

Capture the Cloud Webinar Series

September 20, 2018

Cashing in with CSP + Skype for Business to
Teams roadmap



Agenda for today



Cash in with CSP + Skype for Business to Teams **30 min.**

Woody Walton – Sr. Partner Technology Strategist, Microsoft



SYNNEX 4-1-1 Updates **15 min.**

Brent Ayers – *Microsoft Cloud Account Manager, SYNNEX*



Q&A **15 min.**



Skype to Teams detailed transition plans.

Woody Walton
Partner Technology Strategist
Microsoft Corporation



Agenda

- 1 Teams is Here! Important Announcements Today
- 2 Roadmap & Timeline Detail
- 3 Considerations, Partner Approach, Tools, Guidance & Resources
- 4 How to Cash in on CSP Incentives w/ a competency



Skype to Teams detailed transition plans.



Microsoft Teams

The hub for teamwork in Office 365



Communicate

through chat, meetings & calls



Collaborate

with deeply integrated Office 365 apps



Customize & extend

with 3rd party apps, processes, and devices



Work with confidence

enterprise level security, compliance, and manageability

The screenshot shows the Microsoft Teams & Skype for Business Admin Center dashboard. The left sidebar contains navigation options: Chat, Meetings, Calling, and Store. The main dashboard area is titled "Dashboard" and includes several key metrics and charts:

- ADMIN SEARCH:** A search bar and a list of "YOUR RECENT RESULTS" showing user profiles for John Louis (Jlouis) in roles like Helpdesk Support Executive and Account Manager.
- MICROSOFT TEAMS UPGRADE STATUS:** A circular progress indicator showing 68% completion. Metrics include 17,224 Microsoft Teams users and 8,106 Skype for Business users. An "Upgrade more" button is present.
- CALL VOLUME:** A line chart comparing "Skype for Business" and "Microsoft Teams" call volume from March to October. Microsoft Teams shows a significant upward trend.
- USERS PER LOCATION:** A world map with a callout for 25,345 users in a specific region. A "View users" link is provided.
- PHONE NUMBER TYPES:** A bar chart showing the distribution of phone numbers. Key metrics include 25,330 High capacity numbers, 36 Toll free numbers, and 22 Use phone numbers. A "View details" link is included.
- USER TYPES:** A horizontal bar chart showing the count of different user types: Hosted users (6,529), Hybrid users (16,529), PSTN users (981), and Golden loops users (2,320). A "Show users" link is provided.

Skype to Teams Principles



Transparency



Empower



Enable



Support

Announcement: Aug 24th

Completion of our roadmap for bringing Skype for Business Online features and functionality to Teams.

Customers should begin planning their transition to Teams

We will soon begin offering Microsoft-driven automated upgrades to assist customers with limited / no IT support with moving to Teams

[Microsoft Tech Community blog](https://aka.ms/tcmcs)
<https://aka.ms/tcmcs>

Blog: Additional information / key takeaways

- Not every organization has dedicated IT resources to manage their transition to Teams. In order to assist these customers, we will begin offering them Microsoft-driven automated upgrades to Teams.
- We will communicate directly with customers regarding their upgrade options through email and in the Office 365 Message Center.
- If at any stage, we encounter significant issues with the upgrade process we will pause to address them.
- Customers have 3 options to upgrade: Customer driven, Partner Driven and Microsoft driven automatic upgrade
- The automated upgrade process will begin with Microsoft direct customers
- Partners can choose to proactively upgrade their customers if they do not wish to rely on the automated upgrade process.

Partner Center Announcement slide 1 of 2

Title:

Skype for Business Online to Microsoft Teams transition plan

Impacted Audience:

All partners selling Office 365 and/or managing tenants that include Skype for Business Online

Summary:

Skype for Business to Microsoft Teams upgrade:

We recently [announced](#) that the [roadmap](#) for bringing Skype for Business Online features and functionality into [Microsoft Teams](#) is now complete. Teams is now ready to meet your customers' messaging, meeting, and calling needs. This is a significant milestone for Microsoft together with our partners to upgrade Skype for Business Online with **Microsoft Teams as the primary communications client in Office 365**. This transition represents an opportunity for you to help your customers realize the benefits of intelligent communications.

Partner Center Announcement slide 2 of 2

Upcoming Key Dates:

Starting Oct. 1st, new Office 365 customers with 500 seats or less will be onboarded to Microsoft Teams and will not have access to Skype for Business Online. Tenants that are already using Skype for Business online will be able to continue doing so (including provisioning new users) until they complete their transition to Microsoft Teams.

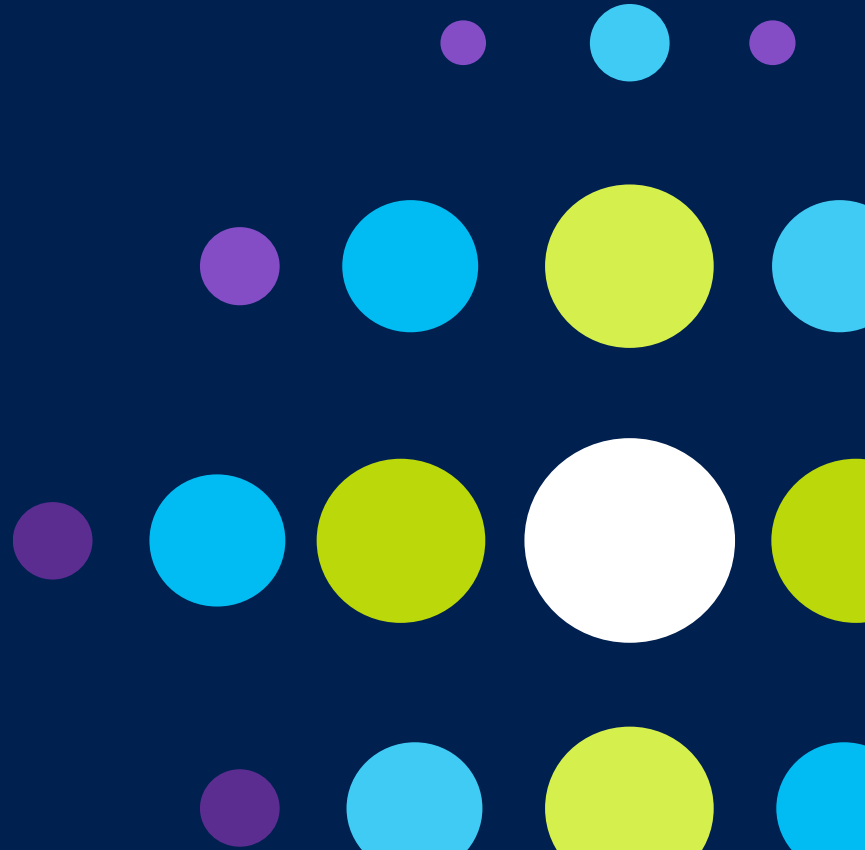
Microsoft has begun offering automatic upgrades from Skype for Business Online to Teams for Microsoft *direct customers*.

