

CtC Webinar January 18th, 2022 What's on The Agenda:

- Open License to CSP and Resources (10 minutes)
 - Microsoft Defender for Business (5 minutes)
 - TSI NonProfit Updates and How TD SYNEX Can Help (5 Minutes)
 - TD SYNEX MSFT NCE Training (10 minutes)
 - TD Capital and How It Can Help You (10 minutes)
 - MSFT NCE Updates (20 minutes)
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- Chris Schofield – Microsoft TD SYNEX Microsoft Programs Manager – chriss@synnex.com

Open License to CSP

As of December 31st, 2021 the purchasing of Open License has officially ended. So, what do you do now?

At TD SYNEX we have the tools and resources that you need to make this transition as smooth as possible!

Let's take a look at a few of those resources:

- Open License to CSP FAQ

- Microsoft's Open License to CSP Change Deck

- Lastly... your account managers

Microsoft Defender for Business is incredible and I'm about to show you why!

For those that don't know Microsoft Defender for Business is designed to bring enterprise-grade endpoint security to small and medium sized organizations with up to 300 employees.

MSFT Defender for Business will include some great features that the longest time were only available to those purchasing E3 or E5. This will be huge for SMBs!!

So, what do you get? Well, here's a few things:

- Threat and Vulnerability Management
- Attack Surface Reduction
- Endpoint Detection & Response
- Automated Investigation & Remediation

Also, Microsoft Defender for Business will be included with M365 Business Premium!

Lastly, there's a demo currently available for up to 25 individual end customer Azure Tenants.

[Microsoft Defender for Business preview now available](#)

... and you guessed it so much more!

TSI NonProfit Updates and How TD SYNEX Can Help

TSI NonProfit Resource Hub:

[SYNNEX | Microsoft Nonprofit \(synnexcorp.com\)](https://synnexcorp.com)

TD SYNEX MSFT NCE Training

So... what is TD SYNEX MSFT NCE Training?

The TD SYNEX NCE Training is an incredible resource that goes over everything you need to know in order to become the NCE expert for your end customers.

Resources

Link to TD SYNEX MSFT NCE Training:
[New Commerce Experience - old \(brainshark.com\)](https://brainshark.com)

Link to the TD SYNEX NCE Resources Page:
[NCE Resources \(techdata.com\)](https://techdata.com)

How is this resource going to make me an expert?

Great Question!

The TD SYNEX MSFT NCE Training offers two modules. The first module “Why NCE,” and the second module “NCE Implementation.” After each module you will also be challenged with scenarios, and tests to make sure that you’ve grasped all that NCE entails.

Not only will you leave this training with expert knowledge of MSFT NCE, but you will also leave this training with a badge that will let your end customers know that YOU will be there for them.

TD Capital and How It Can Help You!

So... what is TD Capital?

TD Capital is a great resource that will help reduce financial risk on annual NCE plans.

How is TD Capital Able to do That?

Great Question!

TD Capital has teamed up with Microsoft to offer financing and first payment deferment for up to 90 days for qualified customers.

TD Capital also allows you and your end customer to align payments based on usage.

TD Capital also allows for private label financing. This is great as it will give you the opportunity to brand finance agreements. Creating a completely personalized experienced.

TD Capital Promo



Zero Risk NCE Annual Plans

With Tech Data Capital

As a way to reduce financial risk on NCE annual plans, Microsoft has teamed with Tech Data Capital to offer financing and first payment deferrals for up to 90 days for qualified customers. This allows clients to capitalize on the new NCE offering and align their payments to usage while eliminating risk for partners by getting paid-in-full upfront. It's a win-win!

