

# Capture the Cloud Webinar Series

March 29, 2018

CLOUDSolv Marketplace Enhancements &  
Advisor to CSP



# Agenda for today



## SYNNEX Microsoft 4-1-1

T Flythe – *Marketing Program Manager, SYNNEX*

**10 min.**



## Advisor to CSP Offer

Brent Ayers – *Business Development Manager, SYNNEX*

**10 min.**



## CLOUDSolv Marketplace Enhancements

Ross Kennedy – *CLOUDSolv Project Manager, Business, SYNNEX*

**20 min.**

# SYNNEX Microsoft Capture the Cloud 4-1-1

- SYNNEX Exclusive Resellers Offers & Promotions\*
- Updated CTC Program Exclusives
- Additional Upcoming SYNNEX Microsoft Events

*\*Please reference the Appendix section at the end of this presentation for additional offers & promotions covered on previous webinars*



T Flythe  
Microsoft Marketing Automation Manager  
SYNNEX | [tf@synnex.com](mailto:tf@synnex.com)

# SYNNEX Exclusive Resellers Offers & Promotions





# 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](https://aka.ms/SYNNEXCTC)



Live and on-demand  
product webinars >



Transformation  
workshops and office  
hours >



Marketing development  
packages >

# Current CTC Program Exclusives:

## Marketing Development Opportunities:

- **CTC Ready-Made Turnkey Marketing\*** – SYNEX has partnered with strategic experts from Microsoft's Project Odo team to offer dynamic ready-made M365 marketing campaigns via ContentMX. [Learn more](#)
- **CTC Tier-1 Exclusive MDF Packages\*** – marketing activity options provided by Nurture Marketing & funded by the SYNEX Microsoft team [Learn more](#)
- **Additional Marketing Development Opportunities\*** – available to all CTC partners (Tier-1, Tier-2, & Tier-3), discounted pricing for incremental marketing development offerings from Nurture Marketing. [Learn more](#)

*\*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>*



# BIG Bucks with Microsoft SQL Server for Resellers

From February 7 – March 31, 2018, 2 lucky RESELLER winners will be able to gain entries in a random drawing for a pass to Microsoft Inspire, worth approximately \$2,000.

- For each deal over \$20,000, get 5 entries for the drawing
- For each deal over \$50,000, get 10 entries for the drawing
- For each deal over \$75,000, get 15 entries for the drawing
- For each deal over \$100,000, get 20 entries for the drawing

*Ts&Cs: Maximum promotional payout of \$4,000 in Reseller Microsoft Inspire passes. Resellers cannot win more than 1 pass. SYNNEX will register Reseller for pass on their behalf. Upon registration, a credit card must be provided to have on file for hotel reservation. No charge will be incurred until the actual event. If this cannot be provided at the time of registration, then another winner will be drawn. Contracts cannot be bundled for thresholds. Limited quantities available. If threshold is maxed out, the highest deals will qualify for that particular threshold. All SQL Server open, open value, open value subscription SKU's qualify (CAL's excluded). Full eligible SKU list available in PromoCentral.*



## ***SYNNEX Advisor to CSP Transition Offer – 20% Discount!***

*From March 1st until May 31st, Authorized CSP Partners who transition their Advisor model customers to the CSP program will receive 20% off MSRP for the entire first year of the contract.*

*Qualify by one of two ways:*

- Minimum of 4 transitions from existing tenants to CSP*
- Transition minimum of 250 seats*

*Offer kicks in on your 4<sup>th</sup> customer transition OR after you've transitioned 250 seats. Offer valid March 1st until May 31<sup>st</sup>, 2018. Ts&Cs supersedes any promotions. Partner must be an active SYNNEX customer and authorized for the CSP program. Discount applied to MSRP., not existing cost. All orders must be placed within CLOUDSolv and all contracts created must have a start date during the promotional period. Partner must be in good credit standing and not have any outstanding CSP balances. Tracking will be provided by the CSP team and we reserve the right to discontinue any promotional discounts at any time. Customers that are transitioned from a direct trial account to CSP do not qualify. Minimum thresholds must be met and maintained throughout the year.*







SYNNEX  
**CLOUDSolv**

# SYNNEX Microsoft Advisor to CSP

Brent Ayers – Business Development Manager,  
SYNNEX | [BrentA@synnex.com](mailto:BrentA@synnex.com)

# Transition from Advisor to CSP: Six reasons to choose SYNEX

---

You have choices when it comes to deciding what distributor to work with—so many that it can be tough to uncover which one is right for you. That's why we've put together this guide: to help make your decision clear and easy.