Starting **November 1st**, we will begin offering *partner associated customers* automatic upgrades from Skype for Business Online to Teams. Tenant Administrators will be given advance notification via email and through the Office 365 Message Center.

Next steps:

- Remove references to Skype for Business Online in marketing materials for your Office 365 and Microsoft 365 offers by Oct 1st.
- Review below partner and customer materials to help defining our strategy to support and upgrade customers from Skype for Business to Teams. Select pilot customers to begin testing your upgrade process.
- Upgrade your own organization from Skype for Business to Teams and experience this exciting communication client yourselves.
- For additional questions, please contact Microsoft Support Team and submit your [request here](#).

Considerations



Ways to Upgrade

Microsoft-driven upgrade – eligible customers will be offered an upgrade by Microsoft via an automated process.

Partner-driven Upgrade - Partner upgrades customers tenant/users from Skype for Business to Microsoft Teams on a customer's behalf

Customer-driven Upgrade – Customer IT Admin upgrades their users to Microsoft Teams.

Automated upgrade approach

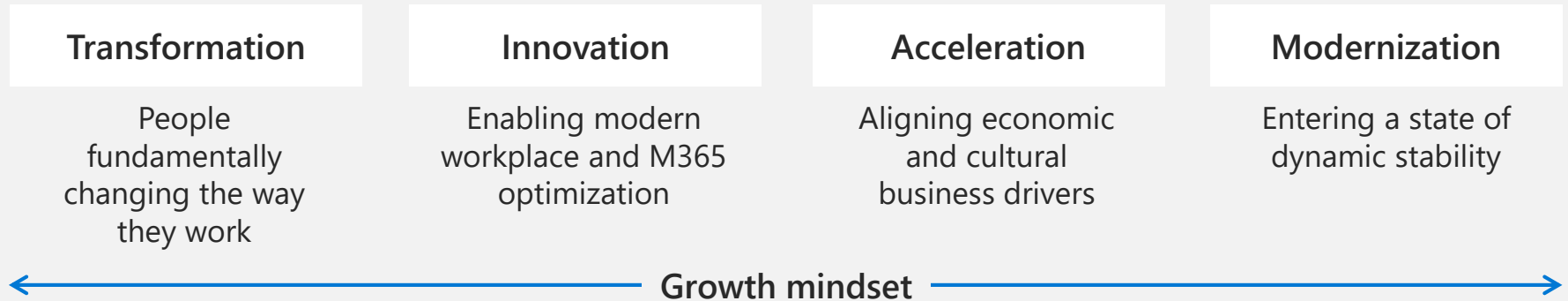
- Phase 0: TAP - completed
- Phase 1: Production pilot
- Phase 2: x tenants (MS direct only)
- ...
- ...
- Phase n: x tenants (Including tenants associated with partners)
- ...
- Phase z: x tenants

Beginning with smallest customers (<=5 users) and simplest usage scenarios (IM and presence only)

Orchestration engine determines tenant eligibility based on business rules and features being used

Tenants associated with partners excluded until all eligible MS direct customers processed

Teams is more than just a technical implementation | it's people change



“Dynamic stability is like riding a bicycle, where you cannot stand still, but once you are moving it is actually easier. It is not our natural state. But humanity has to learn to exist in this state.²”

Managing the **change** **process** is crucial

People have to be ready and willing to change

People are emotional and irrational thinkers

People are creatures of habit







Brain is programmed for stability;
change brings instability

People like comfort and control



Journey Paths: Customized Guidance

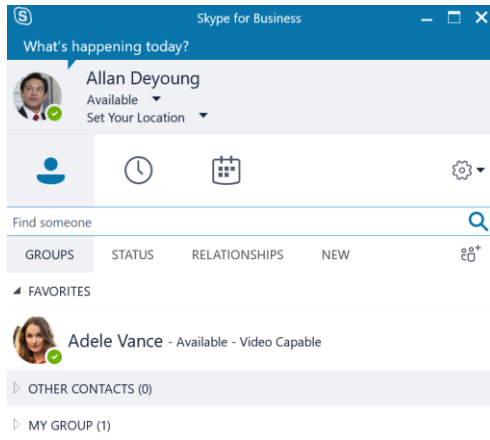
<https://aka.ms/SkypeToTeams>
<https://aka.ms/SFBToTeamsJourney>

	UPGRADE BASIC	UPGRADE PRO
Size	Small business	Mid to Enterprise
Deployment	 Skype for Business Online	 Online/On-Premises/Hybrid
Skype for Business Capabilities	IM <input checked="" type="checkbox"/> Meetings <input checked="" type="checkbox"/> Voice <input type="checkbox"/>	IM <input checked="" type="checkbox"/> Meetings <input checked="" type="checkbox"/> Voice <input checked="" type="checkbox"/>
Skype for Business Adoption	 Low Adoption	 Mid-to-high adoption
Teams Deployment	May or may not have Teams deployed	Teams deployed
User Base	 Early adopters and universal use cases	 Mix of use cases
Typical rollout cadence	Full company rollout	Phased rollout

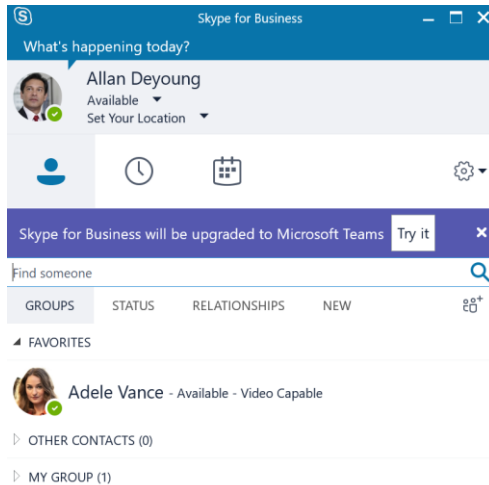
Skype for Business Client upgrade experience