GET A QUOTE
317-414-3557
GEOFF.BROWN@TECHDATA.COM



THE DETAILS

- Eligible products: NCE Seats (any modern workplace seats)
- First payment deferrals for up to 90 days
- Eliminates credit risk for partners
- Deals closed with Tech Data Capital stay off partners opens terms account with TD SYNEX.
- Partner receives full revenue recognition upfront for then entire term
- Offer available in the US and Canada
- Private label and Embedded Terms are available

CONSIDERATIONS

- End-user credit approval required for all options
- Signature required on a Tech Data Capital agreement required to fund the transactions
- Only eligible for legacy Tech Data partners
- Pricing based on partner tiers

PRICING EXAMPLE *

- Product: M365 Business Premium (Price reflected is NCE pricing)
 - Quantity: 300 (cap for business sku's)
- Annual Upfront Commit:**
- \$22 * 300 * 12months = \$79,200 (upfront payment)
 - With TDC financing: 12 monthly payments: \$6,995

Benefits:

- Costs less than the NCE monthly payment options but customer still enjoys monthly payments
- Partner paid upfront for the entire term within 8 business days
- Reduces risk for partner

TD SYNEX and MSFT NCE

The new commerce journey

October 2021

Technical Preview for NCE for O365, M365 and D365.

NOW

New Commerce experience live for all offers – PROMOS AND MIGRATION TOOL LIVE!

EOY 2022

Complete deprecation of legacy CSP offers

2019-2020

Azure Plan, Server Software, Azure RI, and 3rd-Party Marketplace offers introduced in the New Commerce Experience

December 2021

Deprecation of Legacy Azure and Open Licensing

March/July 2022

No more net new orders in Legacy CSP
No more renewals in Legacy CSP

CSP New Commerce Experience

Consolidating programs into a single platform, providing greater standardization of offers and terms, and more buying options for Microsoft CSP partners.



Try new products easily with more options

- ◆ New products like Windows 365 and new feature updates to all 365 licensing
- ◆ Added free-trial choices and easier conversion to paid options
- ◆ New add-on products available only in new commerce



Subscribe to offers that meet your specific and/or changing needs

- ◆ New monthly-term subscriptions to allow for cancelation/reduction in any given month
- ◆ Consumption-based billing for telco and other seat-based offers (more coming soon)



Get more value with your commitment

- ◆ Better pricing on annual and 3-year terms with longer-term price protections
- ◆ Switch from monthly term to annual term whenever needed to take advantage of the pricing benefits
- ◆ Build a stronger foundation of trust and security with Microsoft's improved platform

Billing

Ex: Monthly license (annual contract) provisioned on January 10th

- Legacy

- US – Reseller billed on February 1st for the month of February in advanced, based on STELLR data.
- CA – Reseller billed on February 20th for January 10th -> February 9th in arrears, based on recon data

- NCE:

- US – Synnex will bill reseller on March 1st, January 10th -> February 9th in arrears, based on recon data
- CA – NO CHANGE. Synnex will bill reseller on February 20th, January 10th -> February 9th in arrears, based on recon data

Contract Enforcement

- **Legacy CSP:** 1-year Contract
 - Paid Monthly or Annually
 - Can still cancel and reduce seats at any time (credit subject to Microsoft approval)
 - Must cancel and reorder if upgrading – prorated
 - No price difference between options

- **NCE:** 1-month, 1-year, or 3-year Commit ENFORCED
 - All commit options can be paid Monthly or Annually
 - **Can only cancel/reduce seats/downgrade within cancelation window**
 - Can upgrade partially or fully at any time – prorated. This tool is live in STELLR!
 - Pricing comparable to Legacy CSP **EXCEPT FOR MONTHLY COMMIT**
 - True Month-to-Month Commit offers sold at a 20% premium

Cancelation

- Cancel within 24 hours: no charge
- Cancel within 25 – 72 hours: prorated charge
- No cancel option after 3 days (a full 72 hours) after activation.

NCE Early Adoption Promo

- Annual Commit Promo (paid monthly or annually): ~5% discount applied to MSRP for the contract term
 - Available January 11th -> March 31st
 - Monthly Commit Promo: ~16.7% off MSRP. This should match MSRP to the comparable Legacy SKU
 - Available January 11th -> June 30th
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- Capped at 2400 seats PER PRODUCT, PER TENANT. Any order breaking cap will lose promo COMPLETELY
 - Promo is NOT applied to all products (i.e.; W365, or any product with existing Promo in channel)
 - Promo pricing will not show in STELLR – automatically applied to an order that is qualified, however
 - Monthly commit promo does NOT last a full year – price locked-in only for the commit term
 - % stays the same after price increase in March – meaning \$ discount will change
 - Promos ARE supported when using Migration tool (legacy to NCE), BUT caveats apply
 - Upgrades/conversions within NCE are NOT qualified for this promo
 - Work with your AM or the BD team here at TD SYNEX to determine your promo price

Migration Tool in STELLR

What CANNOT be moved with the Migration Tool?

