

Bring new customers to the cloud with business-class email and Teams

Build your business with SMB practices



Acquire: Teamwork

Bring new customers to the cloud with business-class email and Teams.



Upsell: Get Modern

Offer best-in-class Office apps on a new Windows 10 device to replace end-of-support solutions.



Maximize: Advanced Security

Maximize recurring revenue by helping SMBs protect against threats.

2x

Small companies are twice as likely to hire remote employees¹

Shifting landscape

SMBs need to make work better

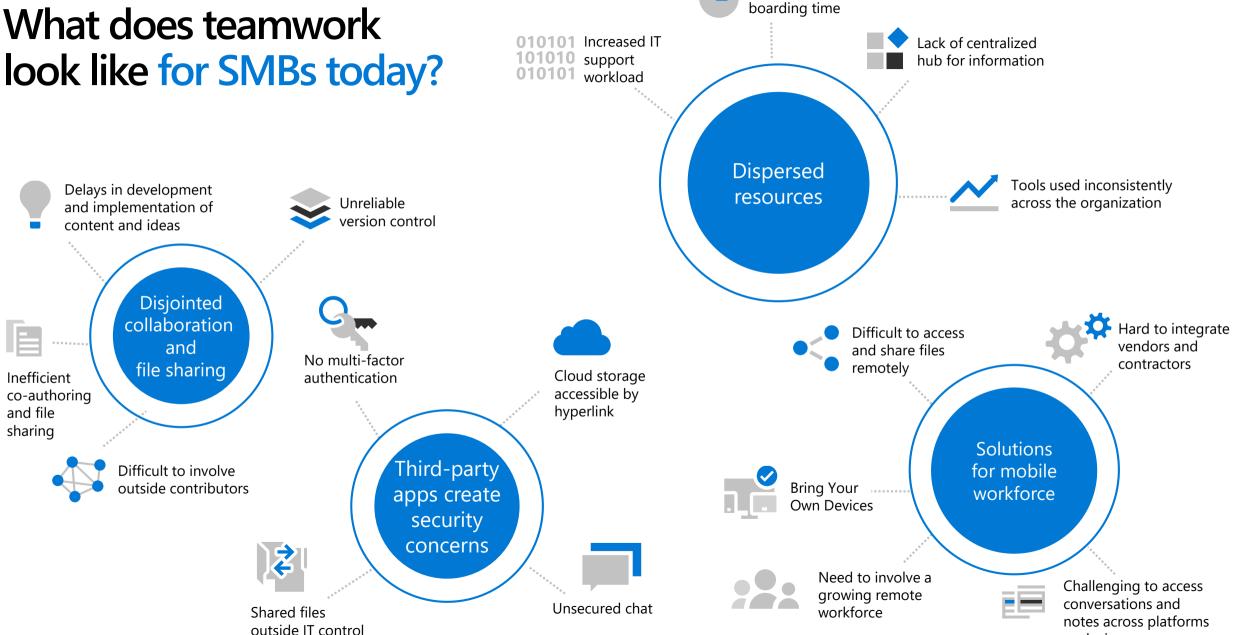


52% of the global workforce works from home at least once per week¹



6x as many small businesses agree that dynamic team structures will become the norm²

What does teamwork



Increased on-

or devices

SMBs need technology to enable teamwork



of younger managers cite lack of technology/tools as reason why they do not have a remote workforce¹

SMBs collaboration challenges²

- Ability to get work done from anywhere (affects remote and mobile workforce)
- Document version control and co-authoring (affects internal and external sharing)

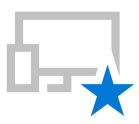
Reasons SMBs cite to buy technology²

- Make it easier for our team to do their jobs
- Improve employee productivity
- Improve data security

¹ Upwork survey, <u>Future Workforce 2019: How Younger Generations are Reshaping the Future Workforce</u>

² Microsoft SMB research report by Bredin, March, 2019

Office 365 helps partners build lasting customer relationships



Mobile worker support

Easily support SMBs that want to work anywhere from any device.



External collaboration

Help SMBs look more professional as they engage in email and online with customers, coworkers, suppliers.



Enterprise-grade security

Enable access to those who need it and keep out those who don't.



Real-time teamwork

Enable SMBs to work together in one solution with shared docs and online meetings.

1

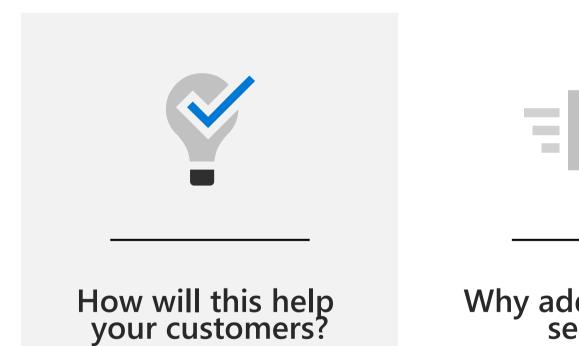
Offer solutions to known pain points: Business-class email and file sharing. 2

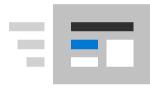
Show how best-in-class, integrated solutions improve the customer experience.

3

Show how SMBs can reduce costs by replacing other collaboration tools.

Grow your business with Teamwork







Why add Teamwork services?

What to do next

Help SMBs work better with low-cost, high-value solutions

1. Build trust with business-class email

SMBs use email more than any other app or software today¹

Many still use in-house servers or free online email and need a business-class solution with the benefits of the cloud.

Compelling moment:

End of Support for Office 2010 and Office 2013 Office 365 connectivity is October 2020



2. Add value with best-in-class collaboration tools



Better teamwork, better tools to help SMBs work from anywhere

Online file sharing for real-time collaboration



Online meetings



Shift management

¹ Bredin, an SMB market research and content marketing agency.

Online file storage, document sharing, co-authoring

Offer SMBs tools for real-time collaboration. Keep everything in one shared workplace.

