

Capture the Cloud Webinar Series

May 24, 2018

Maximize your customer engagement with
ContentMX Ready-Made Marketing



Agenda for today



SYNNEX Microsoft 4-1-1

T Flythe – *Marketing Program Manager, SYNNEX*

5 min.



ContentMX: Ready-to-Go Marketing

Jeff Mesnik – *President, ContentMX*
Erik Frantzen – *President, Nurture Marketing*

30 min.



Q&A

15 min.

SYNNEX Microsoft Capture the Cloud 4-1-1

- SYNEX Exclusive Resellers Offers & Promotions*
- Upcoming CTC Opportunities
- Additional Upcoming SYNEX 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

SYNNEX Exclusive Resellers Offers & Promotions



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 4th customer transition OR after you've transitioned 250 seats. Offer valid March 1st until May 31st, 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.



BitTitan and SkyKick Offers

Microsoft is partnering with BitTitan and SkyKick to provide free Office 365 migrations for qualifying customers between March 1 and June 30, 2018.

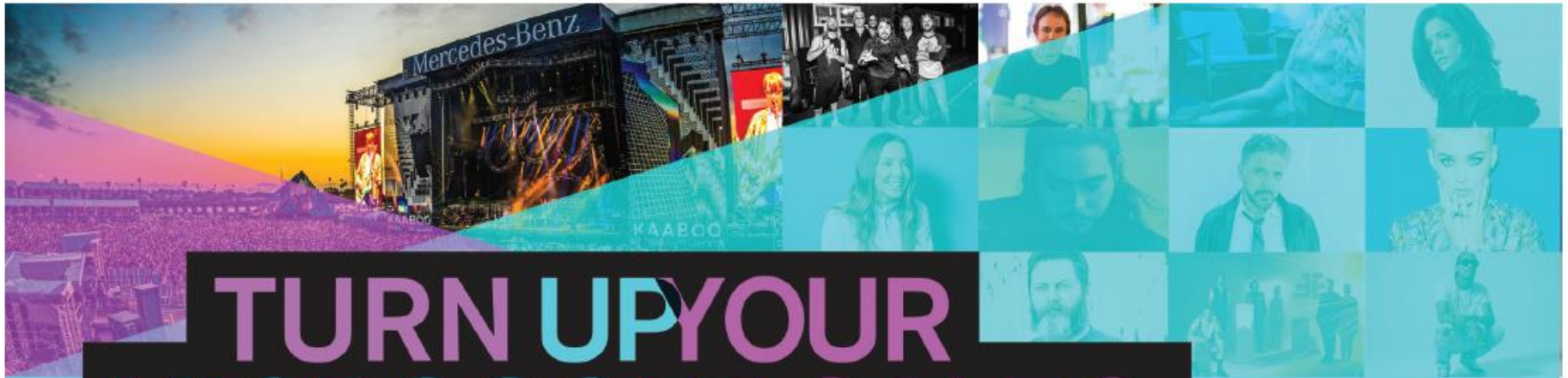
BitTitan: Get up to 50 free BitTitan user migration bundle licenses

*Regularly priced \$15/seat

SkyKick: Office 365 migration rebate

*Three levels available: "Good" is free, or you can get \$10 off the "Better" or "Best" options

These offers are available to any Microsoft partner purchasing an eligible SKU via the CSP program (eligible SKUs include: Microsoft 365 Business, Office 365, Business Premium, Office 365 E3), and migration can be from any source: on-premise, competitive suites, POP/IMAP, etc. Offers available only to new Office 365 CSP tenants with a minimum of 5 seats and maximum of 50.



TURN UP YOUR MICROSOFT SALES WITH SYNnex

AND WIN A TRIP
TO THE KAABOO
MUSIC FESTIVAL!

PROMO DATES:
MAY 1-JUNE 30
2018

Sell Microsoft through SYNEX to win an amazing concert experience and weekend getaway for two on September 14-17! Promo winners will receive:

- Tickets to the Kaaboo Music Festival
- Flights
- Hotel accommodations
- Transportation on site
- Group meals
- Networking opportunities with SYNEX executives and Microsoft representatives

We will select winners in each category:*

CSP:

- 1 partner with highest number of net new Azure customers
- 1 partner with top Azure revenue
- 1 partner with top revenue in O365
- 1 partner with top net new seat adds for O365

Surface:

- 1 partner with most Surface devices sold
- 1 partner with most CPO Surface devices sold

OEM:

- 1 partner with highest number of Windows Pro 10 Device sales
- 1 partner with top revenue in Office

Good luck, and thank you for selling Microsoft through SYNEX!