**We recommend evaluating the following six aspects when you research distributors. We think you'll see why SYNEX is the best choice to support your transition from Advisor to CSP.**

**20% off MSRP**  
**for the entire first year**  
**of the contract.\***

## Why it matters

## The SYNEX way

### ✓ Earning potential

At the end of the day, you want to make more money. And to that end, not all distributors are created equal. Be sure you understand all the offerings that can impact your bottom line, such as sales incentives, marketing development funds, and other offers that allow you to keep rebates or pass them on to customers with more competitive pricing.

SYNEX helps partners maximize their margins and earning potential. Our Office 365 resellers average between 9 and 16 percent margin in CSP, and to help even more, we're giving partners 20 percent off MSRP for the entire first year when they transition their Advisor model customers to the CSP program.\* That's more margin for you.

### ✓ Easy access to tools and resources

It's important to have a fast, usable, and comprehensive portal to quickly set up and provision customers, as well as a marketplace that allows you to easily attach ISV solutions and machine images.

Designed directly from partner feedback, the SYNEX CLOUDSolv portal and marketplace provides end-to-end solutions for our partners. CLOUDSolv is our central location for partners to grow their knowledge alongside their customers.

## Why it matters

## The SYNEX way

✓ The support you need

Having a support line is great, but when you need to learn about the transition to CSP to better serve customers, educational resources become a critical component of your support services. Be sure your sales and technical teams are kept up to date on the solution and how to sell it.

SYNEX support fast-tracks your growth and long-term learning. In addition to a team of experts, we offer free webinars, training events for sellers, and even onsite training. Plus, you can tap into our Capture the Cloud education program, tailored to cloud offerings.

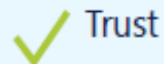
✓ Personal service

You know selling is about relationships and your distributor should know that, too. It's important to have a distributor that understands you and your business, to help you grow and be successful.

SYNEX takes the time to understand where you are as a reseller today and where you want to go tomorrow. When you choose SYNEX, you get personal, hands-on solutions experts who take the time to get to know you and your unique business needs.

## Why it matters

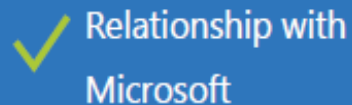
## The SYNEX way



Trust

There are many aspects that factor into a company's reputation—quality, value, reliability, and more. You want to be sure you are working with a trusted brand, one that has earned a strong reputation in its industry.

SYNNEX is a Fortune 500 company founded in 1980. We've built a strong reputation across the information technology supply chain, with nearly 40 years of superior service. So you can be sure that when you're working with us, you're working with the best in the business.



Relationship with Microsoft

Not all distributors have the same relationship with Microsoft. Only the top distributors get premium access to training, support, and other resources. And that can make or break your profitability.

SYNNEX is a Microsoft cloud distributor and holds an advanced support contract with Microsoft. This means that if your customers need a fast track to help, we have you covered. We also have access to a variety of Microsoft resources that can accelerate your profitability.



SYNNEX  
**CLOUDSolv**

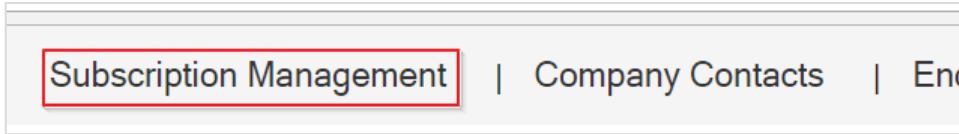
# SYNNEX CLOUDSolv Marketplace Enhancements


Ross Kennedy – CLOUDSolv Project Manager, Business,  
SYNNEX | [RossK@synnex.com](mailto:RossK@synnex.com)

# CLOUDSolv Reporting

## Report Locations

All reporting is located under Subscription Management



Any Screen with the  icon can be exported to .xls format.

Reports Include:

- Contract Pay Terms
- Recent Changes
- Invoices
- Active Contracts
- Azure Usage

# Contract Pay Terms

Select the **Update Contract Pay Terms** link under the Alerts widget.

If there are any issues with any pay terms then the heading will be labeled **Contracts with Pay Term Issues**.

Alerts	
Suspended Contracts	4
Update Contract Pay Terms	112

Alerts	
Contracts with service not provisioned	2
Suspended Contracts	30
Contracts with failed service provisioning	5
Contracts with Pay Term Issues	58



# Contract Pay Terms

The popup window will display all contracts and what pay term is assigned.