Access and share

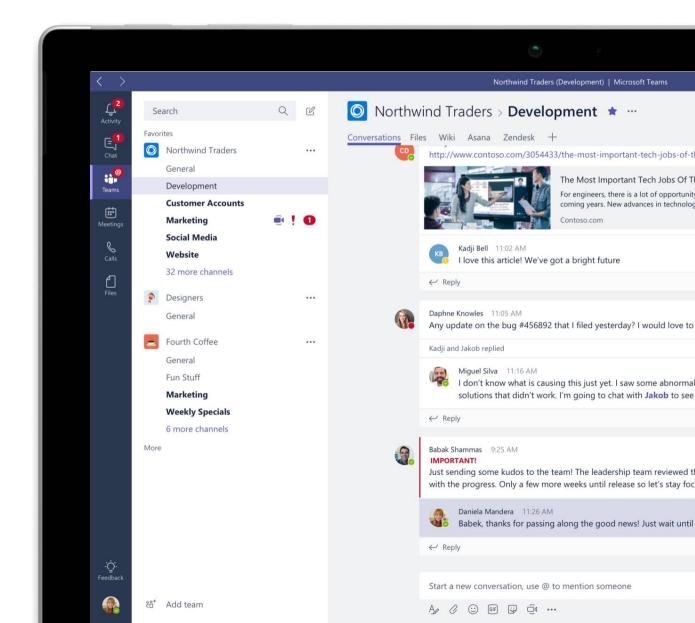
content from anywhere with Microsoft Teams desktop, web, and mobile apps

Connect and work together

across multiple projects and get important notifications in real-time

Coauthor files simultaneously

with popular Office 365 apps, like Word, Excel, and PowerPoint.



Chat and online meetings

Help SMBs to stay connected with an intelligent meeting solution using HD video, content sharing, digital whiteboard, notes, voice and chat – using any device

Work from anywhere

by holding online meetings with anyone inside or outside the organization

Make work easy

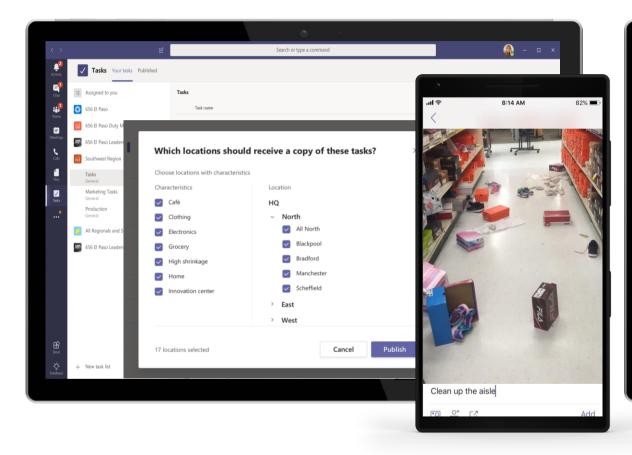
using the meeting scheduling assistant, sharing screens, and collaborative note taking as part of online meetings and having context and content at your fingertips

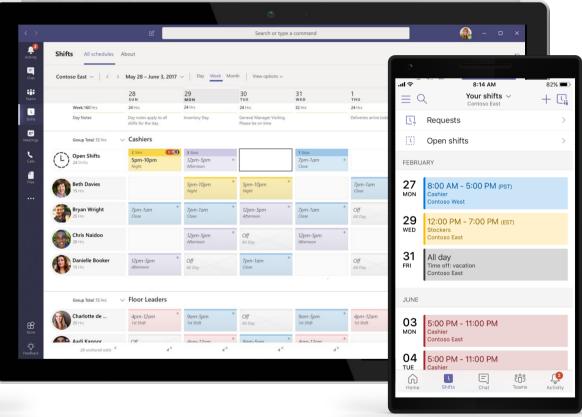
Speed innovation

Stay in the know with meeting recordings with transcription and translation, indexed for searching



Shift and task management





Automate everyday activities with PowerApps and Flow

Create and manage schedules and tasks with Shifts

Simplify SMB technology investment

Business-class email Anti-spam, anti-malware \$4 Shared online calendar \$4 Teamwork Productivity apps and file storage \$8 Chat-based workspace, meetings \$13.50 Surveys and forms \$8 Team planner \$10

Monthly cost of

3rd party solutions

Office 365 Business Essentials

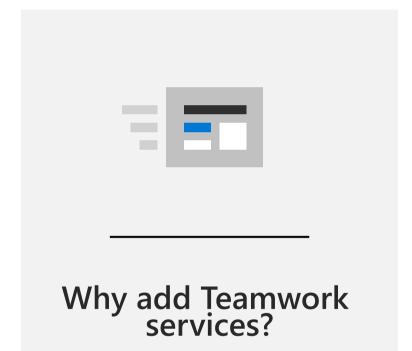
A single, integrated solution to help SMBs securely run and grow their business



Grow your business with Teamwork



How will this help your customers?





What to do next

Build Teamwork offerings to drive profitability \$16.75/ user/ month* of partner opportunity in SMB