*Only sales of Microsoft product through SYNEX qualify. Sales must invoice in the promo timeframe to be eligible. A reseller partner can only win once per category. For the Surface promotion, sales of demo devices, accessories, and warranties do not count toward the total sales.



We recommend Windows.
www.synnecorp.com/Microsoft





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 >



Business transformation
workshops >



Marketing development
packages >

June 21

Get Ahead of the Game for Microsoft Inspire 2018 (WPC)

Register



Microsoft Inspire is something that we recommend to all our SYNEX Microsoft resellers. But we understand that all of you are not necessarily able to attend.

Whether you're going to make it to the conference or planning to participate remotely, this webinar will prepare partners with what you need to know to remain engaged and make the most of this inspirational week.

This webinar will cover:

- Know before you go for partners attending Inspire
- SYNEX exclusive party invitations
- Know before you "don't go" for all partners that are not able to attend and how they can leverage digital offerings to stay engaged

Additional Upcoming SYNnex Microsoft Events

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

DATE/TIME	EVENT
05/24/18 2:00 pm - 3:00 pm	Capture the Cloud Webinar: Maximize customer engagement with ContentMX Ready-Made Marketing Campaigns
06/19/18 1:30 pm - 2:30 pm	SYNNEX Microsoft Webinar: How to Sell the Top 3 Azure Solutions
06/21/18 2:00 pm - 3:00 pm	Capture the Cloud Webinar: Get ahead of the game for Microsoft Inspire 2018
07/15/18 - 07/19/18 All Day	Microsoft Inspire <i>Mandalay Bay Convention Center and T-Mobile Arena, Las Vegas Nevada</i>
10/03/18 - 10/05/18 All Day	SYNNEX Inspire Conference <i>TD Convention Center, Greenville South Carolina</i>

Learn more and
register here!

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

A large, curved aquarium tunnel filled with various fish. People are walking through the tunnel, looking at the marine life. The scene is brightly lit with blue and white tones.

Channel Marketing Re- Imagined

ContentMX

Jeff Mesnik – President, ContentMX
Erik Frantzen – President, Nurture Marketing

May 24, 2018

What if choosing marketing content, was as easy as picking a channel on Apple TV?



Introducing ContentMX “Apple TV” for Your Marketing

Episodic content that tells a story and drives opportunities

Choose the channels best for your business

Receive weekly episodes, with content to share and consume.

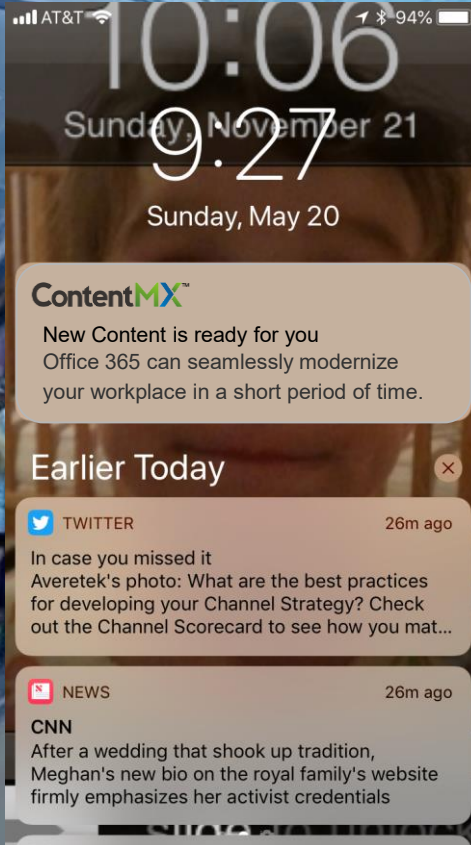
The screenshot displays the ContentMX dashboard interface. At the top, the navigation bar includes 'ContentMX', 'Microsoft Partner Network', 'Home', 'Content', 'Contacts', and 'Reports'. On the right, there are links for 'Help' and 'Child Account 2'. The main content area is divided into several sections:

- Your Channels:** A section with an '+ Add Channel' button and a dropdown menu titled 'Select a channel to add...'. The dropdown lists several options: 'Azure: Unlocking Data at the Intelligent Edge', 'Azure: Turning Data into Insights', 'Azure: Moving Data to the Cloud', 'Office 365 Enterprise', 'Office 365 Mid-Market', and 'Office 365 SMB'.
- My Lead Scores:** A table showing lead scores across four levels:


Level	Score
Level 1	2
Level 2	0
Level 3	0
Level 4	1
- Network Connections:** A section at the bottom with a 'How are we doing?' button.