What users will see at each phase

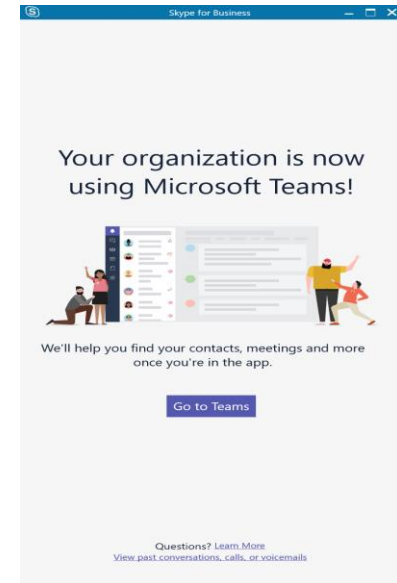
No upgrade



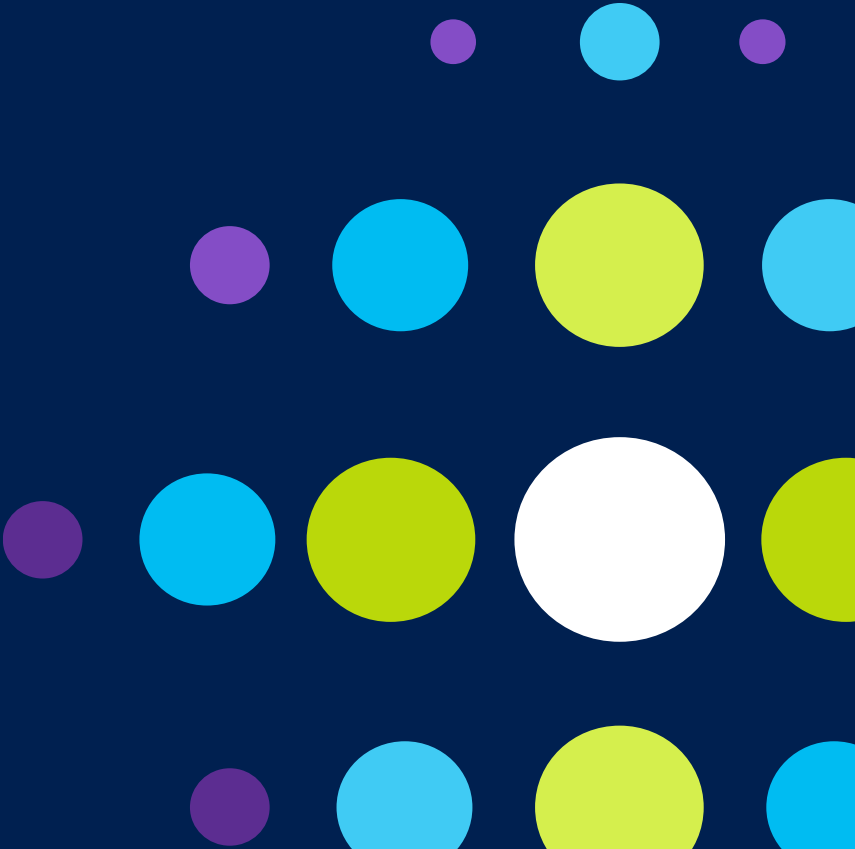
Teams Notification



Upgraded to Teams



Partner Approach, Tools and Resources



Skype for Business to Teams Partner Guidance

Partner Guidance on Journey Framework

Tasks & Resources

Targets customers using Skype for Business Online for Instant Messaging & Presence

Call to action as a Microsoft Partner



Step 0 | Get Ready

Strategy

The journey begins by educating yourself on the value of Teams and technical preparedness.

Get started



Skype for Business Online to Microsoft Teams
Partner Overview Guide

Ready your resources



Step 1 | Identify & engage customers

New upgrade opportunities start with discussing the value of Microsoft Teams

Strategy | Identify & engage customers on the value of Teams

Target customers

Bringing you the hub for teamwork
Microsoft Teams brings chat, content, people, and links together. All in one hub, whenever you are.

A hub for teamwork
Chat, share files, meet, and work together. All in one place. Microsoft Teams brings chat, content, people, and links together. All in one hub, whenever you are.

Chat for today's teams
Microsoft Teams brings chat, content, people, and links together. All in one hub, whenever you are.

Skype for Business to Microsoft Teams
Targeting Customers with My

Skype for Business is upgrading
The new functionality of Skype for Business Teams are being rolled out in waves. This means that you can get all the capabilities and experience through all the new and best things.

Lead the journey from Skype for Business to Microsoft Teams

Microsoft Teams brings applications, messaging, document sharing, and information together in one easy-to-access location to fundamentally change the way people work. A big part of this change is the upgrading of Skype for Business to Microsoft Teams.

As the full functionality of Skype for Business becomes available within Teams, your end users can schedule and access meetings right in the same place that integrates their conversations, documents, and applications.

This transition creates an opportunity to increase engagement with your Skype for Business end-users by helping them make the upgrade to Teams.

<<Include pink text if you want to 'sell' Teams here otherwise cut it>>

Teams gives your customers the ability to:

- Manage chats and conversations across contacts and teams
- Integrate voice and video
- Manage all files and links in one workspace
- Enjoy instant access to SharePoint, OneNote, Planner and Power BI
- Create and edit documents right in Microsoft Teams
- Speed employee onboarding with persistent conversations and instant access to

Present value

Microsoft Teams
The hub for teamwork in Office 365

A vision for Intelligent Communications

Microsoft
Microsoft Teams
Demo Guide

Next step

Skype for Business to Teams Upgrade Basic Planning

Skype for Business to Teams Upgrade Basic Planning
The planning workshop will provide you and your organization with a checklist and process for your upgrade from Skype for Business to Teams. It will also provide you with a checklist and process for your upgrade from Skype for Business to Teams.

Why --Microsoft Partner--?

Microsoft Teams
Work in one place. Microsoft Teams

Check lists & templates for today's teams
Download all the templates and checklists.

Integrated Office 365 capabilities
Enjoy instant access to SharePoint, OneNote, Planner and Power BI.

Comprehensive and easy-to-use
Simple and easy to use. Includes data and user migration tools.

Intuitive, visually appealing & engaging
Intuitive and visually appealing. Includes data and user migration tools.

