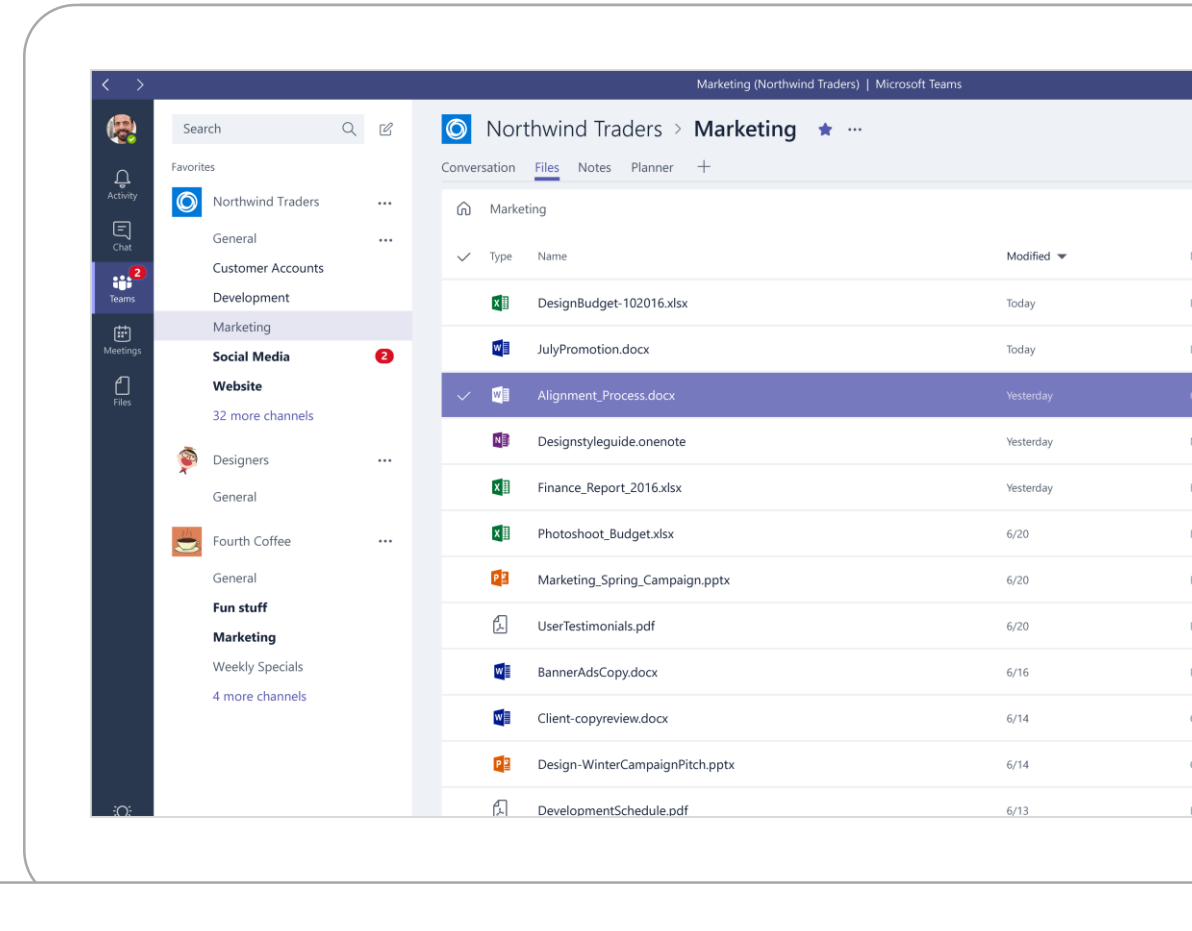
Security teams trust

Broad compliance standards support: [ISO27018/01](#), [SOC 1 and 2](#), [HIPAA](#), [EU Model Clauses](#) & more

Data encryption at all times, [at-rest](#) and [in-transit](#).

[Multi-factor authentication](#) for enhanced identity protection.

Strong customer [privacy safeguards](#).





RESOURCE

The Microsoft 365 collaboration
Partner Playbook helps partners understand the following:

Collaboration opportunities cover:

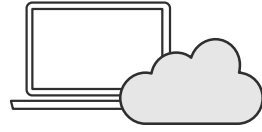
- Microsoft Teams is the hub for teamwork in Office 365
- Mobile and Intelligent Intranets in SharePoint in Office 365
- Business transformation opportunities with PowerApps, Flow and Office 365 API set

New Collaboration Scenarios:

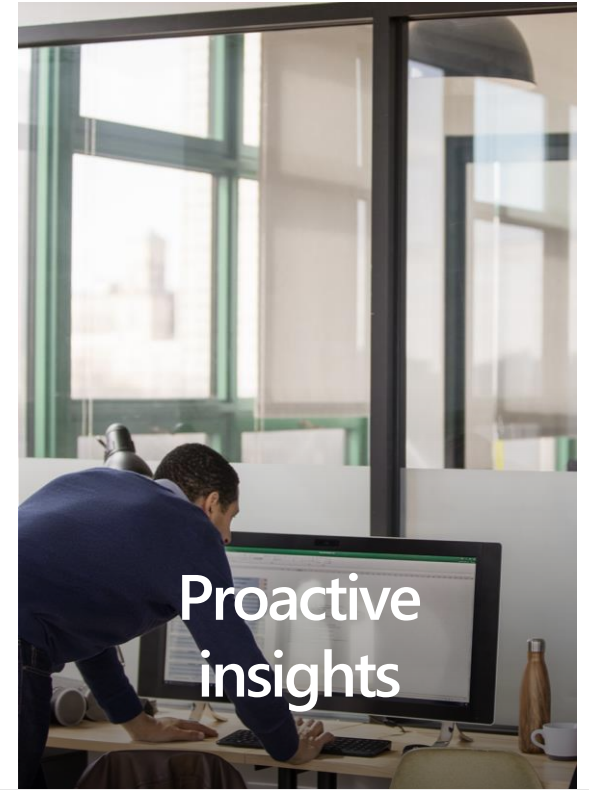
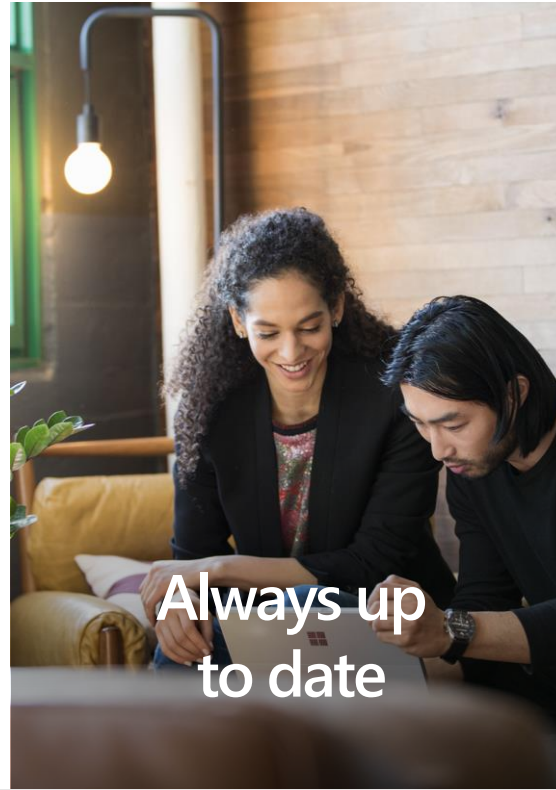
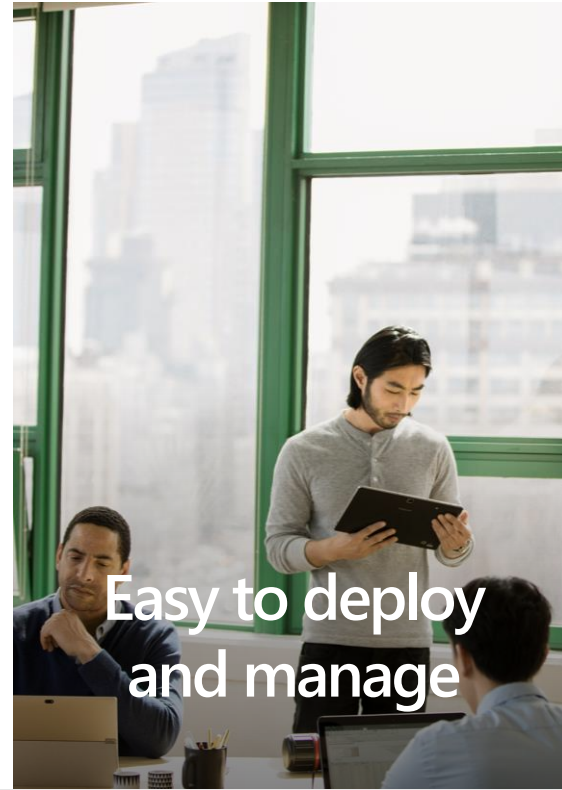
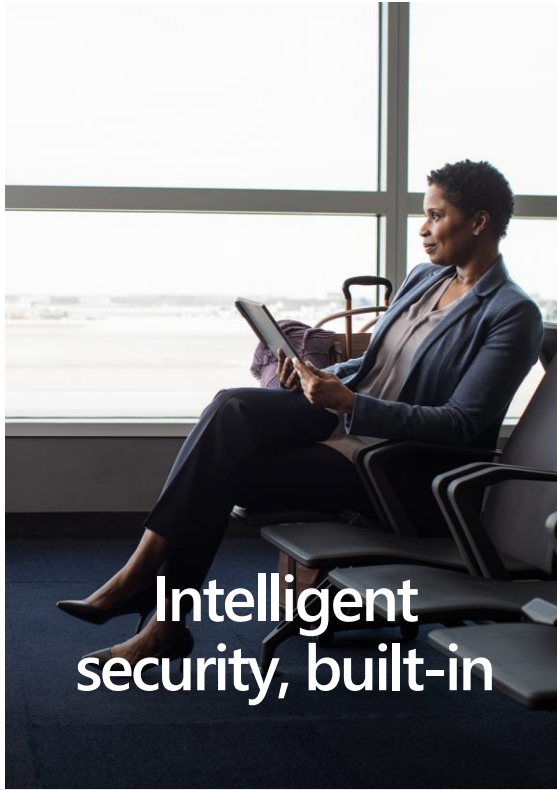
- Modern collaboration with effective teamwork
- Employee engagement and empowerment
- Business Transformation
- Firstline Workers and Industry solution opportunities