The right side of the dashboard features a large hero image of a modern office desk with a computer monitor displaying a data visualization. Overlaid on this image is a blue box with the text 'Hi, Let's Get Started' and a white box with a welcome message: 'Welcome to Odo. Please use the selector on the left to add one or more channels that fit your interests. Each channel features new content every week.' To the right of the hero image are social media icons for Facebook, Twitter, and LinkedIn, along with a refresh icon and an email icon. A 'Help' button is visible in the bottom right corner of the hero image area.

Episodes are delivered by weekly alerts - email and *phone



Microsoft Partner Network



This week's content is ready for you!

OFFICE 365 SPREADS ONE MAN'S LOVE FOR THE LAKE TO THE WORLD

Hi [[fname]],

This week we have more exciting news for Project Odo – your Pro Tips now have two new features designed to help you accelerate engagement and impact with customers and prospects.

Project Odo still has its quick video training, made just for you, to learn more about what customers and prospects want to hear, no matter their business or industry. There's also still an infographic available for you to share on social media.

What's new, though, is that we've added an Office 365 Icebreaker Guide. It's a one-page document assembled to keep you up-to-date with more in-depth product tips and tricks to help guide your telephone and in-person conversations with customers and prospects. Be sure to check it out!

We also added a "Build Your List" function. In as few as three clicks, Project Odo now has a way for you to promote your website and email list on social media. Take advantage of this feature to build your email list and take your email marketing to the next level.

As always, please feel free to let us know how we're doing and how we can keep improving to help you achieve your desired business outcomes. Send a note to projectodo@contentmx.com. We'd love to

*July 1st

View Your Pro Tip Now

Do you need help getting started? Get your account name and password by [signing up](#) for a one-on-one training session with our client success manager. You can also watch our [Getting Started](#) video.


Here's What's Ready for You to Share

No Internet connection? No problem! #Office365 lets you access & edit documents from anywhere—online or offline

Inside Office 365

No Internet connection? No problem! #Office365 lets you access and edit documents from anywhere, anytime—online or offline.

SHARE THIS



IT is revolutionizing the way small businesses get stuff done. Sign up to learn how IT can help your company grow.

Don't Miss Another Post from *[\$profile.organization]


IT is revolutionizing the way small businesses get stuff done. Sign up for emails that keep you posted on how IT can help your company grow.




SHARE THIS

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One Microsoft Way, Redmond, WA 98052

Prescribed Marketing

Scheduling content for the week



Sun	Mon	Tue	Wed	Thu
21	22	23	24	25
				

Week 3: Content Bundle

Skype for Business is the most powerful communication and collaboration tool on the market. Record meetings, share your screen, and annotate PowerPoint presentations for real-time collaboration with up to 250 people. Skype lets you use whiteboard, polls, Q&A, and built-in instant messaging during your meetings to make them more productive and collaborative. Communication drives success, and Skype facilitates collaboration to ensure you can attain your goals.

Monday | Video



Share This

Wednesday | Email



Email This

Thursday | Brochure



Download This

Friday | Thought Leadership



Share This

View and publish content at the push of button

The screenshot displays the ContentMX dashboard interface. At the top, the navigation bar includes the ContentMX logo, Microsoft Partner Network, Home, Content, Contacts, Reports, Help, and Child Account 3. The main content area is divided into several sections:

- Your Channels:** A list of channels including "Azure: Unlocking Data at the Intelligent Edge" and "Office 365 SMB", with an "Add Channel" button.
- My Engagement:** A section for tracking performance over the last 30 days and last 7 days. It includes a goal icon and three metrics: Items Shared (0 of 4 Shares - 0%), Emails Sent (0 of 2 Mailings - 0%), and Downloads (1 of 2 Downloads - 50%).
- Total Activity:** A dropdown menu showing 0 total activities.
- My Lead Scores:** A table showing lead scores at three levels, all currently at 0.