### Update Contract Pay Terms

This tool will allow you to change all or the selected contracts payment terms. Once saved, the contracts selected will use the payment term chosen

Only show contracts with pay term issues

End Customer Name

Select	Contract #	End Customer	Current Pay term	Credit Card Type	Credit Card No	Issue
<input type="checkbox"/>	289716	End Customer 001	NET 30			
<input type="checkbox"/>	257385	End Customer 002	NET 30			
<input type="checkbox"/>	286137	End Customer 003	NET 30			
<input type="checkbox"/>	285238	End Customer 004	NET 30			
<input type="checkbox"/>	287035	End Customer 005	NET 30			
<input type="checkbox"/>	289936	End Customer 006	NET 30			
<input type="checkbox"/>	294792	End Customer 007	NET 30			


10 << (1 of 12) >>

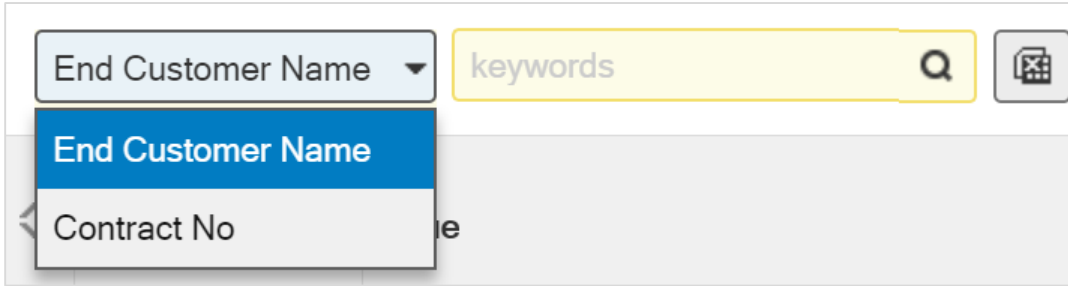
Select the payment type to set all exiting contracts under this account to use for invoicing

Pay Terms

Tip: If you would like use a different credit card, select the 'Credit Card(Input)' link and enter a different card

# Contract Pay Terms

Search by End Customer Name or Contract Number. Selecting the  icon will allow you export the current screen view to .xls format.



The screenshot shows a search interface with a dropdown menu open. The dropdown menu has two options: 'End Customer Name' (highlighted in blue) and 'Contract No'. To the right of the dropdown is a search input field containing the text 'keywords' and a magnifying glass icon. Further to the right is an 'Export' icon (a document with a grid).

Change Pay Term by selecting the checkbox beside the Contract#, Select new Pay Term and press save.

 [289716](#)

Pay Terms NET 30 ▼

**Save**

# Contract Pay Terms

Contracts with Pay Term Issues will have the issues specified in the Issue column.

<input checked="" type="checkbox"/> Only show contracts with pay term issues		End Customer Name		keywords		Q	🗕
Select All	Contract #	End Customer	Current Pay term	Credit Card Type	Credit Card No	Issue	
<input type="checkbox"/>	15361	End Customer 012				Empty pay term	

Change Pay Term by selecting the checkbox beside the Contract#,  
Select new Pay Term and press save.

 [289716](#)

Pay Terms

# Recent Changes

The Recent Changes widget will show the last 5 changes.