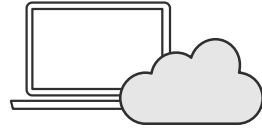


Download the
latest playbook
[here](#)



Microsoft 365 powered device





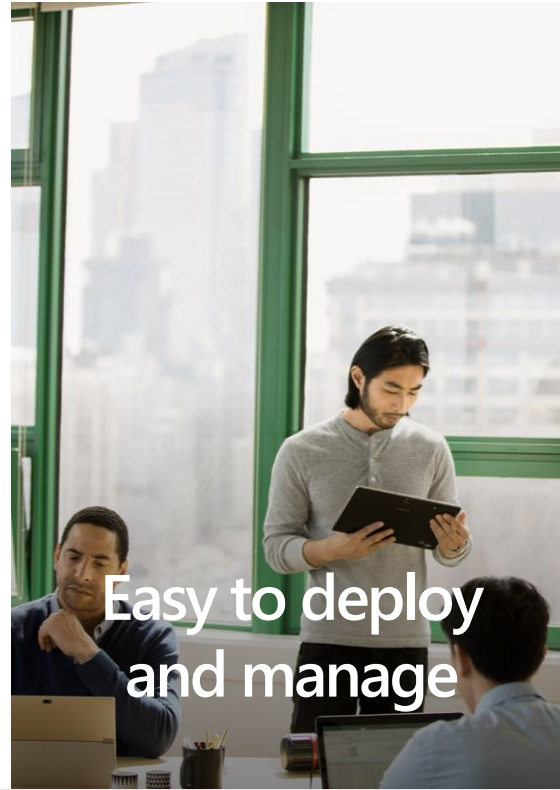
Microsoft 365 powered device

Intelligent security, built-in

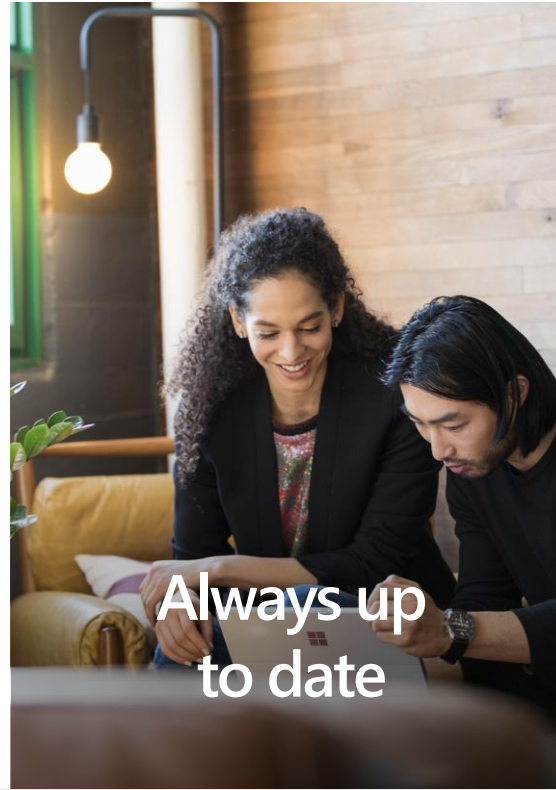
Windows Defender ATP for latest protection against threats

Azure AD + Conditional Access + Information Protection for policy options and hardening