Teamwork basicsEmail, chat and collaboration

Meetings managementPackage meetings services and devices

Teams solutionsSecured light-weight business solutions

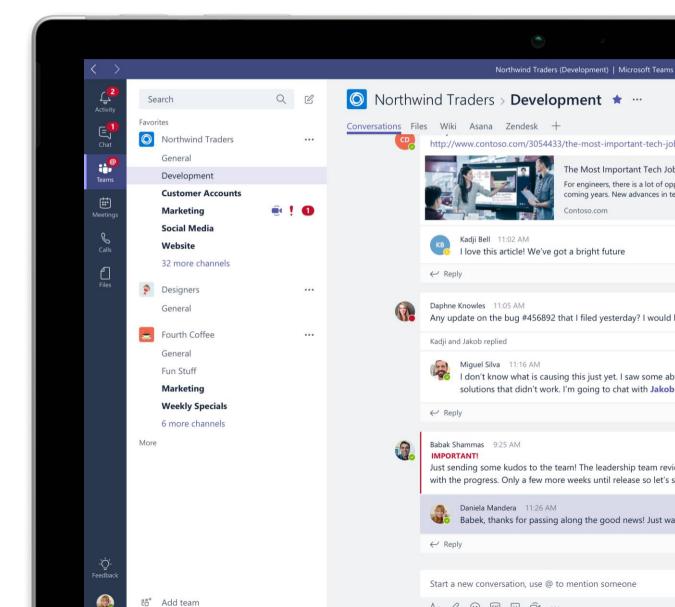
Adoption and change management services

Enable end user adoption and success

Teamwork basics

Helps SMBs organize and share information

Services	Description
Migrate	Help SMBs start their journey in the cloud through migrating email, files and identity
Set up	Standardize the organization on Teams for collaboration. Move files to channels
Integrate	Integrate other Microsoft services into Teams experience

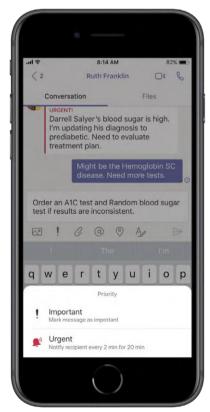


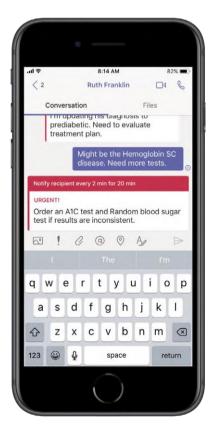
Adoption and change management

Accelerate end-user adoption and value with value-added one-time and ongoing services

Services	Description
Onboarding	Offer in-person workshops to get familiar with Teams and transition from email
Engagement Create digital learning paths for end use with on-demand training resources	
Track	Agree on metrics and track usage to refine offerings and roadmap



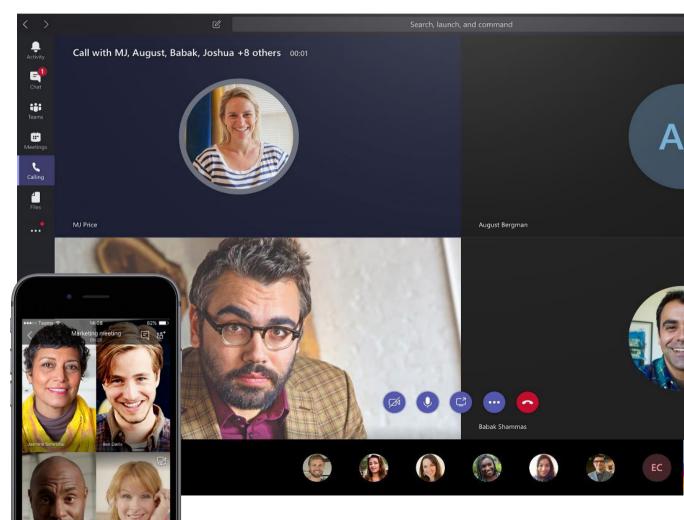




Meetings management

Package services and devices for a managed meeting experience and ongoing revenue

Service	Description
Assessment	Conduct an assessment to determine user needs for meetings solution
Devices	Add Teams certified devices and Teams Rooms for a seamless experience
Manage	Monetize with ongoing service on meetings management



Teams custom solutions

Meet your customers' unique Teamwork needs with secured, repeatable solutions

Offerings

Integrate

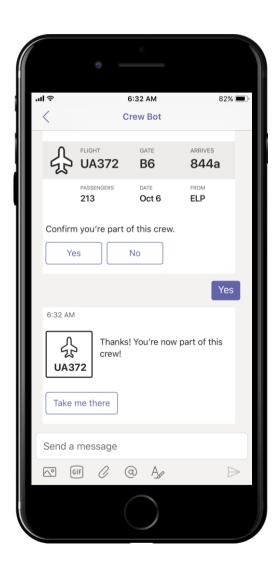
Extend existing productivity solutions into Teams using the app gallery