The central focus is a video player with a red play button. The video content features a woman in a straw hat in a field and a woman with glasses working at a computer. Below the video, the text reads: "Achieve more with your data and intelligent technology. This eight-week marketing campaign examines how human ingenuity, coupled with smart technology enables us to solve even the most complex problems. Behind every great achievement, you'll find that it's people, not technology alone, that move the world forward. We believe that when built with people in mind, technology has the power to extend our capabilities beyond our limits, amplifying our human ingenuity and empowering us all to achieve more. Make sure to share this quick case-study with your customers & prospects on social media, on email, or both, by clicking the links below." Below the text are two buttons: "Monday | Video" and "Wednesday | Email".

At the bottom right, there is a "Help" button with a question mark icon.

Choose a different channel and publish again

ContentMX™ Microsoft Partner Network Home Content ▾ Contacts ▾ Reports ▾ Help Child Account 3 ⚙

Your Channels

- Azure: Unlocking Data at the Intelligent Edge
- Office 365 SMB
- + Add Channel

Select a channel to add...

- Azure: Unlocking Data at the Intelligent Edge
- Azure: Turning Data into Insights
- Azure: Moving Data to the Cloud
- Office 365 Mid-Market

Downloads 1 1 of 2 Downloads - 50%

Total Activity - 0 ▾

My Lead Scores

Level 1	0
Level 2	0
Level 3	0

Achieve more with your data and intelligent technology

This eight-week marketing campaign examines how human ingenuity, coupled with smart technology enables us to solve even the most complex problems. Behind every great achievement, you'll find that it's people, not technology alone, that move the world forward. We believe that when built with people in mind, technology has the power to extend our capabilities beyond our limits, amplifying our human ingenuity and empowering us all to achieve more. Make sure to share this quick case-study with your customers & prospects on social media, on email, or both, by clicking the links below.

Monday | Video Wednesday | Email

Help

Create/Edit Your Message

Video

Short Message (280 characters - Optional)

157 characters

Do more than just scratch the surface, put the @Surface to work for you. All-day batteries and powerhouse

Alternate Status Message (700 characters - Optional) [Remove Alternate Status](#)

Contoso Technology Solutions knows that the medium can be just as important as the message. With the right digital

Leave this box empty if you do not want any status text posted to Facebook or LinkedIn.

Video Location



Video Title

Thumbnail Picture

> 1 of 2



Description

Microsoft software and tools enable powerful productivity and collaboration, and empower people everywhere to achieve more. When they are combined with Microsoft devices,

Publish to...

- @lorienkb on Twitter
- @samplepartner on Twitter
- Superior Systems and Logistics
- Lorien Balayan on LinkedIn
- BlueHillsCoffee on Google+
- Generic Social Network
- Wordpress [Select category...]
- Generic Blog

Schedule automatically

Publish on:

It's all done in a few easy clicks
- or we can do it all for you -
allowing you to regularly push
quality campaigns to your
marketing channels without
skipping a beat.



Is this email not displaying correctly? View it in your browser.



Office 365 Empowers a School to Take a Different Approach



Microsoft does it again—this time, at Broadclyst School, where giving children the very best education means hands-on experience with the latest technology. This midsize-business customer story focuses on how Office 365 and Microsoft tools are putting Broadclyst students on the leading edge of learning and preparing them for a technology-based future. ContentMX can help your business take the same forward-looking approach to deliver better results for your customers, and your bottom line. Contact us to find out how.

[View the Video](#)

[Share](#)

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280 Hillside Avenue, Needham, MA, Massachusetts 02494



Send regular email campaigns to nurture and drive new opportunities. Send through ContentMX or your favorite email system




Introducing Concierge services from Nurture Marketing


When you want to do more:

- Customized messaging
- Targeting
- Lead follow-up

Is the email displaying correctly? View it in your browser.



Microsoft Surface: The Most Versatile Devices on the Planet



Kristina Fischer, President

One of the major reasons for the overwhelming popularity of Microsoft Surface family of devices, and nowhere is this more true than in the numerous industries and economic sectors that have chosen to standardize on Surface. One of these sectors is education.

Microsoft Surface family of devices offers options to suit everyone, in every industry and government sector: Surface 3, Surface Pro 4, Surface Book 2.

Research shows that "digital inking" improves the quality of educational curricula. Surface devices free educators from their desks and inspire new ways of teaching and enhance student engagement. When you see how Microsoft Surface devices have revolutionized the education sector, you'll understand the power of Surface for your industry. That's because all Surface devices are super thin, light, portable, and powerful. What's more, the Surface Pen – that feels as natural as pen on paper – makes on-screen note taking a breeze. Watch this video to see for yourself.

[View the Video](#)

The power of Surface is not limited to the education sector. We at SMS Tech Solutions have helped companies standardize on Surface in multiple industries.