Microsoft Intelligent Security Graph for sharing security signals



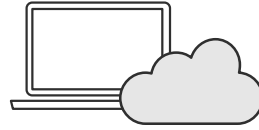
Easy to deploy and manage



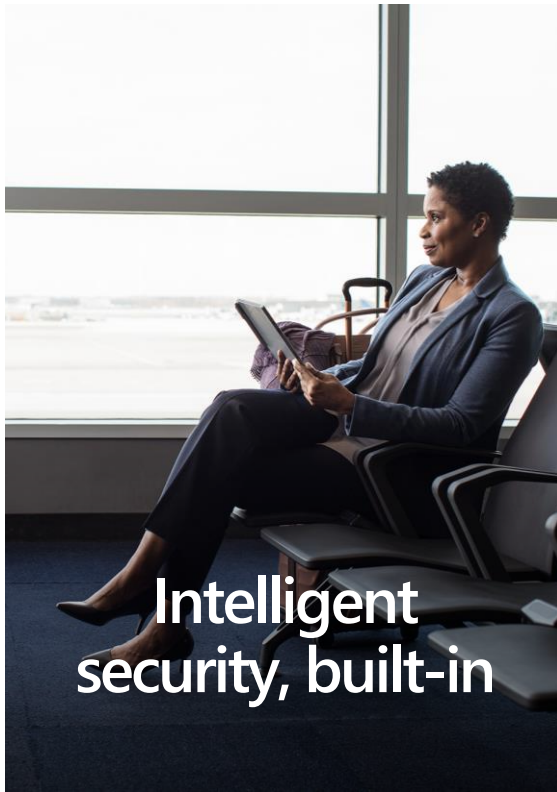
Always up to date



Proactive insights



Microsoft 365 powered device

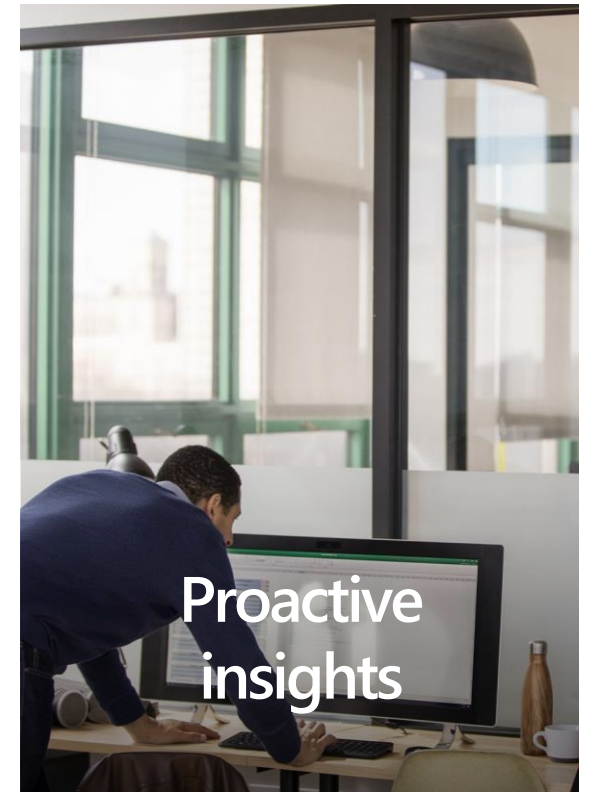
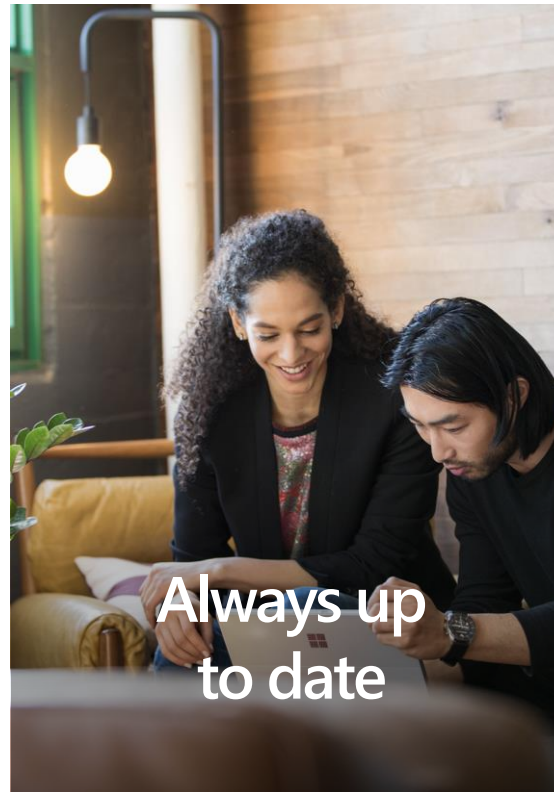


**Easy to deploy
and manage**

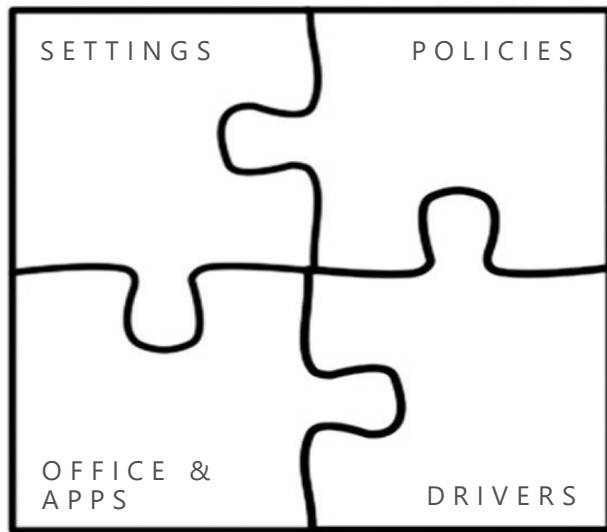
***Azure Active Directory +
Intune*** for easier cloud-based
user and device management