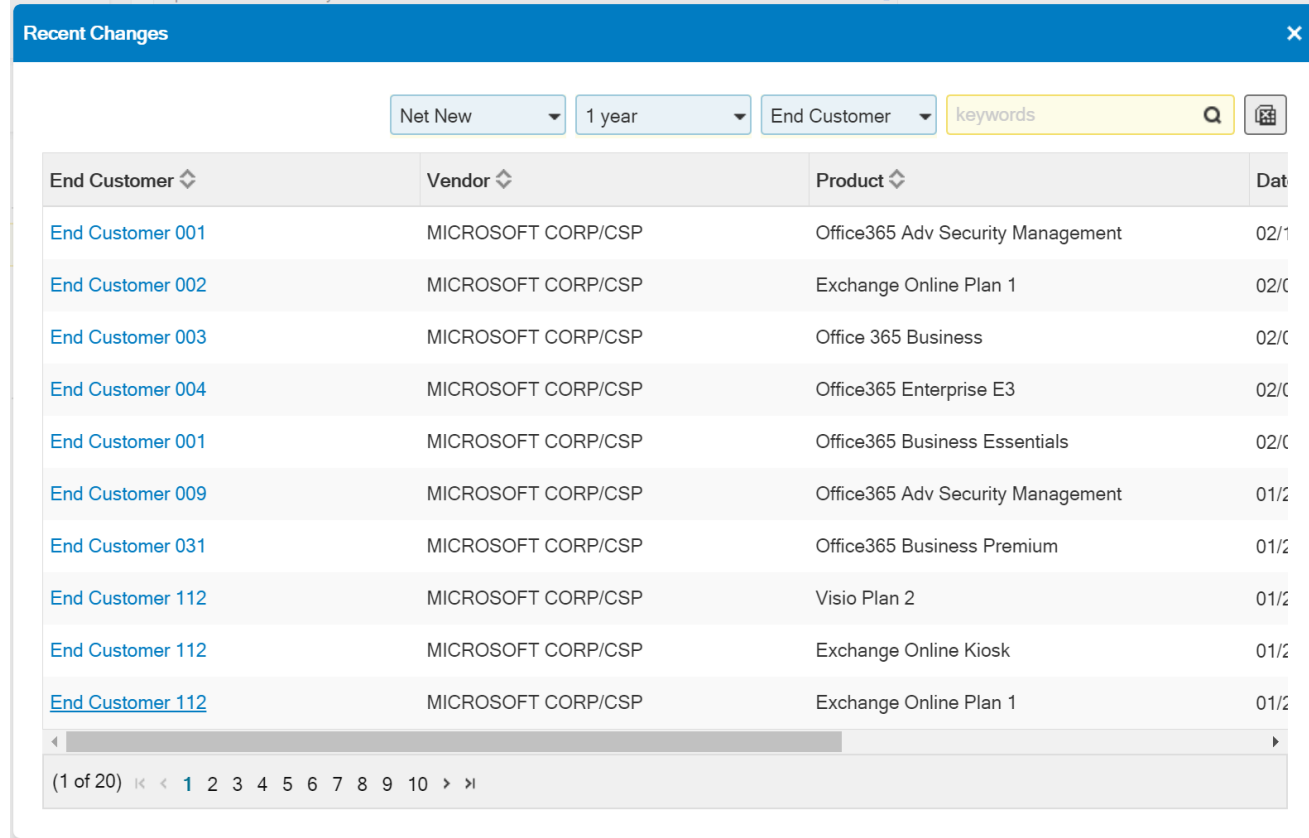
Recent Changes <span style="float: right;">Net New ▾</span>					
End Customer	Vendor	Product	Date	Change Type/Qty	Entered By
End Customer 001	MICROSOFT CORP/CSP	Office365 Adv Security Management	02/15/2018	New 35 Seats	IT Support
End Customer 002	MICROSOFT CORP/CSP	Office365 Adv Security Management	02/15/2018	New 5 Seats	Sales Rep 004
End Customer 003	MICROSOFT CORP/CSP	Power BI Pro	03/01/2018	New 1 Seat	End Cust. IT
End Customer 004	MICROSOFT CORP/CSP	Office365 Business Premium	02/09/2018	New 12 Seats	Cust. Service
End Customer 001	MICROSOFT CORP/CSP	Office365 Adv Security Management	02/15/2018	New 10 Seats	IT Support

Net New is the default display but you can also select All, Adds, Cancelled and Changes from the dropdown.

Selecting the Recent Changes heading will open a window with more detail.

# Recent Changes

The Popup window will show detail about the change type selected.



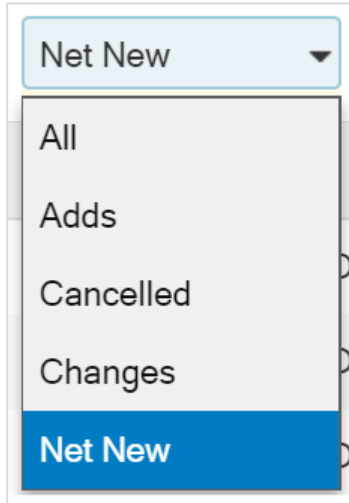
The screenshot shows a 'Recent Changes' popup window with a blue header and a close button. Below the header are four filters: 'Net New' (dropdown), '1 year' (dropdown), 'End Customer' (dropdown), and a search box containing 'keywords' with a magnifying glass icon. The main content is a table with four columns: 'End Customer', 'Vendor', 'Product', and 'Date'. The table lists 12 rows of data, all with 'MICROSOFT CORP/CSP' as the vendor. The products include Office365 Adv Security Management, Exchange Online Plan 1, Office 365 Business, Office365 Enterprise E3, Office365 Business Essentials, Office365 Adv Security Management, Office365 Business Premium, Visio Plan 2, Exchange Online Kiosk, and Exchange Online Plan 1. The dates range from 01/2 to 02/1. At the bottom, there is a pagination bar showing '(1 of 20)' and navigation arrows.