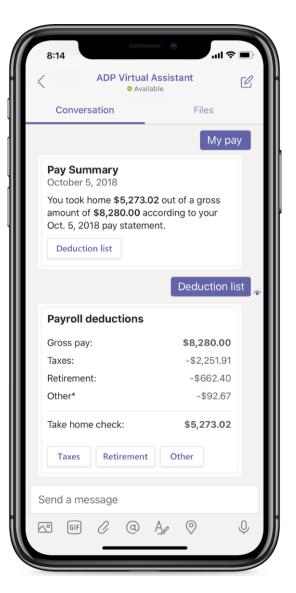
Modernize

Modernize and integrate LOB experiences into Teams

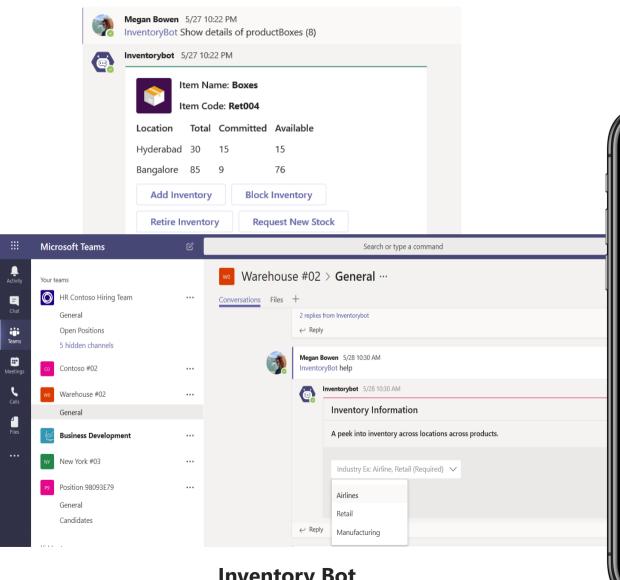
Automate

Build low code solutions using PowerApps to meet industry customer needs

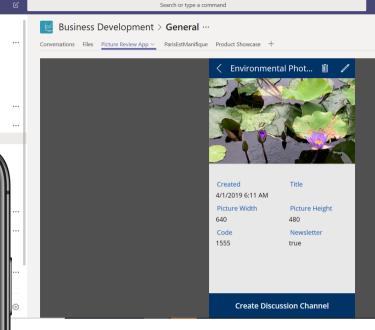




Teams custom solution example



Microsoft Teams MR Contoso Hiring Team Legal and Compliance Business Development Inventory LoB Demo Applications Conversation Tabs Quantity: 07 | Locations: Bangalore Item code: RET003 | Item Na... Quantity: 40 | Locations: Hyderbad Item code: RET004 | Item Na... Quantity: 13 | Locations: Hyderbad ← Reply Laurence Gilbertson May 4, 10:30 AM InventoryBot 12:01 PM Item Name: Frames Item Code: mft 002 Commit Available 60 25 Add Inventory Block Inventory



Picture Review PowerApp

Inventory Bot

Bringing it together: driving profit with Teamwork

\$180

Win the foundation

Sell Office 365 Business Essentials

- Email migration
- Set up users on Office
- 24*7 support

+\$310

Attach services

Add high-value, easy-to-sell services based on deployment of Office 365 Business Essentials

- Migrate files to OneDrive
 - Establish meetings on Teams
 - Package meeting room services
 - Bundle adoption services

Continuing services

• 24*7 Support

+\$115

Deepen relationships

Standardize on Teams and grow the lifetime value through differentiated services

- Standardize collaboration on Teams
- Move intranets to SharePoint Online
- Customize with Teams solutions
- Modernize and integrate LOB apps
- Monetize with Teams enabled devices

Continuing services

- 24*7 Support
- Change management services

3-6 months

6-12 months

Three-year average revenue per SMB seat from Office 365 Business Essentials

Sky's the Limit: Triple Play

Earn up to \$150,000!*
First ever Partner incentive program spanning all three clouds!



Limited time incentive through March 31, 2020

Office 365 / Microsoft 365 Lift-off	Dynamics 365 Lift-off	Azure Lift-off	
Earn up to \$30K by exceeding your Office 365 / Microsoft 365 new customer target.	Earn up to \$70K by exceeding your Dynamics 365 Sales (\$35K) and Business Central (\$35K) new customer targets.	Earn up to \$50K by increasing Azure customers consuming <\$500/month to >\$500/month in CSP Azure.	
Eligibility			
US MPN only			
CSP SKUs / consumption only			
CSP Resellers (Direct and Indirect)			
Partner Registration closes January 31, 2020			

Office 365 / Microsoft 365 Lift-off

Effective Nov. 1, 2019 through Mar. 31, 2020

1 Purpose

Reward CSP incentive eligible partners for driving new Office 365 and Microsoft 365 customer adds purchased via CSP.

3 Need to know

- Earn up to \$3.5K per new Office 365 or Microsoft 365 customer if you meet or exceed your Office 365 / Microsoft 365 target
 - You will receive one target for Office 365 / Microsoft 365 skus
 - New customer must not have >\$250/month in revenue in prior Trailing 12 Months (TTM)
- Registration is required in order to participate
 - Partner must be enrolled in Partner Center by end of earnings period
- Payout per partner capped at \$30,000

2 Eligibility

- Direct providers and indirect resellers
- Net new commercial customers, all segments, sold through CSP
- Customer and seats must remain active through May 2020 for the partner to qualify for the incentive / their earnings

4 Incentive rates

Office 365 / Microsoft 365					
SKUs	Rate / seat	SKUs	Rate / seat	SKUs	Rate / seat
Microsoft 365 Business	\$50	Office 365	\$35	Office 365 Business	\$10
Microsoft 365 E3	\$50	Business Premium	Ψ33	Essentials	Ψ10
Microsoft 365 E5	\$50	Office 365 E3	\$35	Office 365 Enterprise E1	\$10
Microsoft 365 E5 (w/out	¢ro			Microsoft 365 F1	\$10
audio conferencing)	\$50			Exchange Online (Plan 1)	\$10
Office 365 Enterprise E5	\$50			Exchange Online (Plan 2)	\$10
Office 365 Enterprise E5			Office 365 Business	\$10	
(w/out audio conferencing)	\$50			Office 365 ProPlus	\$10

Office 365 / Microsoft 365 Lift-off Examples of ways to earn



Customer Add Actuals: 1

Earned: 1

\$3.5K=

Partner met their target, they receive payout on the largest deal

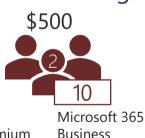
Customer Add Actuals: 6 🗸

Exceeds the customer adds target

Customer Add Target: 5









Online





\$1,750



\$3.5K

Office 365 E5 **Business Premium**

\$1.75K + \$3.5K =

Earned: 2

Partner paid on the largest of the potential payouts

Customer Add Actuals: 7 🗸

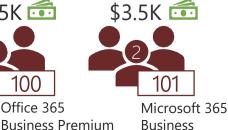
Earned: 3

\$3.5K + \$3.5K + 3.5K =

Exceeds their Modern Workplace target - gets paid on the largest deal sizes

Customer Add Target: 5









\$500





Business Premium Business Essentials



Partner paid on the largest of the potential payouts

FY20 Partner Requirements for CSP Incentives

1. Competency

- To be eligible for incentives, CSP Resellers must attain one of 10 MPN competencies at the Silver or Gold level
- 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 onboarded to PIExp to earn and be paid incentives. Send email to <u>OCINA@microsoft.com</u> to be invited to join.