Windows AutoPilot
for lowering costs via self-
service

FastTrack
for acceleration of adoption



Traditional deployment: THE OLD WAY



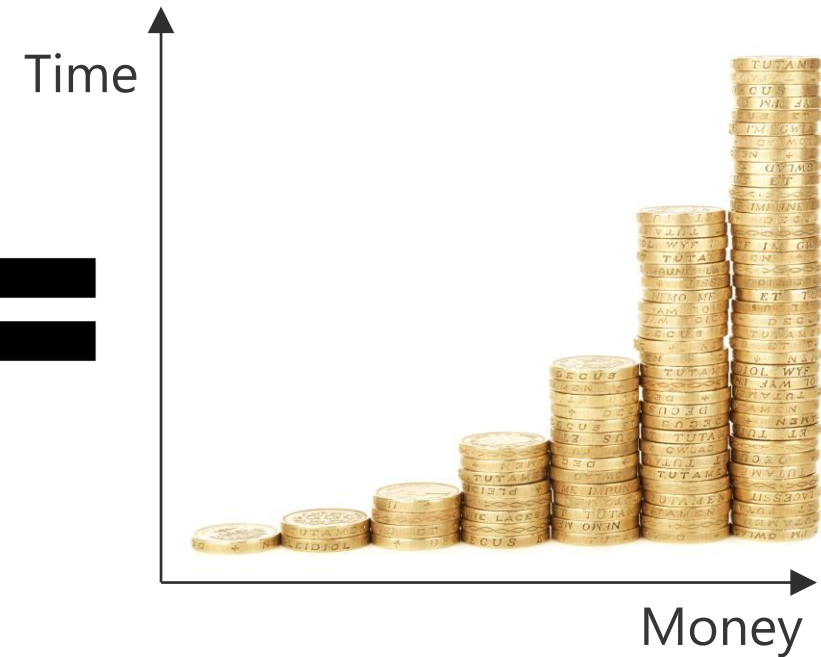
1. Build a custom image, gathering everything else that's necessary to deploy

+



2. Deploy image to a new computer, overwriting what was originally on it

=



Modern deployment: THE NEW WAY



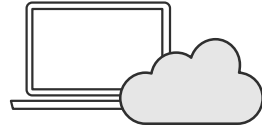
1. Un-box and turn on
off-the-shelf Windows PC



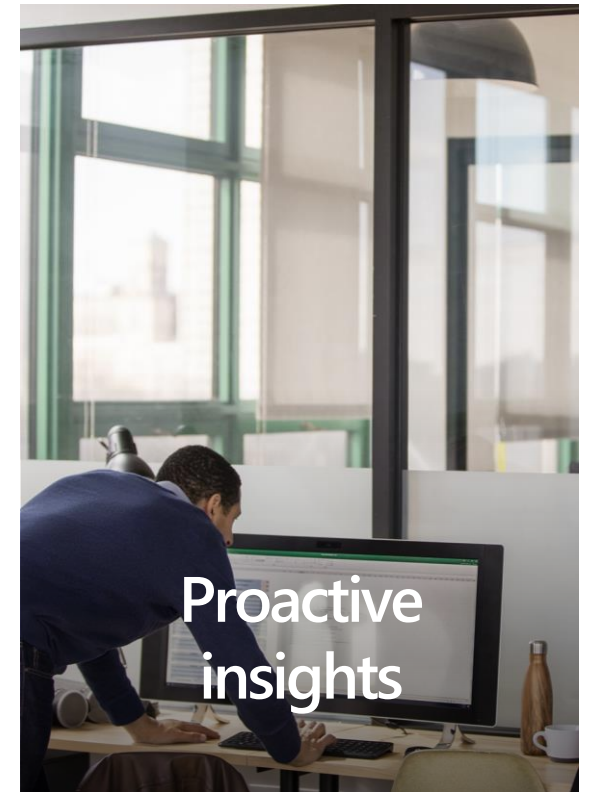
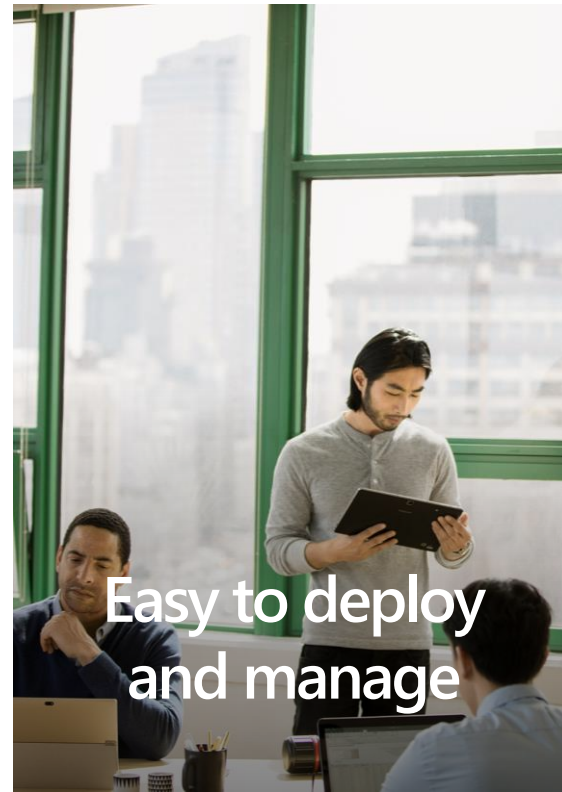
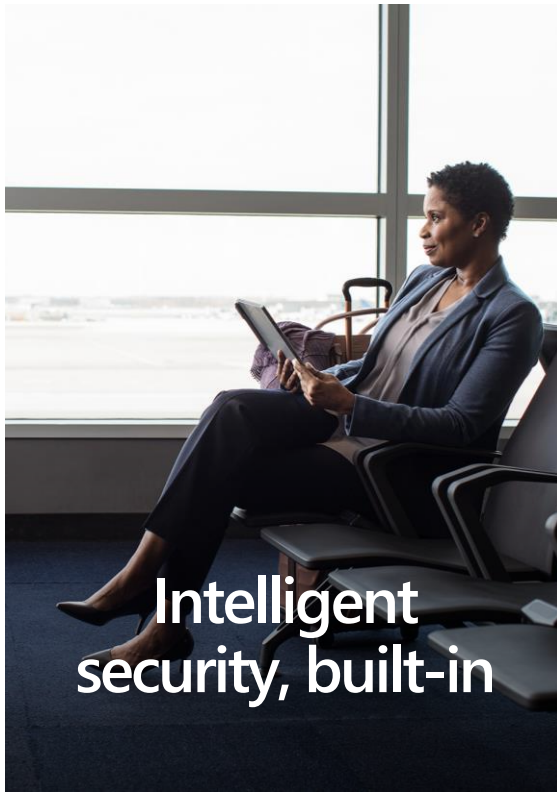
2. Transform with little or
no user interaction