End Customer	Vendor	Product	Date
<a href="#">End Customer 001</a>	MICROSOFT CORP/CSP	Office365 Adv Security Management	02/1
<a href="#">End Customer 002</a>	MICROSOFT CORP/CSP	Exchange Online Plan 1	02/0
<a href="#">End Customer 003</a>	MICROSOFT CORP/CSP	Office 365 Business	02/0
<a href="#">End Customer 004</a>	MICROSOFT CORP/CSP	Office365 Enterprise E3	02/0
<a href="#">End Customer 001</a>	MICROSOFT CORP/CSP	Office365 Business Essentials	02/0
<a href="#">End Customer 009</a>	MICROSOFT CORP/CSP	Office365 Adv Security Management	01/2
<a href="#">End Customer 031</a>	MICROSOFT CORP/CSP	Office365 Business Premium	01/2
<a href="#">End Customer 112</a>	MICROSOFT CORP/CSP	Visio Plan 2	01/2
<a href="#">End Customer 112</a>	MICROSOFT CORP/CSP	Exchange Online Kiosk	01/2
<a href="#">End Customer 112</a>	MICROSOFT CORP/CSP	Exchange Online Plan 1	01/2

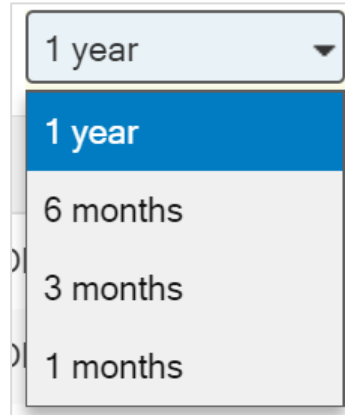
# Recent Changes

Filter options include:

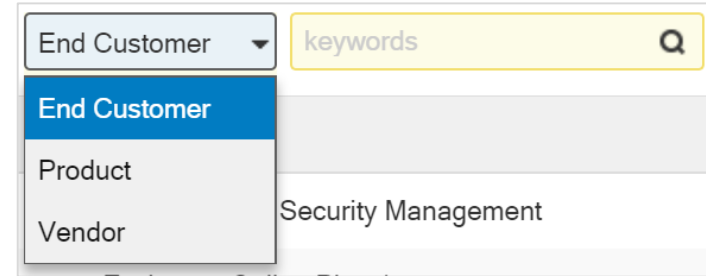
- Change Type




- Timeframe








- Search Options



Selecting the  icon will allow you export the current screen view to .xls format.