Got questions about Surface? We've got the answers. Contact us for more details, including pricing.

SMS Tech Solutions


Sally Shorb, President
sally@smstechsolutions.com
800.656.7702

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1727 Matheson West Hill Road, Mint Hill, NC 28227

Is the email displaying correctly? View it in your browser.



Microsoft Surface for Next Generation Entrepreneurs and Innovators



Microsoft Surface devices are rugged, reliable, versatile, flexible, powerful and portable. That's why Surface tablets are preferred by entrepreneurs and innovators across so many different industries, bringing visions to life and turning dreams into reality.

This is particularly true, for example, in the healthcare and medical fields where Surface gives physicians and nurses secure mobile access to the information and resources they need to be productive in new ways, and to improve the quality of patient care. Surface also empowers sports medicine providers with a new technology called SportGait which uses data to identify, monitor and treat at-risk youth athletes.

Take 60 seconds to look at this inspiring video about how one used Surface to develop an affordable artificial limb.

No matter what your industry, your role, or your passion, there's a Surface device that's just right for you – explore Surface 3, Surface Book 2 and Surface Pro.

[View the Video](#)

Got questions about Surface? We've got the answers. Contact us for more details, including pricing.

ComputerLand of Silicon Valley

ComputerLand integrates these essential elements into every project we undertake: **security, reliability, availability, scalability, and interoperability.** With this in mind, we will work with you to choose the Surface tablets that are just right for everyone in your organization.

Visit us at www.cland.com.

Your Microsoft Sales Representative
sales@cland.com
408-519-3200

Copyright © 2018 ComputerLand of Silicon Valley. All Rights Reserved.
402 W. San Carlos Street, San Jose, CA 95110

...makes on-screen...
...to see for yourself.

[View the Video](#)

The power of Surface is not limited to the education sector. We at SMS Tech Solutions have helped companies standardize on Surface in multiple industries.

Got questions about Surface? We've got the answers. Contact us for more details, including pricing.

SMS Tech Solutions

Sally Shorb, President
sally@smstechsolutions.com
800.656.7702

...industry, your role, or your...
...that's just right for you – explore Surface...
...and Surface Pro.

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Got questions about Surface? We've got the answers. Contact us for more details, including pricing.

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ComputerLand integrates these essential elements into every project we undertake: **security, reliability, availability, scalability, and interoperability.** With this in mind, we will work with you to choose the Surface tablets that are just right for everyone in your organization.

Visit us at www.cland.com.

Your Microsoft Sales Representative
sales@cland.com
408-519-3200



RazorCity IT

Microsoft Office 365 Helps Small Business Reach for the Wind



Check out the latest from Microsoft – a short video highlighting small business hero Scott Naucier. Scott owns Turbine Test Services, a professional services company with four employees who work remotely to maintain wind turbines along America’s wind corridor. Scott relies on Office 365 not only to work flexibly and collaboratively with his employees, but also to keep him organized when he’s pursuing his passion - building and flying Cessna planes.

Office 365 helps Scott get the most out of his work and his passion. Contact us to learn more about how we can help you do the same.

Driving Real Time Opportunities!

My Lead Scores

Level 1	203
Level 2	5
Level 3	26

First Name
Scott

Last Name
Mann

Email
smann@coastal.edu

Title
Associate Professor, Graphic Design

Company
Coastal Carolina University

3 items	
Link	Clicks
http://RazorCity.Ill-II.com/?i=332469	2
Microsoft Office 365 Helps Small Busi...r the Wind	1
Microsoft Office 365 Helps Small Busi...r the Wind (SHARE)	1



Experience a New Level of Freedom with Office 365



Are you ready to experience a new level of freedom with Office 365 that just didn't exist for small business owners previously? Learn how with this new clip that we just received from Microsoft.

Before Office 365, Bryce McDonald, a solo entrepreneur who runs DAY 1 Wake, a wakesurf board making business, lugged his laptop around everywhere he went to make sure that he never missed a customer inquiry or an update to a design or order. Now, however, he can access, edit, and share documents from anywhere on any of his devices. Thanks to Office 365, Bryce now has a level of added flexibility, freedom, and an ability to work in real-time with others that just didn't exist previously.