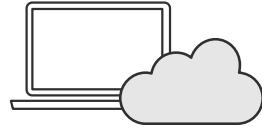


Device is ready for
productive use

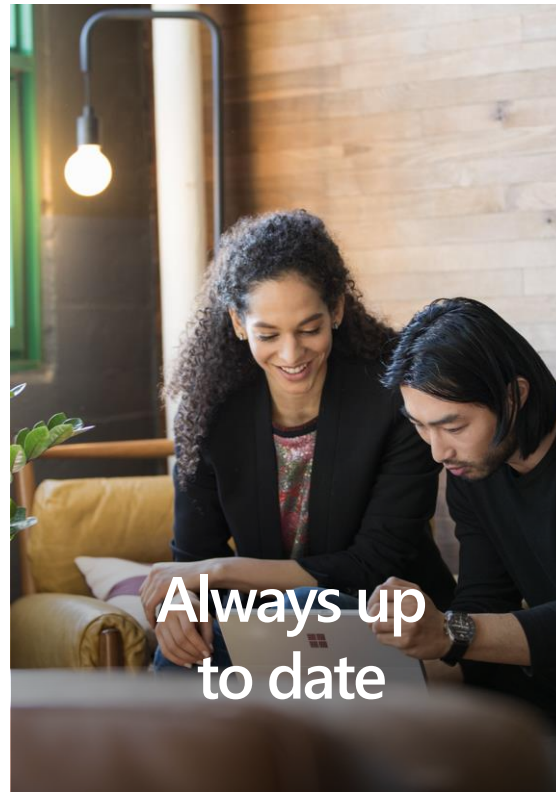
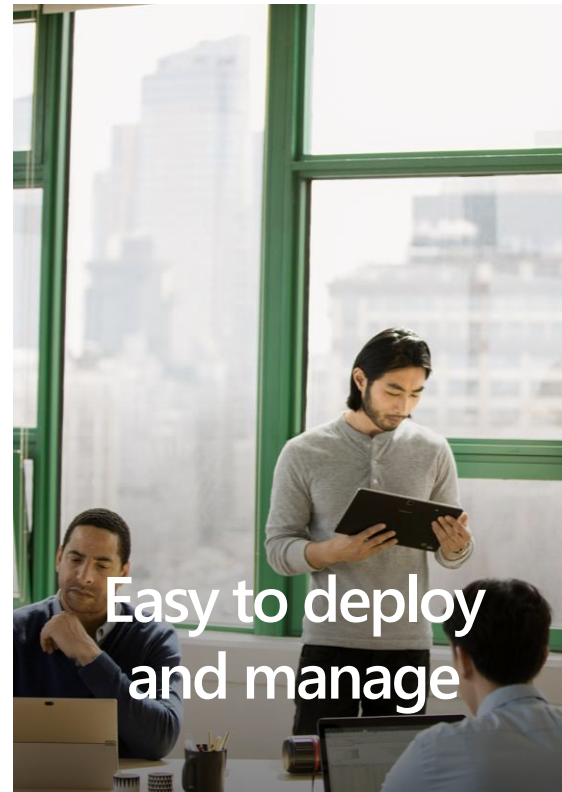
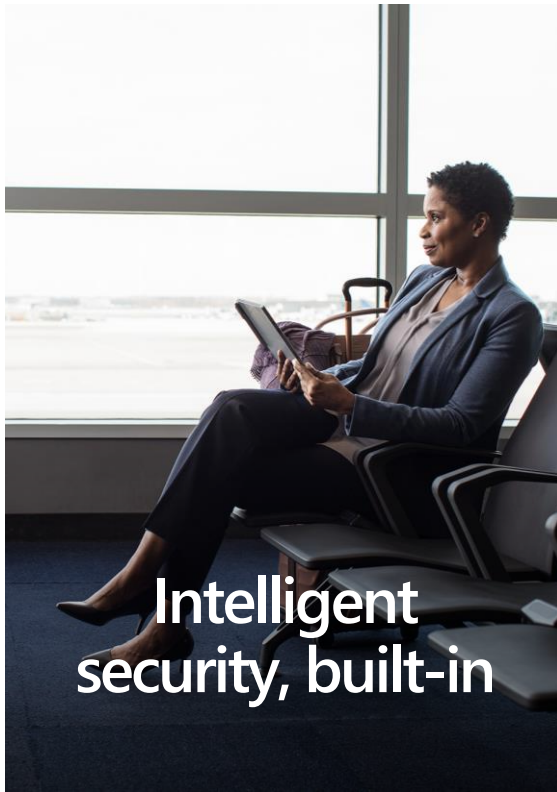