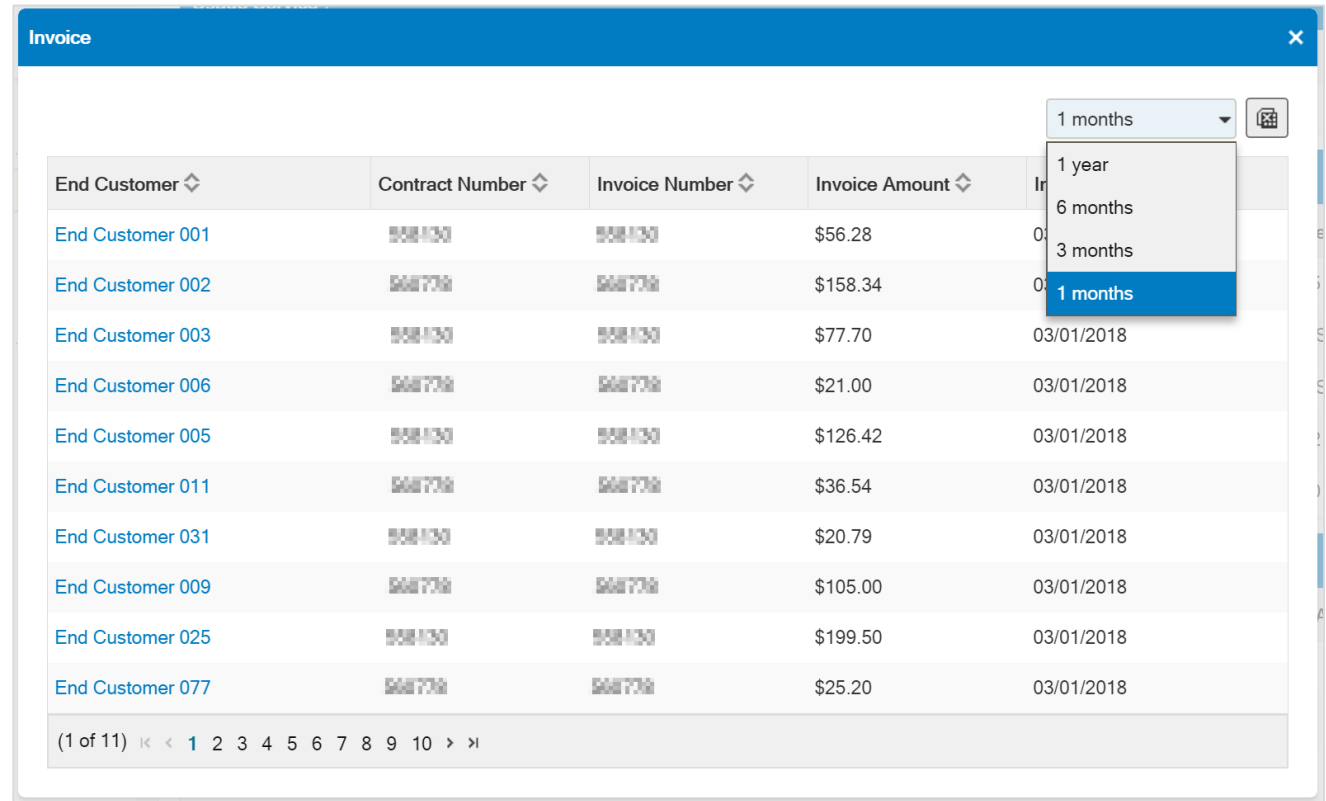
# Invoices

The Invoices widget will show the last 5 invoices. Selecting the Invoice label will show more invoices.

Invoice <span style="float: right;">1 months ▾</span>				
End Customer 	Contract Number 	Invoice Number 	Invoice Amount 	Invoice Date 
End Customer 019	54379T	54379T	\$290.64	03/01/2018
End Customer 007	55682H	55682H	\$50.40	03/01/2018
End Customer 001	54379T	54379T	\$215.88	03/01/2018
End Customer 002	55682H	55682H	\$6.72	03/01/2018
End Customer 010	857541	857541	\$98.70	03/01/2018


# Invoices

Invoices can be displayed for the last 1 year, 6 months, 3 months and 1 month.



End Customer	Contract Number	Invoice Number	Invoice Amount	Invoice Date
End Customer 001	558130	558130	\$56.28	03/01/2018
End Customer 002	568739	568739	\$158.34	03/01/2018
End Customer 003	558130	558130	\$77.70	03/01/2018
End Customer 006	568739	568739	\$21.00	03/01/2018
End Customer 005	558130	558130	\$126.42	03/01/2018
End Customer 011	568739	568739	\$36.54	03/01/2018
End Customer 031	558130	558130	\$20.79	03/01/2018
End Customer 009	568739	568739	\$105.00	03/01/2018
End Customer 025	558130	558130	\$199.50	03/01/2018
End Customer 077	568739	568739	\$25.20	03/01/2018

(1 of 11) << < 1 2 3 4 5 6 7 8 9 10 > >>

Selecting the  icon will allow you export the current screen view to .xls format.



# Active Contracts

To view a list of all your contracts with line level detail select Report Console then Service Subscription Report. This will start the download of all contract lines in .xls format.

Columns include: Contract, PO info, Service info, quantity of each item, Service Status, Start/End Dates and Price.

Subscription Management > Report Console

Dashboard

**Report Console**

Orders

My Saved Solutions

End Customer 105 Contracts 116

Report Console

Definitions

Name

**Service Subscription Report**

Consolidated Invoicing

(1 of 1) << 1 >> 5 ▾

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Contract	Reseller PO#	End User PO#	End User #	End User Name	Liac#	Vendor Name	SKU#	Service Desc	Qty	Billing	Service Provision Status	Service Add Date	Provisioned Date	Billing Eff. Date	Billing End Date	Vendor subscription ID	Reseller Pric	Reseller Est.Pric	Last Bill Date	Last Bill Order#