Content is being pre-approved

Office

Skype for Business to Microsoft Teams Upgrade Planning Workshop
<Presenter Name>

Step 2 | Evaluate and assess

Strategy

Alignment of journey path based on customer complexity

Information gathering

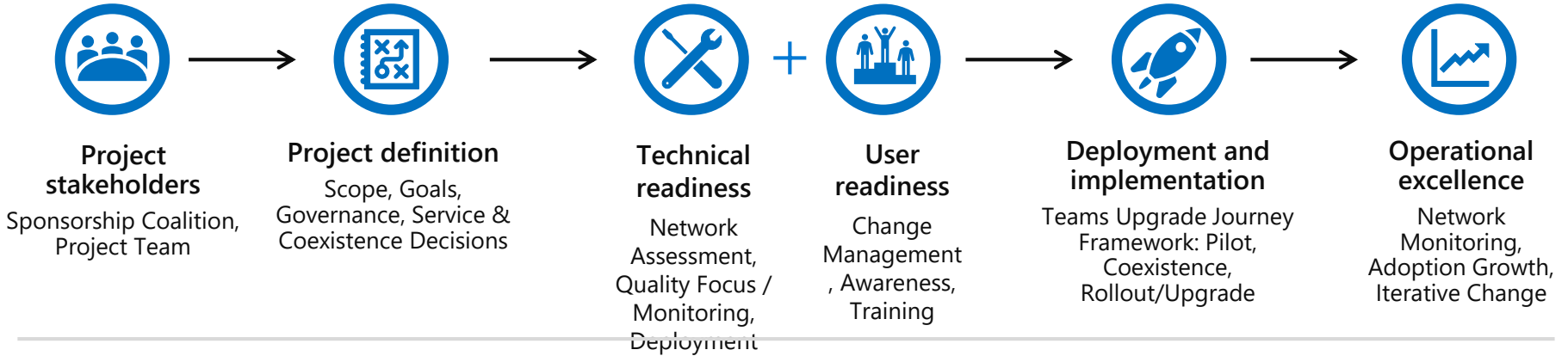
Determine path

Persona & cohort analysis

Next step



Best practices | Teams upgrade journey



Technical and User Readiness planning are interconnected

Parallel work streams
Together, inform project direction

All project phases are critical for success

Pre-upgrade – planning & readiness
Upgrade – implementation
Post-upgrade – sustain & manage

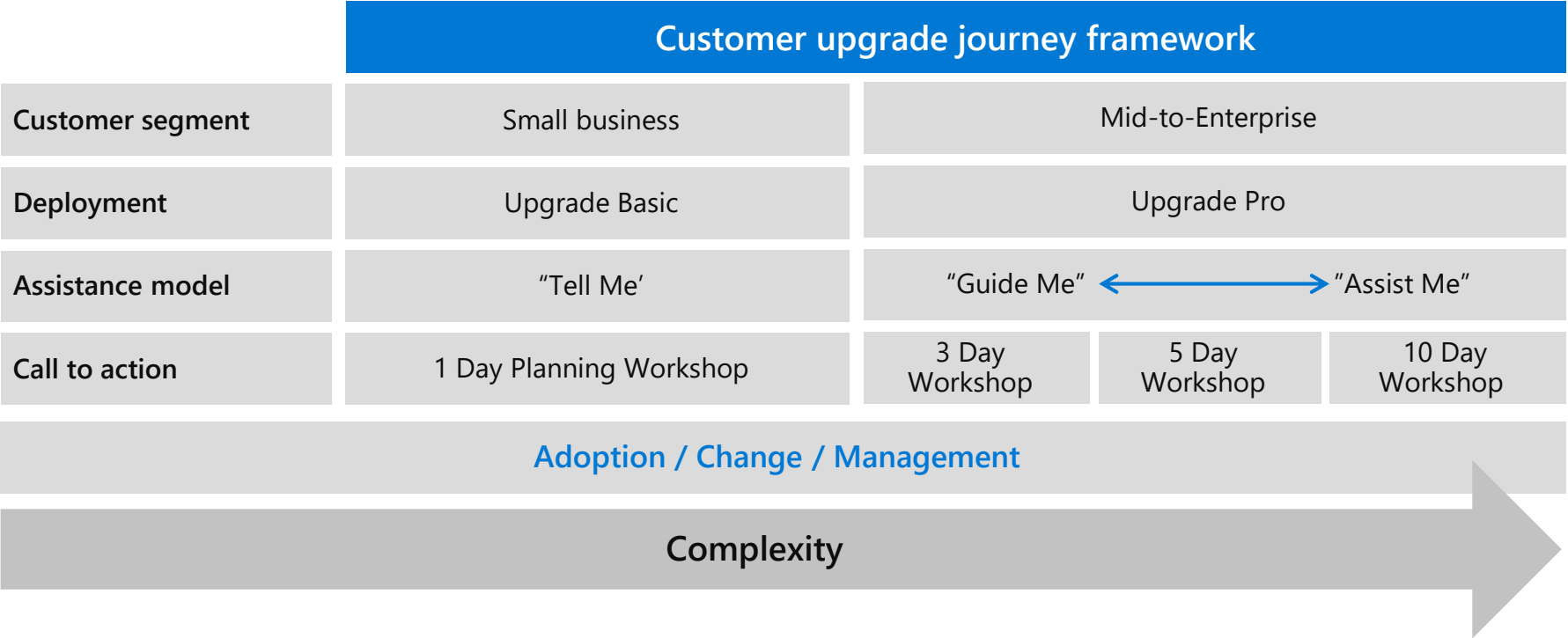
Engage the right stakeholders from day one

Executive Sponsor
IT Lead
Adoption/Change Management Lead

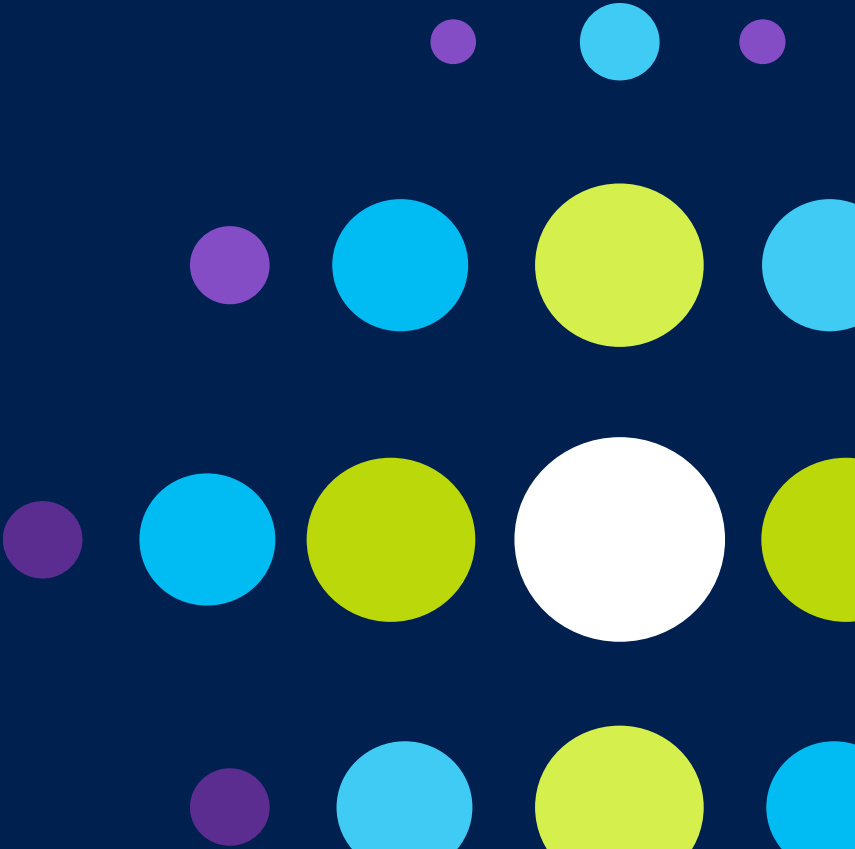
Engage FastTrack

Recognition for the work performed
Access deployment & adoption resources
Remote assistance on request from engineering