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
Enterprise Resource Planning (added 01 October 2018)	Silver or Gold

^{*}Competency retired. Partners remain eligible until competency Anniversary date

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

CSP Indirect Reseller Incentive

1 Purpose

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

3 Need to know

- Local accelerators potentially available (per country choice)
- Co-op component will be introduced in H2
- Core program and strategic product accelerator rates will adjust in Q2
- New Customer Add accelerators begin in Q2
- Azure incentives for new Commerce Platform transactions begin in Q2
 - ¹ Unique accelerators for the 3 Microsoft Clouds (Azure, Dynamics, Modern Workplace), each with defined earning opportunity launch Oct. 1.
 - ² Global Strategic Product Accelerator includes M365 E3, M365 E5, M365 Business, O365 Biz Premium, the 2 E5 Mini Suites, D365 Business Central
 - ³ Core = Windows Server Std | Strategic = SQL Server
 - ⁴ Incentives for Azure billed on the commerce platform will be paid in the Modern Commerce Experience Partner Led incentive tool.

Incentive guide and other resources available on MPN at aka.ms/partnerincentives

2 Eligibility

- Active MPN membership
- Attain defined MPN competency at Gold or Silver level
- Onboard to the CSP incentive tool

4 Incentive rates

Q1 Incentive	Rate
Core Incentive (Rebate only) – O365	6%
Core Incentive (Rebate only) – M365, D365, Azure	8%
CSP Customer Add Accelerator (continued from FY19) ¹	2%
Global Strategic Product Accelerator ²	2%
Global PSTN Calling and Conferencing Accelerator	20%
Software in CSP – Subscription ³	Core – 1.25%. Strategic 6%

·	
Q2 – Q4 Incentive	Rate
Core Incentive (Rebate only)) – Azure billed revenue on existing platform; Azure billed revenue derived from new commerce platform ⁴ ; O365, M365	4%
Core Incentive (Rebate only) – D365	6%
CSP Customer Add Accelerators for 3 Clouds	Varies
Global Strategic Product Accelerator ²	5%
M365 B Local Product Accelerator	5%
Global PSTN Calling and Conferencing Accelerator	20%
Azure Reserved Instance (RI) Incentive	Rate
Azure RI (Paid on consumed Azure RI revenue)	10%

CSP Customer Acquisition Accelerators for 3 Clouds

Unique new customer add accelerators to drive results for each Microsoft Cloud - Launched October 1, 2019

Intelligent Cloud

Reward for Azure new customer sales and growth

Two earning thresholds with fixed payout amounts

New customer = customer TPID
 which achieves, for the first time in a
 month, \$1,000 USD or more in billed
 revenue

Threshold (monthly billed revenue)	One-time Earning	
\$1,000 USD	\$500 USD	
\$5,000 USD	\$3,500 USD	
Note: For new customer TPIDs with initial transactions		

greater than \$5,000 USD of revenue in a month, the partner will earn a one-time incentive of \$4,000 USD

Business Applications

Reward for D365 new customer sales and growth

Two-part accelerator:

- 1. Achieving <u>new customer eligibility</u>
- 2. Continued growth of that new customer

customer		
Threshold (monthly billed revenue)	Earnings	
New Customer TPID achieves \$1,000 USD	20% of Annual Contract Value (ACV)	
Growth of New Customer* Customer TPID achieves growth over the fiscal year *Launches January 1, 2020 20% of ACV on growth portion of monthly billing above previous high revenue watermark		
Cap accelerator at \$100,000 USD per customer		

Modern Workplace

Reward for O365/M365 new customer sales and growth

New customer = customer TPID that reaches, for the first time in the previous 12 months, \$250 USD in monthly revenue (or \$3,000 USD for annual subscriptions)

Threshold (monthly billed revenue)	Monthly Earning
\$250 USD	5% of monthly billed revenue for 12 months
	(where revenue exceeds the threshold)
	Note: Includes additional seat adds for first 12 months

NOTE – Customer must be net new to Microsoft (measured at the TPID level) to qualify for these accelerators



Co-op In CSP launching January 1st, 2020

Please join us for the CSP incentive program: Co-op Readiness Calls

[add greeting]

Microsoft is launching cooperative marketing funds (co-op) as a component of CSP incentives on January 1, 2020 for Direct Bill and Indirect Reseller partners. To help prepare our partner community to easily understand the changes we are hosting partner-facing readiness calls on October 7, 2019.

In these sessions our CSP incentive team will deliver further information regarding the upcoming co-op launch including:

- How to plan for this program change
- Key dates to remember
- Co-op funds usage
- Co-op funds Q&A

<u>PDMs are invited to attend these calls</u>. Although, your partners will receive an official invitation to the call, please encourage them to attend this valuable event.

Call to action: Register for your desired meeting time on October 7th by clicking on either link below.

- 08:00am PST https://aka.ms/EVT281PAL-registration
- 05:00pm PST https://aka.ms/EVT281PAL2-registration

Please note we will review the same content in both calls; after these calls our team will provide recordings for future viewing.

Thanks,

Ladd signatur

Online Services Usage Incentive for Microsoft 365

1 Purpose

Reward partners for helping customers deploy & adopt Microsoft 365 services (excluding educational SKUs)

3 Need to know

- Partners will associate with customers:
 - at workload level (instead of subscription level)
 - via claims (instead of DPOR)
 - need to re-associate with existing customers
 - only one partner can be associated per workload
- Incentive earned when customer reaches usage milestones by workload (active entitlements over qualified entitlements) instead of monthly OSU payments
- Númber of active usage milestones depends on the workload
- 15% milestone eligibility: Workload must have
 10% active usage at time of claim
- 40% milestone eligibility: Workload must have
 20% active usage at time of claim
- Accelerator for Teams: 1.5x all rates listed
- FastTrack Ready Partner incentive integrated into OSU-M365 in FY20. Partners meeting FastTrack Ready requirements (aka.ms/FastTrackPartnerTerms) earn 2x rates listed

2 Eligibility

- Active MPN membership
- Gold or Silver level competency in one of the below
- Fast Track requirements as applicable

Competency	Service
Cloud Productivity	All products
Enterprise Mobility Management (EMM)	Intune, AADP, AIP, and EMS