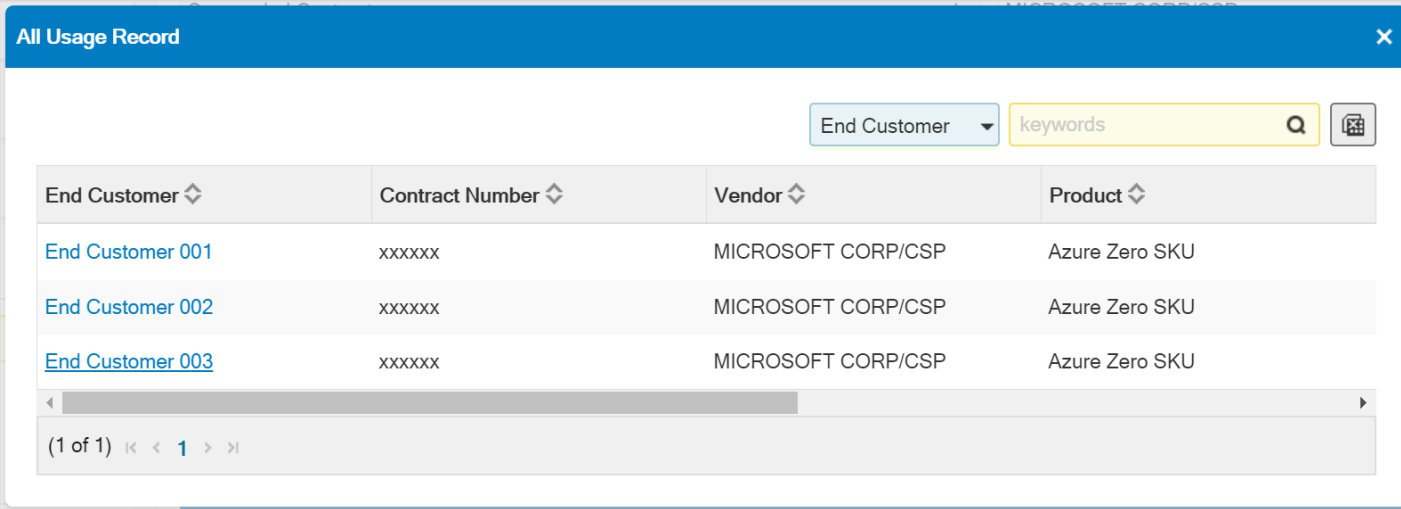
# Azure Usage

The Azure Usage widget will allow you to view usage in reseller cost. These usage cost are estimates, the total to invoice may be different than the estimate.

Usage Service						
End Customer	Contract Number	Vendor	Product	Budget	Total Cost	Percentage Used
End Customer 001	xxxxxx	MICROSOFT CORP/CSP	Azure Zero SKU	\$100	\$1,863.48	1863 %
End Customer 002	xxxxxx	MICROSOFT CORP/CSP	Azure Zero SKU	Budget not set.	\$333.84	0 %
End Customer 003	xxxxxx	MICROSOFT CORP/CSP	Azure Zero SKU	Budget not set.	\$964.33	0 %


# Azure Usage

Selecting the Azure Usage wording on the widget will open a window that will display all usage based services. Selecting the customer name from the End Customer column will navigate you to the selected end customers services.



The screenshot shows a window titled "All Usage Record" with a close button in the top right corner. Below the title bar, there is a search bar with a dropdown menu labeled "End Customer" and a search input field containing the text "keywords". To the right of the search input is a magnifying glass icon and a calendar icon. Below the search bar is a table with four columns: "End Customer", "Contract Number", "Vendor", and "Product". The table contains three rows of data. At the bottom of the table, there is a pagination bar showing "(1 of 1)" and navigation arrows.

End Customer	Contract Number	Vendor	Product
<a href="#">End Customer 001</a>	xxxxxx	MICROSOFT CORP/CSP	Azure Zero SKU
<a href="#">End Customer 002</a>	xxxxxx	MICROSOFT CORP/CSP	Azure Zero SKU
<a href="#">End Customer 003</a>	xxxxxx	MICROSOFT CORP/CSP	Azure Zero SKU

Selecting the  icon will allow you export the current screen view to .xls format.

# Azure Usage

Once under the End Customer, select the Azure Usage button.

Services | Contracts | End Customer Access

End Customer 001 [Add New Services](#)

Please Note: Pricing does not include any applicable tax.