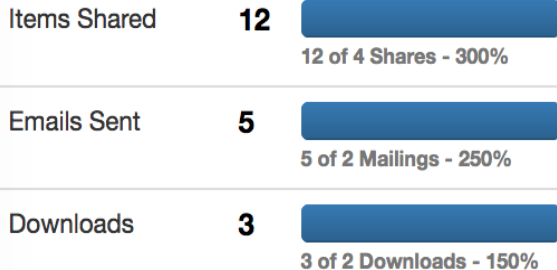
CSPi Technology Solutions can help you get there, too. Get in touch with us today to get started. Call (866)641-1159 or cloudservices@cspi.com.

Share

My Engagement

Last 30 days / Last 7 days

Goal i



Total Activity - 27,874 ▼

My Lead Scores



Tweets 116 Following 130 Followers 84 Likes 1

Gwen Terrell

@gterrellFL

Emerging Technology Marketing Leader
#ITsolutions #aaS #Cloudservices
#ManagedServices #Health #cleaningenthusiast. Tweets are my own opinion.

United States
Joined April 2009

Tweet to Gwen Terrell

48 Photos and videos



Tweets Tweets & replies Media

Gwen Terrell @gterrellFL · 2h
#Office365 eBook: 7 Ways to Work Smarter in the #Cloud [stuf.in/bitly/7ways](http://bit.ly/7ways)



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Federal Credit Union

Phone Number
+15619824700

Physical Address
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City
Boca Raton

State
FL

Zipcode
33487-3619

Processing Time: 0.009 seconds

2 Items

Link	Clicks
http://CSPiTech.Ill-Il.com/?i=332541	3
Achieve more with Microsoft Azure	1

2 Items

The ContentMX solution is:

Prescribed: Content is delivered in sequence the right content in the right order on the right day

Customized: Messaging around the content automatically includes the partner name, and can be customized even further

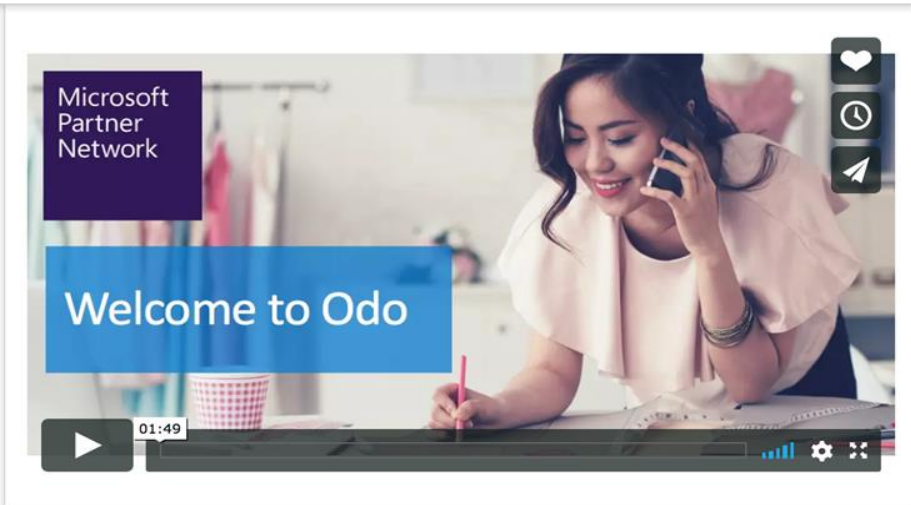
Right-sized: good fit for all partner's

Great Results: Doubled Sales, 225% Increase in Lead Flow, Over 40% of the partners engaged

Sign Up Now - It's Free!

<https://contentmx.com/odo-synnex>

"This new partner communication platform has given us a more disciplined approach to our marketing. The cadence of our interactions with customers is much better! We now have a better behavior which drives more leads. We never saw support like this in your the many PRM systems we have seen" Quartet



LOGIN

SIGN UP

TUTORIAL

RESOURCES

Welcome to Odo for Synnex! We are very excited to offer you a new marketing program pilot to support and accelerate your business. Synnex has built this program in collaboration with Microsoft and ContentMX. ContentMX is a team that has worked closely with partners in the channel for almost 20 years.

Odo for Synnex is free of charge, and we expect it to help increase your business influence – and revenue. Odo for Synnex gives you access to consistent, relevant, and customizable content to share with your customers and prospects in as few as three clicks.

Partners who have used similar programs have reported the following results:

Sign Up Now – It's Free!

Let's get started with Odo! Choose a username and we will email you a temporary password. Your account will be ready to go in just a few minutes.

Then, [join one of our weekly webinars](#) to learn how to make the most of your new Odo account.

Your Information (* Indicates required information)

Q&A



Thank you.