4 Incentive rates

Eligible Milestone	Workloads
15% active usage on seats sold	Microsoft Teams*, Office 365 ProPlus, Microsoft Intune, AIP, Exchange Online, SharePoint Online, AADP, MCAS, AATP, Yammer
40% active usage on seats sold	Microsoft Teams*, Office 365 ProPlus, Microsoft Intune, AIP,

Rates for all Workloads (FastTrack Ready eligible Partners earn double the rates) For updated/current rates please see the separate OSU M365 Rate Card

	Size of workload entitlement					
% of active usage on seats sold	Extra Small 150-499	Small 500-2,499	Medium 2,500-4,999	Large 5,000-10,000	Extra Large 10k+	
15%	\$0	\$1,250	\$2,500	\$3,750	\$5,000	
40%	\$500**	\$1,875	\$3,750	\$5,625	\$7,500	

- Accelerator for Teams: Microsoft Teams will earn 1.5x for all listed rates
- ** All workloads qualify for the 40% milestone within the extra small size of workload entitlements

Online Services Usage Modern Workplace scenarios

Current customer has <10% active usage at time of claim

M365 B Scenario (150 Seats)

M365 E3 Scenario (500 Seats)

	O365	E 3		M36	55 B		O36	5 E3		M36	55 E3	
% Act. Usage	Workload	Base	Fast Track*	Workload	Base	Fast Track*	Workload	Base	Fast Track*	Workload	Base	Fast Track*
15%							Microsoft Teams* Office 365 ProPlus Exchange Online SharePoint Online Yammer	\$1,875 \$1,250 \$1,250 \$1,250 \$1,250	\$3,750 \$2,500 \$2,500 \$2,500 \$2,500	Microsoft Teams* Office 365 ProPlus Exchange Online SharePoint Online Yammer Microsoft Intune AIP AADP	\$1,875 \$1,250 \$1,250 \$1,250 \$1,250 \$1,250 \$1,250 \$1,250	\$3,750 \$2,500 \$2,500 \$2,500 \$2,500 \$2,500 \$2,500 \$2,500
40%	Microsoft Teams* Office 365 ProPlus Exchange Online SharePoint Online Yammer	\$750 \$500 \$500 \$500 \$500	\$1,500 \$1,000 \$1,000 \$1,000 \$1,000	Microsoft Teams* Office 365 ProPlus Exchange Online SharePoint Online Yammer Microsoft Intune AIP AADP	\$750 \$500 \$500 \$500 \$500 \$500 \$500 \$500	\$1,500 \$1,000 \$1,000 \$1,000 \$1,000 \$1,000 \$1,000	Microsoft Teams* Office 365 ProPlus	\$2,813 \$1,875	\$5,625 \$3,750	Microsoft Teams* Office 365 ProPlus Microsoft Intune AIP	\$2,813 \$1,875 \$1,875 \$1,875	\$5,625 \$3,750 \$3,750 \$3,750
Total	Base: FastTrack*:		52,750 55,500	Base: FastTrack*:		4,250 8,500	Base: FastTrack*:		11,563 23,125	Base: FastTrack*:		19,063 38,125

^{*} Microsoft Teams rates 1.5x; FastTrack rates 2x. These accelerators are reflected in the rates shown

Modern Workplace CSP Example

1 New Customer Office 365 E3 & Microsoft 365 B Incentive via CSP (50 Seats)

	Investment Component Type	FY20 Lever	O365 E3	M365 B
	Y1 Revenue		\$9,600	\$9,600
	Partner Incentives			
	Global Base program	4%	\$384	\$384
CSP	Global Strategic Accelerator	5%	Χ*	\$480
	New Customer Add	5%	\$480	\$480
	Local Accelerator (starts Oct 1)	5%	X*	\$480
	Incentive total		\$864	\$1,824
			+Margin	+Margin

^{*} Local Accelerator and Strategic Accelerator do not apply to Office 365 E3

O365 Business Premium & M365B – New customer

5 Office 365 Business Premium new customer via CSP (20 seats)				
Investment Component Type	Y1 Revenue	FY20 Lever	FY20 Earnings	
Partner Incentives	\$2,400			
Global Base program		4%	\$96	
Global Strategic Accelerator		5%	\$120	
Incentive total		9%	\$216	
			+Margin	

6 Microsoft 365B new customer via CSP	(20 seats)		
Investment Component Type	Y1 Revenue	FY20 Lever	FY20 Earnings
Partner Incentives	\$3,264		
Global Base program		4%	\$131
Global Strategic Accelerator		5%	\$163
Local Accelerator for M365B		5%	\$163
Incentive total		14%	\$457
			+Margin

O365 Bus Prem to M365B – Existing customer

Microsoft 365B via CSP (20 seats)			
Investment Component Type	Y1 Revenue	FY20 Lever	FY20 Earnings
Partner Incentives	\$3,264		
Global Base program		4%	\$131
Global Strategic Product Accelerator		5%	\$163
Local Accelerator for M365B		5%	\$163
Incentive total		14%	\$457
			+Margin

8	Office 365 Business Premium via CSP (20 seats)			
	Investment Component Type	Y1 Revenue	FY20 Lever	FY20 Earnings
	Partner Incentives	\$2,400		
SP	Global Base program		4%	\$96
Ü	Global Strategic Product Accelerator		5%	\$120
	Incentive total		9%	\$216
				+Margin

Grow your business with Teamwork





How will this help your customers?

Why add Teamwork services?