Step 3 | Journey Paths



Partner Guidance & Checklist



Partner guidance

Collaboration

Help every customer to begin using Teams for collaboration now



Communication

Customer scenarios	Guidance
New customer	→ Onboard to Teams
Skype for Business Online <500 users AND Basic usage (IM, Meetings)	→ Automated upgrade OR Customer / Partner led (Basic Upgrade)
Skype for Business Online >500 users OR Advanced usage (Voice)	→ Customer / Partner led (Upgrade Pro)
Skype for Business Server or hybrid	→ Customer / Partner led (Upgrade Pro)

Partner checklist

- ✓ Update your sales and marketing material
- ✓ Familiarize yourself with readiness and upgrade resources
- ✓ Define strategy for transitioning customers from SfB to Teams
- ✓ Upgrade some / all of your users to Teams
- ✓ Ready your helpdesk
- ✓ Test automated upgrade process with pilot customers
- ✓ Test partner led upgrade process with pilot customer(s)



Partner checklist... continued

- ✓ Familiarize yourself with readiness and upgrade resources
-

- Leverage assets to support internal readiness

Supporting resources

- [Skype for Business to Teams partner FAQ](#)
- [Skype for Business to Teams service desk guide](#)
- [Skype for Business to Teams Quick Start Guide](#)
- [Journey to Teams deployment planning services](#)
- [How to use common features in Teams](#)
- [Teams Quick Start Guide](#)
- [Intelligent Communications partner site](#)
- [Microsoft Teams documentation and practical guidance](#)
- [Skype for Business to Teams upgrade IT Pro readiness](#)

Upgrade assets for partners

aka.ms/sfb2teamskit

Designed to help partners understand the Skype for Business to Microsoft Teams upgrade opportunity. The Quick Start Guide is made up of four kits:



Partner Readiness Kit

Develop the skills and knowledge required to engage with customers on their journey.



Partner Marketing Kit

Identify and engage customers, educate customers on the value of Microsoft Teams and Intelligent Communications.



Customer Landing Kit

Assets and resources to land the Skype for Business to Teams upgrade journey and guide a customers upgrade.



Partner Offer Kit

Designed to position your Skype for Business to Teams upgrade offering



Partner checklist... continued

- ✓ Define strategy for transitioning customers from SfB to Teams
-

Recommended approach for smaller customers that are eligible for automated upgrades

Customer status	Guidance
No / low SfBO active usage	Automated upgrade
High SfBO active usage Basic scenarios: IM, Meetings	Automated upgrade OR Partner led (Basic Upgrade)

- Basic upgrade guidance in the [Skype to Teams Quick Start Guide](#).

Partner checklist

<p>✓ Upgrade some / all of your users to Teams</p>	<ul style="list-style-type: none">• Gain first hand experience of upgrade process in your own organization• Option to upgrade entire organization or select users• See upgrade resources for guidance
<p>✓ Ready your helpdesk</p>	<ul style="list-style-type: none">• Leverage the Skype for Business to Teams service desk guide• Brief helpdesk on upgrade process• Microsoft partner support ready to assist as needed
<p>✓ Test partner led upgrade process with pilot customer(s)</p>	<ul style="list-style-type: none">• Gain experience with upgrading customers manually to address:<ul style="list-style-type: none">• Upsell scenarios – opportunities to upgrade customers to premium SKU and service plans• Customers that are not eligible for automated upgrades• Leverage the basic upgrade guidance from the Skype to Teams Quick Start Guide

Partner comms and readiness plan

- Partner readiness for partner led upgrades initiated prior to Inspire and will continue
- Short term focus on readying partners for automated upgrades

Activity	Date
Blog post published	8/24
Join discussion and get latest information at Microsoft 365 Partner Yammer Group	Ongoing
Microsoft 365 Partner News Article	8/27
Partner Center Announcements	9/20
Bi-weekly Office Hours (see next slide)	9/25- TBD
Microsoft 365 Partner NewsLetter (Subscribe here)	Monthly

Live from Ignite! Partner Office Hours for Microsoft 365 Intelligent Communications

Join us for Microsoft 365 Intelligent Communications Office Hours—a new bi-weekly partner live event that provides a forum to answer your most common questions about Microsoft Teams for Meetings, Calling, Devices, and the Skype for Business to Teams upgrade.

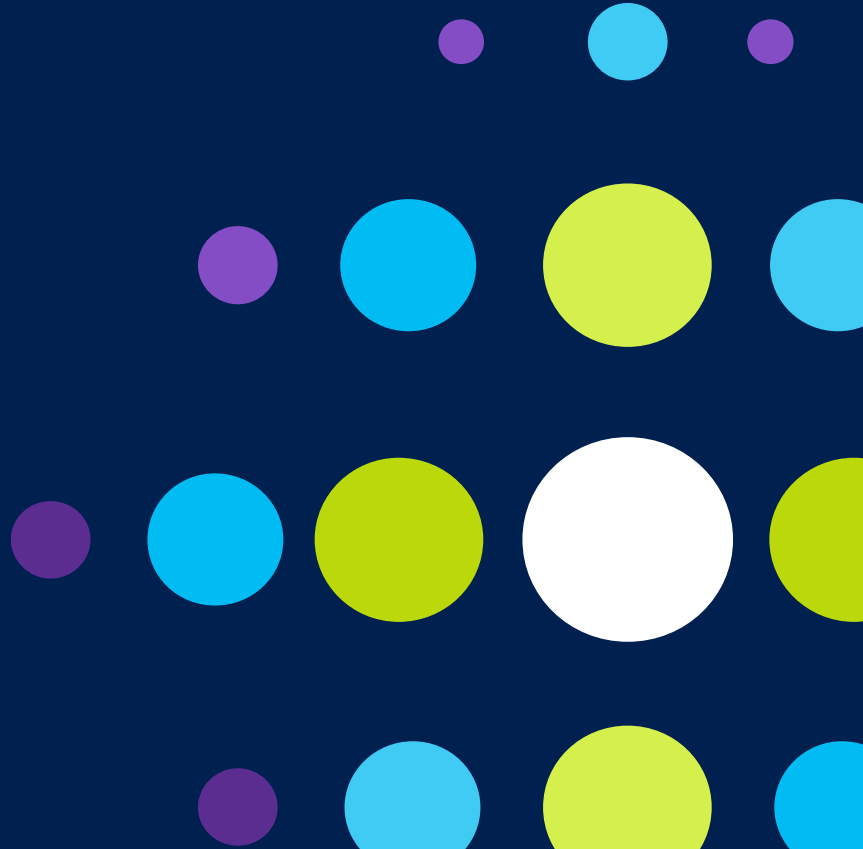
Please join us - Live from Ignite on 25 September 2018, 8:00 AM PDT.