- Subscriptions within the 1st month of their Legacy Contract
- Inactive subscriptions
- Subscriptions with promos in Legacy CSP
- Trials
- Subscriptions with add-ons
- Gov, EDU or Non-profit licenses
- Deprecated/Retired products

Migration Tool in STELLR

- Can only be used on base subscriptions doing a like-to-like migration
- Will eventually have the option to change billing cycle or commit term – NOT READY YET
- Migration will keep the same start and end date as the original subscription by default – THIS MEANS PROMOTIONS COULD BE CUT SHORT AS RENEWAL WILL BE SOONER
- Will create new SubID for end user
- Bulk migration tool will also be available in the future to move multiple subs at once

Open Licensing to CSP

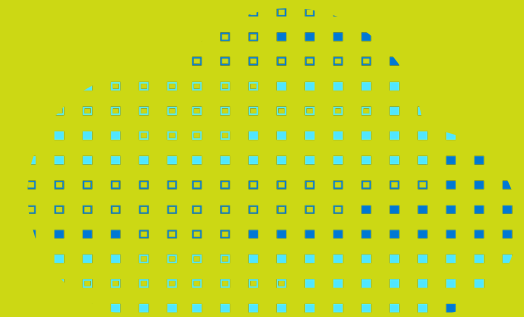
Charles Wooten
Microsoft Cloud Team

Microsoft's vision

“
Empower every person and every organization on the planet to achieve more.
”

Microsoft's vision for the new commerce experience

To help customers digitally transform by making it easier for them to buy and manage cloud services through a streamlined digital customer agreement, consolidated management portal, and enhanced invoicing and cost-management capabilities.



Creating a better customer experience

What Microsoft heard from customers...

We need...

A consistent management experience, comparable to other leading programs.

Consistent offers, whether buying from a partner, a Microsoft seller, or online.

Simplified and transparent pricing.

Better tools to manage and optimize costs.

To reduce the number of licensing programs to manage and agreements to sign.

Microsoft introduces...



Consistent products and services

Get consistent set of products and services from Microsoft



One agreement

Simplified digital agreement that never expires



Better tooling

For you to track and manage costs while enabling your partners to serve you more effectively

Creating a better customer experience

Microsoft introduces...



**Consistent products
& services**



One agreement



Better tooling

Customer benefits

- Access consistent set of products and services from Microsoft
- Purchase Microsoft and partner offers together

- Accept a single, simplified digital agreement
- Expedited provisioning and access to purchases

- Drive organizational accountability by monitoring cloud spend
- Optimize cloud efficiency with enhanced cost management capabilities

Partner opportunity

Partners play a critical role and have influence in helping customers digitally transform—regardless of where the customer is in their journey and how they decide to transact with Microsoft.

With the new commerce platform, partners can drive growth by:



Expanding their business with continuous selling



Developing enduring business through value-added services







Reducing costs while accelerating your customers' success

Open programs overview





Open Programs

- For organizations with 5-250 users
- Government and education options
- 5 licenses to qualify
- Cloud purchases available
- Indirect partner sales channel





Open License

-  Perpetual software rights
-  Optional: Software Assurance
-  Upfront payment
-  Buy licenses as needed

Open Value

-  Perpetual software rights
-  Included: Software Assurance
-  Upfront or spread payments
-  Organization-wide option

Open Value Subscription

-  Subscription software
-  Included: Software Assurance
-  Spread payments
-  Organization-wide required

Ending the Availability of Open License

The expansion of software licenses to CSP creates the opportunity to move customers in programs such as Open License into the new commerce experience, paving the way to the cloud



Faster time to value with solutions from Microsoft and partners



Increased flexibility without compromising control



Optimize costs and unlock new savings



Built on a foundation of trust and security

With Open License

Open platform has long time-to-market with price changes and new launches

Difficult to compete effectively with born-in-the-cloud competitors

Multiple contracts with different pricing structures make cost management and tracking difficult

Limited and restricted customer and partner information available

Improvements in CSP

New platform significantly improves time-to-market for price changes and new launches

Meets customers where they are today and helping them with a clear path to the cloud; one fully digital agreement

Consistent purchase experience, regardless of sales motion, with easily understood pricing; Tools to optimize cloud spend and choose most cost-effective solutions

Better customer experience for the management of licenses and services through the Microsoft Admin Center

Note: Open Value and Open Value Subscription are not being retired.