Microsoft 365 powered device





Microsoft 365 powered device



Windows Analytics:

- *Upgrade Readiness*
- *Update Compliance**
- *Device Health**

for insights into upgrades/updates/health to proactively diagnose and fix issues

* In Preview

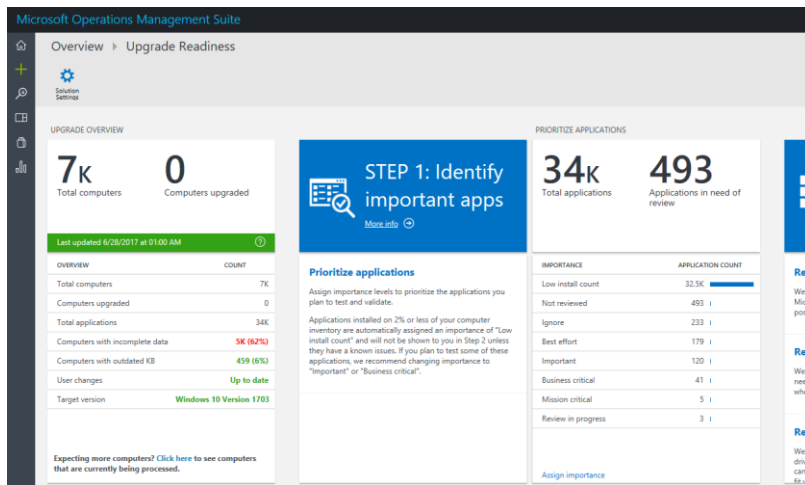
What is Windows Analytics?

A suite of cloud-based services, built on top of Microsoft OMS Log Analytics

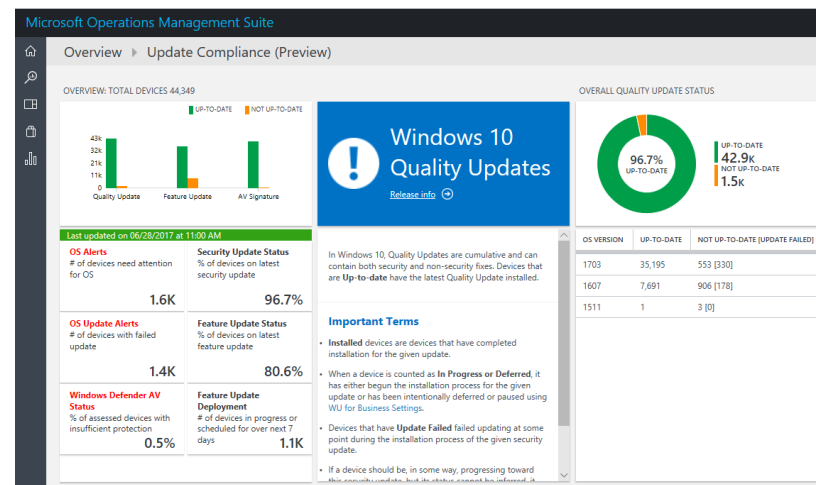
Upgrade Readiness (Previously Upgrade Analytics)

Update Compliance (In preview)

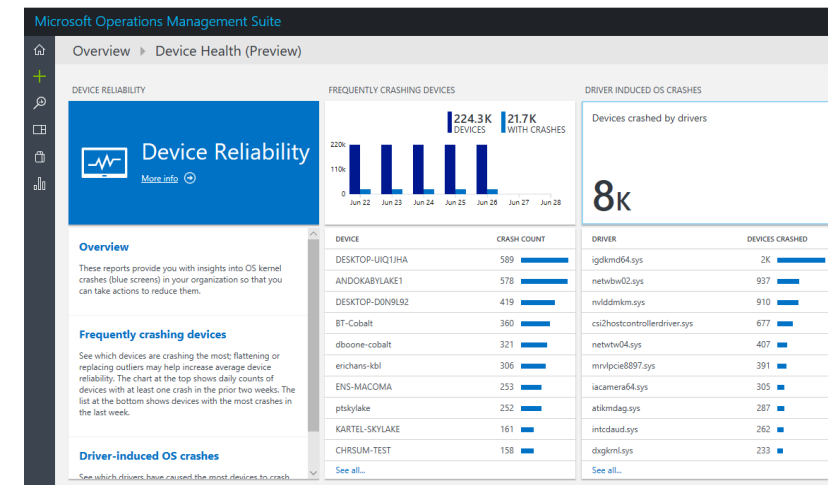
Device Health (In preview)



Plan upgrades by identifying and resolving app and driver compatibility blockers, and quickly see devices that are ready to upgrade