What to do next

Get started building business with SMB Teamwork

- Use it internally!!
- Get familiar with the SMB Teamwork Assets
- Identify your <u>Target List</u>
- Demo Microsoft Teams to your customers, utilizing the <u>Microsoft Demo platform</u> or <u>Guided Tours</u>
- Need help your <u>sales process</u> (Launchpad)
- Lead with a <u>SMB Teamwork Workshop</u> to qualify new Teamwork opportunities with your customers
- Provide SMB customers the opportunity to experience Teams with <u>6-month CSP Trial</u>
- Learn more about Teams by earning <u>Microsoft 365</u>
 <u>Fundamentals certification</u> and a deeper dive with the <u>Teamwork Administrator certification</u>
- Gain insight into building your deployment and managed services with latest <u>Forrester TEI studies</u>



Target SMBs that need Teamwork tools and services

	Acquisition	Upsell
Target audience	 On-premises customers ready for business-class email Non-Microsoft customers with business need for increased collaboration due to expanding remote/mobile workforce 	Exchange Online customers ready for an upsell
Customer opportunity	 One out of every three SMBs still has not adopted cloud services.¹ 	Millions of SMB customers on Exchange Online
Compelling events	End of support for Windows 7 and Office 2010 Figure 2010 and 10 an	Expanding remote/mobile workforce
	Exchange Online users seeking cloud-based collaboration	 Shift to multi-generational workforce Defined need to streamline multiple teamwork tools that don't talk to each other
Conversation starters	Unsecured file sharing	Inefficient meetings, unnecessary travel time
	No collaboration tools or too many	Version control issues
	Version control issues	Single sign on across multiple apps
GTM tools	Acquire new customers with Teams CSP 6-month trial	Upsell with Teams CSP 6-month trial
(see detail in next few slides)	SMB Teamwork Workshop	SMB Teamwork Workshop
	Sales & Marketing Play assets for acquisition	Sales & Marketing Play assets for upsell

^{1.} Bredin, an SMB market research and content marketing agency.

MPN dashboard Cloud Ascent List



1 Customizable Filters

Breakdown your target customer list based on product, area, and industry

2 Clear opportunity indicators

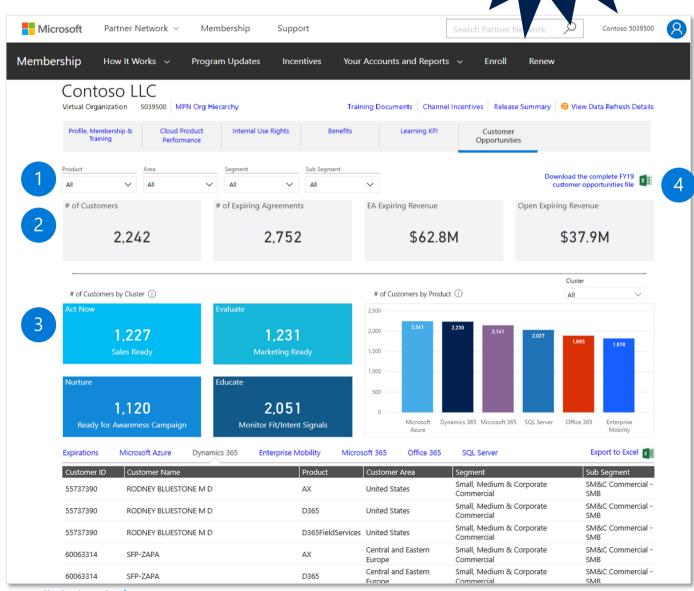
Quantify your target customer list based on customer count, and expiring revenue

3 Simple customer clusters

Categorized target customers in order of their propensity to buy

4 Full Dataset in Downloadable .XLS

Navigate to the complete customer opportunities workbook for more information



Build sales readiness with Teamwork resources



Learn



- Teamwork play card
- Guided tour
- Teamwork demo environment
- Teamwork product training



Market



Sell



Deploy

- Conversation guide
- Email kit
- Day-in-the-life infographic
- Social assets kit
- Flyer
- Offer builder- LaunchPad
- SMB Teamwork Workshop
- Teams CSP 6-month trial
- Cloud Ascent Data

- Customer pitch deck
- SOW and Proposal

- Welcome to Teams
- Adoption library

Market and Sell content available @ aka.ms\mwsmb

New US Modern Workplace Landing Page: https://partner.microsoft.com/en-us/marketing/modern-workplace-smb

Sell smarter with Launchpad

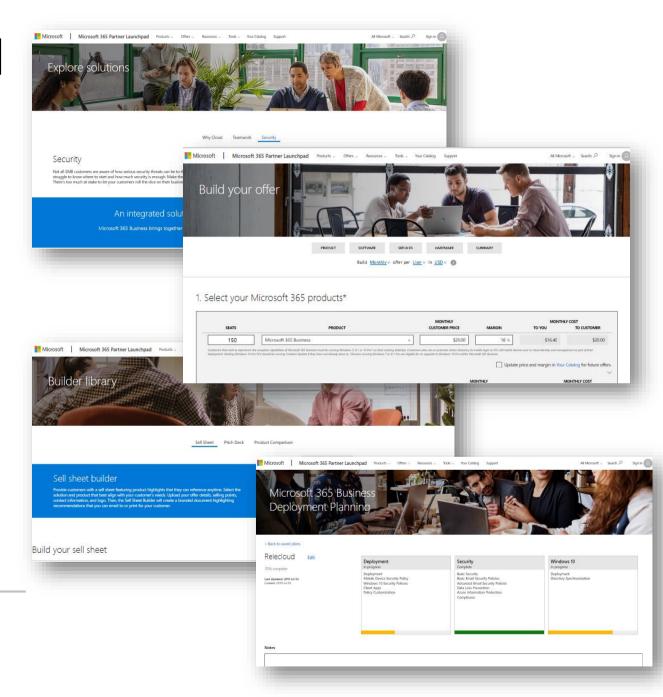
Streamline and simplify the SMB sales process

Discover solutions

Build offers

Customize resources

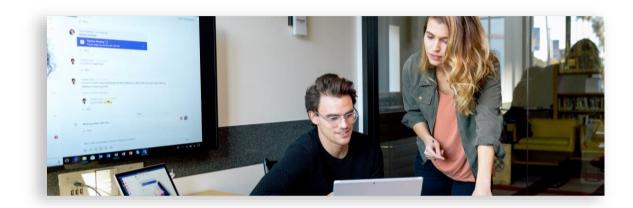
Plan deployment



Available @ aka.ms/partnerlaunchpad

Help SMBs evaluate Teams with a CSP Partner-led trial

Partners can initiate a 6-month trial for SMB customers at no additional cost



Give SMBs the opportunity to experience the power of Teams in their everyday work lives.