Mapping cheat sheet, Open License transitions

From	To: Recommended	To: Alternatives	Notes
L in Open License	Cloud Solution Provider	Microsoft Store ¹	¹ Limited products available
SA in Open License	Open Value ²		² Open Value non-organization wide recommended
L+SA in Open License	Open Value ²		
OLS in Open License	Open Value/OV Subscription (tokens)	CSP ³ or Microsoft Store ^{1 3} (no tokens)	³ For new online services only; data and tenant transfer of existing services requires manual process
Azure in Open License	Open Value (tokens)	CSP ³ or Microsoft Store ^{1 3} (no tokens)	

For additional details on transitions view the transition [guidance](#)

Expanding CSP opportunities for partners



Partners can **reduce costs while accelerating their customers' success** with Microsoft's **new commerce platform**. They can expand offer portfolios and build unique solutions



Partners can **grow their business and extend reach** by leveraging software licenses in CSP, supporting **customer digital transformation**, and position them for **success** in today's **cloud-first world**

Benefits for customers



Simplified purchasing experience with accelerated sales and delivery cycle

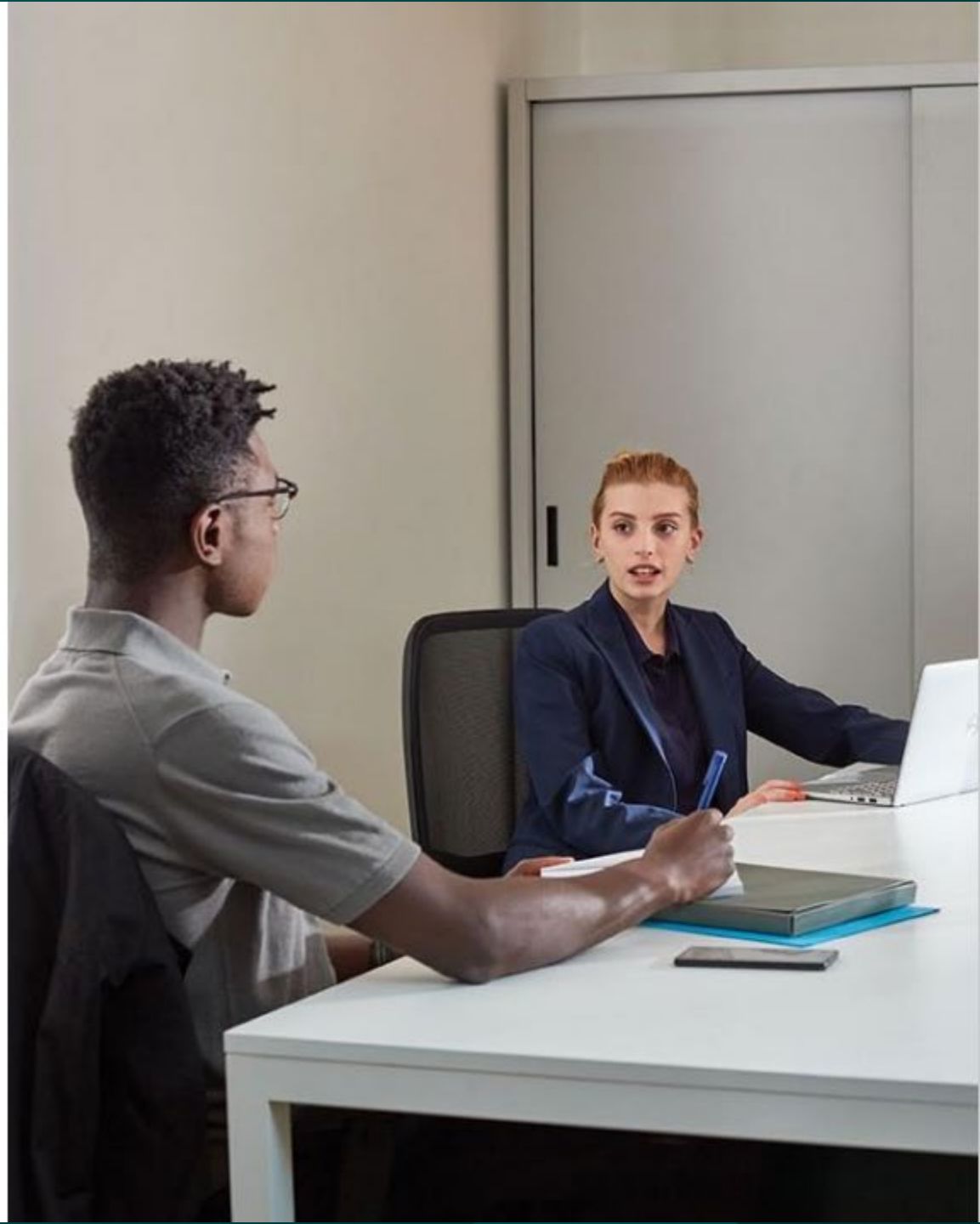


Single destination for customers with hybrid purchasing needs who want to transact with a single partner



Offers are covered by the same streamlined agreements (customer and partner) simplifying the selling experience

How it will work

- Qualified partners can sell on-premises perpetual software licenses (L-only) through the Cloud Solution Provider offer catalog
- Customers make a one-time, up front payment for the licenses
- Through the Cloud Solution Provider program, partners facilitate the procurement, license key access/activation and product media/download fulfillment of licensed products



Comparing perpetual software in CSP and Open

	 Cloud Solution Provider Program	 Open
Purchasing agreement	Microsoft Customer Agreement	Open License Agreement
Software products available	Most products ¹	All products
Software Assurance availability	No	Yes, at time of license purchase
Pricing for eligible customers	Commercial	Commercial, Government, Education, Nonprofit