Here's how it works

- Just [submit your questions](#) at least 24 hours prior to the Partner Office Hours live event.
- Save the **attached Partner Office Hours invitation** to your calendar, then forward to your colleagues.
- [Join the Intelligent Communications Partner Office Hours live event](#) every other Tuesday at 8:AM PDT. *Note: event link will be active 15 minutes before the start of each event*

We're looking forward to hearing from you!

How do I take that to the Bank??



CSP Direct Partner/Indirect Reseller Incentive

Effective
July 1, 2018
through
June 30, 2019

1 • Purpose

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

3 • Need to know

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

* CSP Customer Adds

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

2 • Eligibility

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

4 • Incentive rates

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

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

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

FY19 Partner Requirements for CSP Incentives

Effective
July 1, 2018
through
June 30, 2019

1. Competency

- To be eligible for incentives, CSP Resellers must attain one of 10 MPN competencies at the Silver or Gold level
- Competency status must be “active” in order to be paid each month. 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/enUS/membership/competencies>

2. Active selling

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

3. PIExp On boarding

- Partner must be on boarded to PIExp to earn and be paid 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
Cloud Business Applications	Silver or Gold
ISV	Silver or Gold

Resources

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

Key point on Cloud Platform Competency...

2. Pass an assessment or exam

One individual must pass one of the following assessments:

- Technical Assessment for Cloud Platform
- Technical Assessment for Remote Desktop Services on Azure
- Technical Assessment for Using Azure for Data Analytics and Data Platform Solutions
- Technical Assessment for Using Microsoft Azure for Application Development
- Technical Assessment for Using Azure for Internet of Things Solutions

Or, one individual must pass one of the following exams:

SYNNEX Microsoft Capture the Cloud 4-1-1



- SYNNEX Exclusive Resellers Offers & Promotions*
- Updated CTC Program Offerings

Brent Ayers
Microsoft Cloud Account Manager, SYNNEX
BrentA@synnex.com

SYNNEX Exclusive Resellers Offers & Promotions



Office 365 Government

Now available exclusively through SYNNEX

- Now available at SYNNEX, tap into a new market with Office 365 Government GCC for CSP!
- SYNNEX is the first CSP Distributor to offer Office 365 Government, a new offering that compliments the already existing Microsoft Azure Government CSP offering.
- This offering comprehensively covers federal civilian, state, local, tribal, and federal contractor audiences.
- Grow your Office 365 practice by gaining access to new customers and increase your practice profitability by offering a long-term solution designed around government needs.

Don't miss out - learn how to start selling today by contacting
MSFTCSP@synnex.com.

Program Qualifications, Benefits, and Rewards for each CTC partner level; determined based on CSP sales + customer activations

<u>Ascend</u> Level (Stage-1)	<u>Accelerate</u> Level (Stage-2)	<u>Altitude</u> Level (Stage-3)
CTC Qualifications:		
Currently authorized for reselling Microsoft CSP + registered for the CTC webinar series	Currently authorized for reselling Microsoft CSP + registered for the CTC webinar series	Currently authorized for reselling Microsoft CSP + registered for the CTC webinar series
Minimum of 1-3 CSP customers activated in past 12-months	Minimum of 4-24 CSP customers activated in past 12-months	Minimum of 25+ CSP customers activated in past 12-months
Minimum Microsoft CSP revenue requirements – N/A	Minimum of \$15k per month in Microsoft CSP O365 <u>or</u> Azure revenue	Minimum of \$50k per month in Microsoft CSP O365 <u>or</u> Azure revenue
CTC Benefits:		
O365 CSP Ascend Margins: 6% off MSRP for nonprofit SKUs* + 16% off MSRP for gov., edu., & commercial SKUs*	O365 CSP Accelerate Margins: 8% off MSRP for nonprofit SKUs* + 18% off MSRP for gov., edu., & commercial SKUs*	O365 CSP Altitude Margins: 10% off MSRP for nonprofit SKUs* + 20% off MSRP for gov., edu., & commercial SKUs*
Azure CSP Ascend Margins: 12% off MSRP for all Azure CSP SKUs* + 2% off MSRP for all Azure RI SKUs*	Azure CSP Accelerate Margins: 13% off MSRP for all Azure CSP SKUs* + 2% off MSRP for all Azure RI SKUs*	Azure CSP Altitude Margins: 15% off MSRP for all Azure CSP SKUs* + 4% off MSRP for all Azure RI SKUs*
Ascend Partner Support: SYNNEX CLOUDSolv Partner Support options + access to monthly live webinars/on-demand Business Transformation resources	Accelerate Partner Support: SYNNEX CLOUDSolv Partner Support options + dedicated Cloud Development Rep in the SYNNEX office + quarterly QBR with dedicated account manager + discounted SYNNEX software services	Altitude Partner Support: SYNNEX CLOUDSolv Total Care Support + one-on-one consultation support for cloud business acceleration + semiannual in-person partner visits for strategic planning + increased end-user demand generation
Marketing Development – Ascend (stage-1): ContentMX Ready-Made Marketing campaigns + CTC-exclusive discounted pricing for packages available from Nurture Marketing**	Marketing Development – Accelerate (stage-2): Content & Data Booster package to support your overall customer engagement, valued at \$3k (+ full access to ContentMX campaigns)**	Marketing Development – Altitude (stage-3): Modern Marketing offerings for partners to choose any 1-MDF package per half, valued at \$5k (+ full access to ContentMX campaigns)**
CTC Rewards:		
<p>Bimonthly CTC Rewards Program – 3-winners from each of the following categories, every other month (based on previous 2-months of CSP):</p> <p>1. Top CSP Revenue 2. Most End-User Adds 3. Top Marketing Engagement (based on digital trainings participation + ContentMX engagement)</p> <p>Winners*** to select their prize of choice from the following options: Microsoft Surface Pro, Xbox One X, Big Green Egg, Bose SoundTouch Outdoor Speaker Set, Yeti Cooler, SONOS PlayBar, Delta Airlines Gift Card, or \$1k in marketing support services</p>		
<p>Semiannual Grand Prize Getaway – 7-winners from each of the following categories, every half (based on previous 6-months of CSP):</p> <p>1. Top Growth –Azure 2. Top Growth –O365 3. Top Growth –CSP 4. Top Revenue –Azure 5. Top Revenue –O365 6. Top Revenue –CSP 7. Most Partner Referrals</p> <p>Winners*** can each bring +1 guest, for an exclusive 2-day weekend getaway – formal dates and locations to be announced in October 2018</p>		