- Full Free Teams product functionality for customers not on Office 365
- Use trial as a driver to paid products
- Potential to earn incremental accelerators of up to 10% post-conversion to paid



Grow Wallet Share with existing customers by consolidating customer communication portfolio and reducing shadow IT.

- Reduce complexity of multi-vendor integration
- Attain greater share of total spend and grow monthly seat revenue 2x

"Teams is a really useful way of attracting customers and getting more deeply embedded."

Sr director, infrastructure services
– unified communications

"Consulting services increase our average deal size by 25% to 35%"

President and founder

Learn more about Partner-led CSP trial

Use a Teamwork workshop to get your foot in the door

SMB Teamwork Workshop

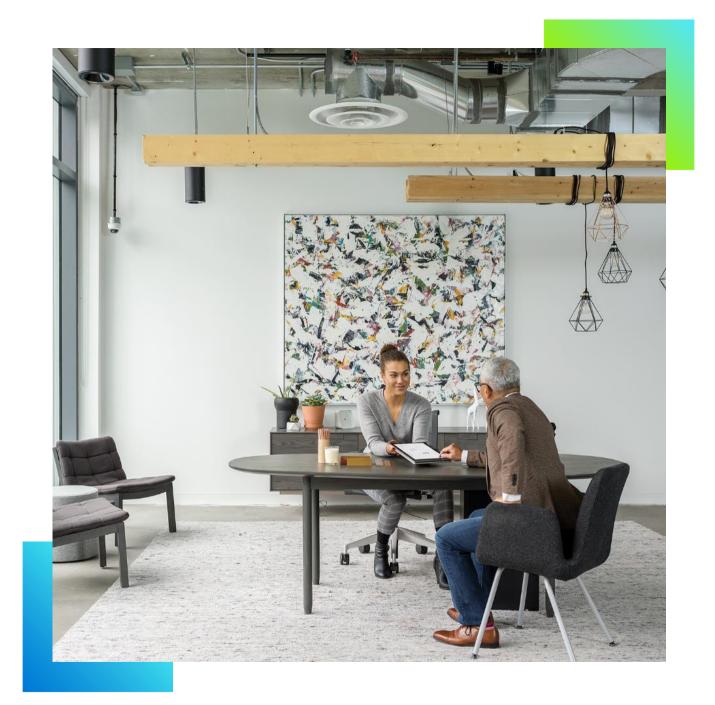
Duration: 2-4 hours*

Customize kit to work with your SMB customer by:

- Identifying business objectives and challenges
- Assessing current technology capabilities
- Providing recommendations and best practices
- Creating an actionable plan

Available @ aka.ms/SMBTeamsworkshop

*Customize timing based on customer size and business needs.



Partner example: PTG

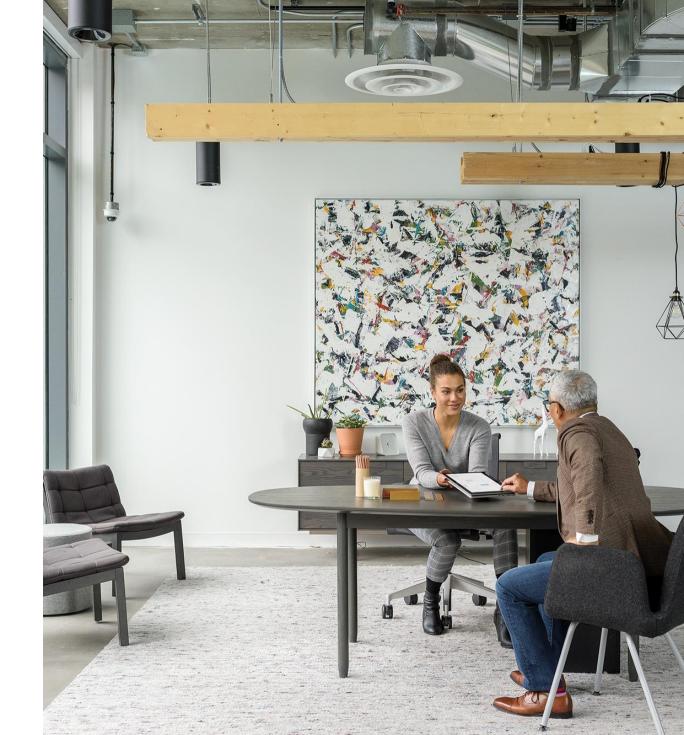


Scalable formula for acquiring with Teamwork

- Ready phase: introduce Teams, focus on files and meetings
- Set phase: create internal champions, introduce more advanced functionality
- Go phase: measure business impact, provide change management

"We are positioning ourselves to be less about 'fixing' things that are broken and more about how we can help the customer work better."

-Reed Wilson: Founder & CEO



What others are saying

Reducing email overload

"We've been a lot more productive through chat on Teams. We don't see long email chains anymore, and employees collaborate across departments more frequently because the persistent chat gives them the context to pick right back up with a project, even if they had other priorities for a few days."



-Joev Bitton

Communication Specialist at The PUR Company

Delivering business value

" We use Teams to simplify onboarding.... It's easier for them to be part of the team than it is through Messenger, where you have to share your personal profile on Facebook, or through SMS, where you don't see them at all.

-Emma Trygg

CFO at Movement Group Nordic

Fostering collaborative cultures

"What I love about Teams is that it separates our internal chatter from official client email communications. Our sales and admin people are inundated with emails all the time. Having everything pertaining to a project in one place for the team to collaborate really reduces the pressure."

DETROIT WALLPAPER

-Josh Young Cofounder at Detroit Wallpaper





Thank you