Channel	Indirect Provider	Distributor
Programmatic volume discounts	None	None
Billing	Upfront at time of purchase	Upfront at time of purchase

For additional details view the [licensing comparison handout](#)

Key Takeaways for our Partners:

Don't forget the "WHY"

CSP uses the self-service portal which allows you to own the entire ordering process

Partners earn more from CSP purchases

Microsoft will be retiring the Open License program end of year – this is the first step to beginning that transition

Don't forget the "HOW"

Open Licensing is purchased through the sales teams and is processed internally.

CSP orders are ALL processed in the portal.

Don't forget the "WHEN" – the time to move to CSP is NOW!

Open License to CSP

Please scroll through the below FAQ for transitioning from Open License to CSP.

- **FAQ**

- Q: Will Windows Server Licensing be available through the CSP Program?
- A: Yes, Windows server 2022 can be acquired through the CSP Perpetual program.

- Q: Do Windows Server licenses in CSP include Software Assurance, in order to use in Azure for Azure Hybrid Benefits?
- A: The CSP perpetual licenses DO NOT, however, the CSP Server subscriptions do include the Azure Hybrid Benefit.

- Q: I just recently sold Open Licenses. What happens after January 1?
- A: Perpetual license only, without SA, will have to be transacted through CSP. As of Jan 1, there will not be an option to purchase these through Open Licensing any longer.

- Q: Will the Open License to CSP program replace the OVS-ES program for schools?
- A: No, this does not affect Open Value or Open Value Subscription.

- Q: What happens to my customers existing Open Licensing? When I need to add additional CALs or Server licenses through CSP, do the licenses work together?
- A: They absolutely will work together! They will just be housed and managed from different places. The Open licenses will still be housed in the VLSC and the CSP perpetual licenses will be housed through their CSP tenant in the admin console.

- Q: Is there still a minimum quantity of 5 for new agreements?
- A: CSP perpetual does not have a minimum order requirement.