* Some exclusions apply – contact your SYNNEX account manager for details

** Limited availability; first come, first served

*** Winners can qualify for one category per period; eligible pending completion of W9 tax form



Please complete this short partner feedback survey

SYNNEX & Microsoft appreciate your Capture the Cloud participation. Please check out the **skype meeting chat window** for the link to a **short survey** to help us prioritize continued additions to the CTC program.

[Click here](#)



Q&A



Thank you!



Appendix






Tap into a new market with Office 365 Government GCC for CSP

Opportunity for Cloud Solution Provider partners

Microsoft Confidential – for internal only use by partners



Understand US Government challenges



Protecting individuals and data is of critical importance



Leaders require greater insight, accountability, and compliance



Leaders and employees want better coordination and connection between agencies and departments



Agencies need to modernize legacy IT systems*

A photograph of three business professionals (two women and one man) sitting in a modern office environment, engaged in a conversation. The scene is dimly lit, with a large window in the background showing a cityscape. The text 'Help improve public outcomes' is overlaid in white on the left side of the image.

Help improve public outcomes

- ✓ More secure citizen and government data
- ✓ Better insights to drive new citizen services and economic growth
- ✓ Fully engaged constituents and employees with accessible content
- ✓ Reduced costs and greater efficiency

Tap into a big opportunity with a trusted service

7M

US state and local
government employees¹

\$250M

allocated for
technology modernization²

135M+

Office 365 monthly active
users worldwide³

¹[State and Local Government Employment and Payroll Data: March 2016 \(US Census Bureau\)](#)

²[Modernizing Government Technology Act of 2017](#)

³[Microsoft by the Numbers - May 2018](#)

Sell Office 365 Government GCC

The best choice for government organizations with advanced IT requirements that want the flexibility to move to the cloud at their own pace.

Be productive anywhere

Provide users with the Office applications they know, optimized for their devices, so they can work their best wherever they are.

Simplify collaboration

Multiple options for team collaboration with online meetings and chat

Safeguard your data

Your data is segregated from commercial data, it is stored within the US, and access is restricted to screened Microsoft personnel.



Help government employees to be creative and work together—securely

Be productive anywhere

Access to documents from anywhere

Stay informed and connected with staff and citizens, in the office or on the road

Simplify collaboration

Smarter teamwork with a single hub for team chat, meetings, shared notes and files

Reduced response times to citizen services and faster assembly of government documents with timely collaboration

Safeguard your data

Increased protection against modern threats

Enhanced security capabilities that help identify, monitor, and protect sensitive information with Office 365 Data Loss Prevention (DLP)*

US government offerings

	Offerings	Audience	Compliance levels
Available for sale in CSP	Office 365 Government GCC	Federal civilian, state, local, tribal, federal contractor	FedRAMP Moderate CJIS IRS 1075 DISA SRG L2
	Office 365 Government GCC High	Federal, defense industrial base, aerospace, defense contractor	FedRAMP High ITAR DFARS DISA SRG L4
	Office 365 Government DoD	US Department of Defense	DISA SRG L5

Office 365 Government GCC

The most complete, secure cloud productivity service



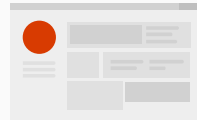
Authoring

Word
Excel
PowerPoint



Mail and Calendar

Outlook
Skype for Business
Exchange



Sites and Content

OneDrive
SharePoint
Microsoft Teams*



Analytics

Power BI
MyAnalytics
Delve



Security and Compliance

Advanced Threat Protection
Threat Intelligence
Advanced Compliance

* Rollout began 7/17, available for all eligible customers by 9/1/2018

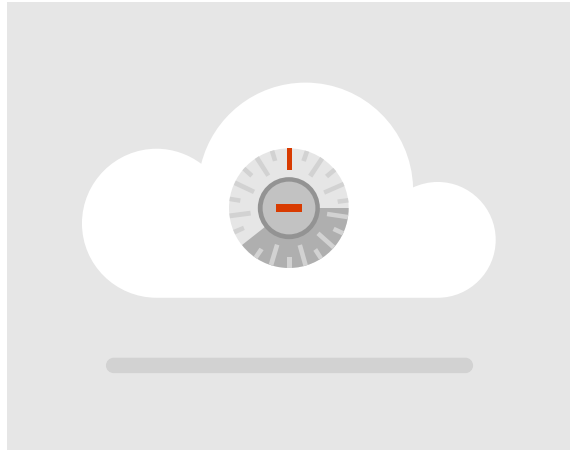
Explore the benefits

Grow your Office 365 practice with US Government



Gain access to new customers

Expand your Office 365 practice to include a new audience—government



Win with the trusted cloud

Offer a Microsoft cloud-enabled security strategy with the added security certifications and accreditations required for US Government



Increase practice profitability

Create customer loyalty and retention with a long-term solution designed around government needs

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Increase practice profitability

Create customer loyalty and retention with a long-term solution designed around government needs

Sell solutions to the customers that need them



Government leaders

Stay informed and connected with staff and citizens

Improve agility with a trusted, compliant solution

Ensure compliance with an accredited solution



Government employees

Reduce response times with better collaboration

Get instant access to documents anywhere, on any device

Rest easy with sensitive citizen data safely secured



Field workers

Enable faster problem resolution through timely collaboration

Improve service quality with mobile access

Reach citizens with their preferred mode of communication

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Increase practice profitability

Create customer loyalty and retention with a long-term solution designed around government needs

Provide compliance leadership with accreditations required for US public sector

All Office 365 Government GCC services meet these requirements



FedRAM
P
Moderate



CJIS



IRS 1075



DISA SRG L2
certifications

Ensure the highest levels of data security

Access restricted to select Microsoft personnel who passed additional screening and qualifications