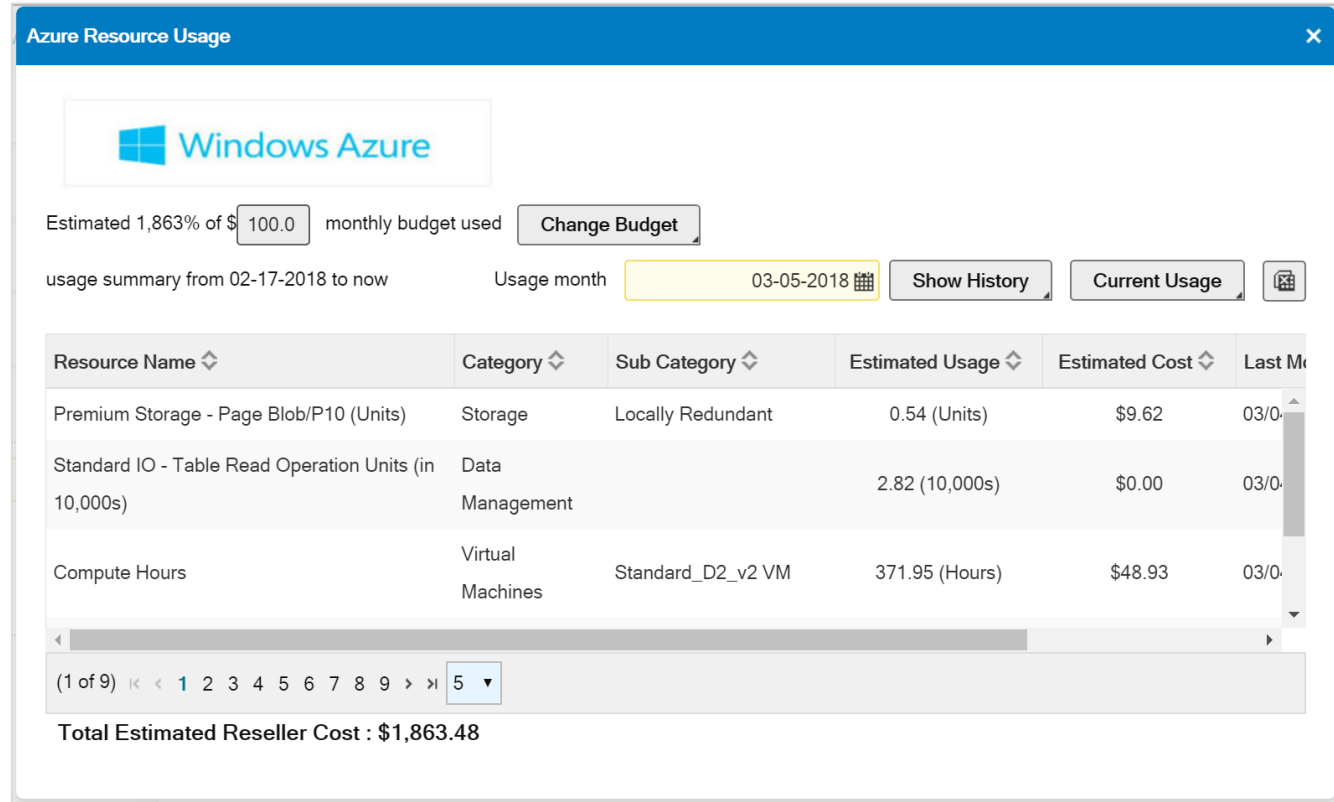
[Azure Usage](#) [Services Changes](#)

Contract Number	Vendor	Subscription	Current Seats	Extended Price	Billing Type	Service Status	Last Change	Billing Start/End Date	Alerts
xxxxxx	MICROSOFT CORP/CSP	<a href="#">Azure Provisioning</a> SKU	1	Usage Driven	Monthly	<span>Activated</span>	Add 1 Seat 11/08/2016	12/01/2016 - 11/30/2099	Refer to Billing History

# Azure Usage

This will show the current usage as reported by Microsoft.

There may be a 48 hour delay between actual usage and what Microsoft reports to SYNEX.



The screenshot displays the 'Azure Resource Usage' interface. At the top, it shows the 'Windows Azure' logo and a summary: 'Estimated 1,863% of \$100.0 monthly budget used'. Below this, it indicates the usage summary is from '02-17-2018 to now' for the month of '03-05-2018'. A table lists resource usage details, including Resource Name, Category, Sub Category, Estimated Usage, Estimated Cost, and Last Month. The table shows three rows of data: Premium Storage, Standard IO, and Compute Hours. At the bottom, a pagination bar shows '(1 of 9)' and a total estimated reseller cost of '\$1,863.48'.



Resource Name	Category	Sub Category	Estimated Usage	Estimated Cost	Last M
Premium Storage - Page Blob/P10 (Units)	Storage	Locally Redundant	0.54 (Units)	\$9.62	03/0
Standard IO - Table Read Operation Units (in 10,000s)	Data Management		2.82 (10,000s)	\$0.00	03/0
Compute Hours	Virtual Machines	Standard_D2_v2 VM	371.95 (Hours)	\$48.93	03/0

Total Estimated Reseller Cost : \$1,863.48

# Azure Usage


To show the previous usage, select the Usage Month and press Show History.

Usage summary from 01-17-2018 to 02-16-2018

Usage month: 02-01-2018  [Show History](#) [Current Usage](#) 

Resource Name	Category	Sub Category	Estimated Usage	Estimated Cost	Last Modified Date
PREMIUM STORAGE - PAGE BLOB/P10 (UNITS)			2.0	\$18.76	
STANDARD IO - TABLE READ OPERATION UNITS (IN 10,000S)			6.0	\$0.00	
COMPUTE HOURS			750.0	\$98.64	

(1 of 14) << < 1 2 3 4 5 6 7 8 9 10 > >> 5 ▾

Selecting the  icon will allow you export the current screen view to .xls format.

# Q&A



Thank you.





SYNNEX Exclusive Resellers  
Offers & Promotions –  
*Appendix*



# CLOUDEsolv 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:

	CLOUDEsolv Total Care Support	CLOUDEsolv 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?	CLOUDEsolv 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 CLOUDEsolv 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 CLOUDEsolv	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 "CLOUDEsolv 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