Ensure update and antimalware compliance with timely reports for all your devices—even those on the road



Reduce support costs by proactively identifying and remediating top end-user impacting issues



Collaboration Partner Resources

Collaboration Practice Information

- [Microsoft 365 Collaboration Partner Website](#)
- [Intro to the Collaboration Practice](#)
- [Digital Transformation](#)
- [Firstline Worker](#)

Microsoft 365 Partner Playbooks

- [Security and Compliance Playbook](#)
- [Powered Device Playbook](#)

Sales and Marketing Materials

- [Microsoft 365 Enterprise Partner Presentation](#)
- [Microsoft 365 Collaboration Sales Formula](#)
- [Microsoft 365 Partner Case Study Overview](#)

TEI Studies

- [The Business Opportunity For Microsoft 365 Collaboration Solutions For Microsoft Partners](#)
Available November 7, 2017

Collaboration Products

- | | |
|--------------------------------------|-------------------------------|
| • Office 365 | Customer Deck |
| • Microsoft Teams | Customer Deck |
| • SharePoint | Customer Deck |
| • Skype for Business | Customer Deck |
| • OneDrive | Customer Deck |
| • Yammer | Customer Deck |
| • Power Apps | Customer Deck |
| • Flow | Customer Deck |
| • StaffHub | Customer Deck |
| • Project | Customer Deck |

Related Competencies

- [Collaboration and Content Competency](#)
- [Communications Competency](#)
- [Cloud Productivity Competency](#)

Training and Readiness

- [Collaboration Course Catalog](#)
- [Ignite 2017 Session Recordings](#)
- [Partner University](#)
- [Microsoft Learning](#)

Prepare for Competency Exams

- [Collaboration and Content Learning Path](#)
- [Communications Learning Path](#)
- [Cloud Productivity Learning Path](#)



Thank You

Q&A

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
- **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

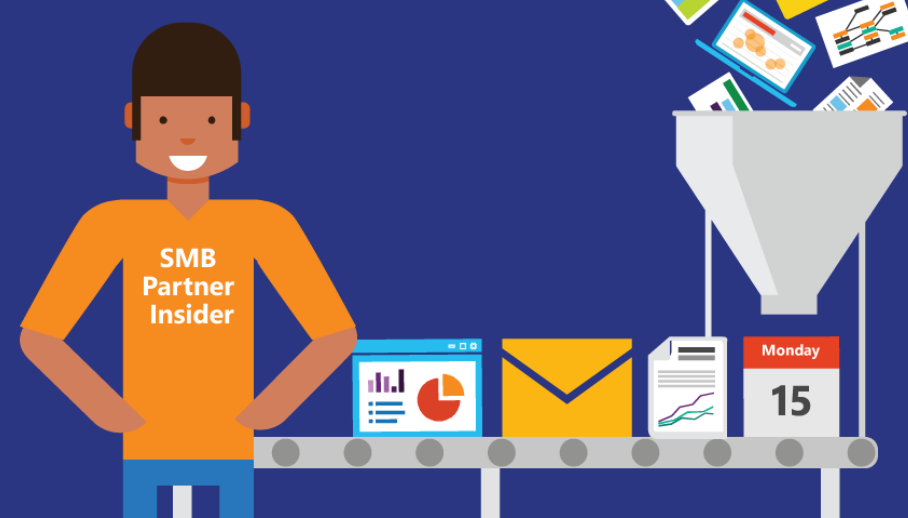
- To earn incentives for the first half of FY18, CSP Resellers must attain one of 8 MPN competencies at the Silver or Gold level.
- Competency status must be “active” on December 31, 2017 when FY18 H1 assessment occurs. Active status includes: Active Earned, Active Pre-Approved, Active Non-Compliant 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!

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

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 >

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 16
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

Submit

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: t@synnex.com

Phone number: 864-373-7634

Company: SYNNEX

Capture the Cloud Tier level: [dropdown]

Marketing activity: Digital Advertising [dropdown]

SYNNEX account manager: [dropdown]

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 1 equivalent marketing activities valued at \$5,000.00 per half | MDF for MSFT 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

4-Step Nurture Email Content with Graphic Design: Nurture will develop the content for a 4 step email campaign. The content will be loaded into the Partner's existing email or marketing automation platform by the Partner. Graphic design is included.

Sales Surrogate™ Tele-Nurturing Program: Sales Surrogate combines traditional telemarketing with a vocal and personalized email from your inside sales representative. See the Sales Surrogate brochure.

- 25 Hours of Sales Surrogate service includes:
 - Script & copywriting
 - Customized email development
 - Marketing to 1,000 per contact based on email broadcast behavior
 - Project management and RCR reporting
 - Database – 750 new decision-maker contacts

Database Cleanse & Augmentation: Nurture will review the complete target market universe in terms of organizations and contacts who should be represented on your CRM. We will then add organizational and decision-maker contact information.

- 1,000 contact records

Webinar Support Sales Surrogate™ offer call or email or in-person webinar:

- Webinar development coaching
- PowerPoint presentation coaching
- Email invitation copy and design
- Webinar platform Q&A support
- Sendinar rehearsal 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)
 - 90-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