End-user content stored in a separate cloud, outside of Microsoft's commercial Office 365 services

All data stored at datacenters in the United States



Deliver reliability with the Microsoft trusted cloud



Secure by design operationalized at the physical, logical, & data layers



Built-in high availability



99.9% financially backed uptime SLA

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Expand your Office 365 practice to include a new audience—government



Win with the trusted cloud

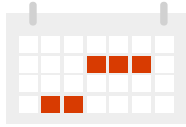
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Increase practice profitability

Create customer loyalty and retention with a long-term solution designed around government needs

Expand your service offerings



Offer project services

- IT security audits
- Compliance assessments
- Cloud roadmaps



Grow managed services

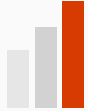
- Basic end-user support
- Security monitoring
- 'As-a-service' features



Create your own IP

- Custom security assessments
- Tools integrated with Office 365 Secure Score

Make more with managed services



Earn a 45 percent increase in profits, higher than both resale and professional services*



Develop your product portfolio, by packaging solutions with industry-leading Microsoft products



Uncover new sales opportunities during regular customer meetings



Be well positioned to meet customer demand for managed services

Meet demand with targeted managed services



Basic

Help desk, end user support

Remote monitoring and management

Identity and access monitoring



Advanced

Cyber-attack monitoring and prevention

Endpoint security monitoring and remediation

Security protocol monitoring, management,
and remediation

Automated archiving, compliance monitoring

Full backup and disaster recovery as a service

Business process and dashboard automation

Get the resources you need

Learn how to get started selling the [Microsoft Cloud for US Government](#) for CSP

Access information on the [partner opportunity in US Government](#) on the Microsoft 365 for partners site





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 >

Program Qualifications, Benefits, and Rewards for each CTC partner level; determined based on CSP sales + customer activations

<u>Ascend</u> Level (Stage-1)	<u>Accelerate</u> Level (Stage-2)	<u>Altitude</u> Level (Stage-3)
CTC Qualifications:		
Currently authorized for reselling Microsoft CSP + registered for the CTC webinar series	Currently authorized for reselling Microsoft CSP + registered for the CTC webinar series	Currently authorized for reselling Microsoft CSP + registered for the CTC webinar series
Minimum of 1-3 CSP customers activated in past 12-months	Minimum of 4-24 CSP customers activated in past 12-months	Minimum of 25+ CSP customers activated in past 12-months
Minimum Microsoft CSP revenue requirements – N/A	Minimum of \$15k per month in Microsoft CSP O365 <u>or</u> Azure revenue	Minimum of \$50k per month in Microsoft CSP O365 <u>or</u> Azure revenue
CTC Benefits:		
O365 CSP Ascend Margins: 6% off MSRP for nonprofit SKUs* + 16% off MSRP for gov., edu., & commercial SKUs*	O365 CSP Accelerate Margins: 8% off MSRP for nonprofit SKUs* + 18% off MSRP for gov., edu., & commercial SKUs*	O365 CSP Altitude Margins: 10% off MSRP for nonprofit SKUs* + 20% off MSRP for gov., edu., & commercial SKUs*
Azure CSP Ascend Margins: 12% off MSRP for all Azure CSP SKUs* + 2% off MSRP for all Azure RI SKUs*	Azure CSP Accelerate Margins: 13% off MSRP for all Azure CSP SKUs* + 2% off MSRP for all Azure RI SKUs*	Azure CSP Altitude Margins: 15% off MSRP for all Azure CSP SKUs* + 4% off MSRP for all Azure RI SKUs*
Ascend Partner Support: SYNNEX CLOUDSolv Partner Support options + access to monthly live webinars/on-demand Business Transformation resources	Accelerate Partner Support: SYNNEX CLOUDSolv Partner Support options + dedicated Cloud Development Rep in the SYNNEX office + quarterly QBR with dedicated account manager + discounted SYNNEX software services	Altitude Partner Support: SYNNEX CLOUDSolv Total Care Support + one-on-one consultation support for cloud business acceleration + semiannual in-person partner visits for strategic planning + increased end-user demand generation
Marketing Development – Ascend (stage-1): ContentMX Ready-Made Marketing campaigns + CTC-exclusive discounted pricing for packages available from Nurture Marketing**	Marketing Development – Accelerate (stage-2): Content & Data Booster package to support your overall customer engagement, valued at \$3k (+ full access to ContentMX campaigns)**	Marketing Development – Altitude (stage-3): Modern Marketing offerings for partners to choose any 1-MDF package per half, valued at \$5k (+ full access to ContentMX campaigns)**
CTC Rewards:		
<p>Bimonthly CTC Rewards Program – 3-winners from each of the following categories, every other month (based on previous 2-months of CSP):</p> <p>1. Top CSP Revenue 2. Most End-User Adds 3. Top Marketing Engagement (based on digital trainings participation + ContentMX engagement)</p> <p>Winners*** to select their prize of choice from the following options: Microsoft Surface Pro, Xbox One X, Big Green Egg, Bose SoundTouch Outdoor Speaker Set, Yeti Cooler, SONOS PlayBar, Delta Airlines Gift Card, or \$1k in marketing support services</p>		
<p>Semiannual Grand Prize Getaway – 7-winners from each of the following categories, every half (based on previous 6-months of CSP):</p> <p>1. Top Growth –Azure 2. Top Growth –O365 3. Top Growth –CSP 4. Top Revenue –Azure 5. Top Revenue –O365 6. Top Revenue –CSP 7. Most Partner Referrals</p> <p>Winners*** can each bring +1 guest, for an exclusive 2-day weekend getaway – formal dates and locations to be announced in October 2018</p>		

* Some exclusions apply – contact your SYNNEX account manager for details

** Limited availability; first come, first served

*** Winners can qualify for one category per period; eligible pending completion of W9 tax form



Enhanced CTC Marketing Dev.

- **Stage-1: Ascend*** – SYNEX has partnered with strategic experts from ContentMX to offer customizable dynamic ready-made marketing campaigns for M365, O365, and Azure to help drive your customer engagement. [Learn more](#)
- **Stage-2: Accelerate*** – Exclusive to Accelerate-level CTC partners, we've put together a Content & Data Booster package to help make the most out of your ContentMX campaigns. [Learn more](#)
- **Stage-3: Altitude*** – Exclusive to *Altitude*-level CTC partners, choice of marketing development packages provided by Nurture Marketing & funded by the SYNEX Microsoft team. [Learn more](#)
- Special discounted pricing available to all CTC partners (Ascend-, Accelerate-, & Altitude-Levels), 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>*