- Q: Will the change from Open License to CSP affect customers using Key Management Services for deploying OS keys to servers/client for airgap or secure environments?
- A: Great question! Yes, it will. KMS keys are not currently supported in CSP perpetual.

- Q: Will SA still be available after January 1st?
- A: SA will still be available through the Open Value Program.

- Q: Will anything change with how MSFT calculates cores/sockets?
- A: Nothing has changed, it will be the same for Windows Server 2022 as it has been since the announcement of 2016.

- Q: Part of this requirement will be to create tenants, what is best practice for how we do this on behalf of our customers.
- A: Tenants can be created through our STELLR portal. We would be happy to go over this process with you.

- Q: If a customer doesn't have CSP currently and they start a CSP perpetual order how do they get their Keys and downloads?
- A: They will have to setup a M365 tenant within in STELLR. Once activated the licenses are retrieved from the customers M365 admin center.

- Q: If a windows server license is purchased through CSP and then a new version is introduced, do we need to buy the new version?
- A: Yes, CSP perpetual does not have SA for upgrades.

- Q: Is it possible for a customer to move their OL from the VLSC to the new portal?
- A: There is not a way to move existing VLSC licenses into the admin console currently.

- Q: Can a customer purchase from multiple partners through one CSP account?
- A: Yes, they can.

- Q: How about Charity and Government OL?
- A: That will also be available in perpetual CSP.

- Q: If SA is not required - then what is the difference of acquiring perpetual through OV vs CSP?
- A: OV only offers a perpetual license with SA. You unfortunately do not have the option to just buy a perpetual license by itself.

- Q: When their OLV agreement is up then do they have to move to CSP?
- A: No, Open Value is not being affected in any way. However, the option to switch to CSP will be available.

- Q: Open Value and Open Value Subscription presumably will not show up in the portal?
- A: This is correct. Those will still be ordered the same way and be managed in the VLSC.

- Q: When will pricing be released?
- A: We have current pricing for CSP perpetual licenses available now.

- Q: Can a customer have multiple tenants? For example, one for M365 Subscriptions and another for Open Licenses?
- A: Assuming someone wanted to do this, they could create a separate tenant just for their Perpetual CSP. However, this method is not one that is recommended.

- Q: Will there be price increase for Open Value coming soon?
- A: We have not been made aware of any price increase for Open Value at this point.

- Q: Will CSP Perpetual Licensing allow you to downgrade to an earlier Windows Server?
- A: With CSP Perpetual licensing, you do have the ability to purchase Windows Server 2022 and choose to install/activate Windows Server 2016. You will need to N-2 downgrade rights for Server 22 through CSP.

- Q: Will OVS-ES for Education still be under its own program, or will that go through CSP as well?
- A: OVS-ES for Education will still be under its own program.

- Q: When a current SA is scheduled to expire (after Jan 1, 2022) will that end-user be receiving a renewal notification from Microsoft?
- A: Yes, the end user and reseller will be notified by Microsoft for their upcoming renewals.

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- Q: Will the SKU's be the same that were in OV in CSP?
 - A: No, the SKU's will be different.
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- Q: Is there a cross-reference of SKU's?
 - A: Unfortunately, there is not a cross-reference per se, but there are descriptions and SKU's as it appears today.
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- Q: Is there an information training link for end-users to understand CSP?
 - A: We do have a side-by-side comparison of CSP to open licensing. Which can be sent out via email.

- Q: What are the requirements of a partner to access CSP?
- A: You will have to have an MPN ID and be enrolled as an Indirect Reseller with Microsoft, having accepted the MPA.

- Q: Does OV, which will now include SA, have an annual fee? If so, what if customer does not renew? Do those licenses expire, or are they still perpetual with no upgrade rights moving forward?
- A: No, there is not an annual fee tacked on to ordering through OV. Their perpetual licenses are good forever, the SA would just expire at the end of the agreement. They would continue to have rights to any software versions that were released before expiration of the SA.

- **The biggest takeaway is to make sure that you are set up to transact CSP come Jan. 1. If you need help with that, please reach out and let us know at msftcsp@synnex.com.**