



Self-Service eLearning Solution

for Microsoft 365 and more...

May 18thth, 2021 Capture the Cloud

Karl Sand
Marketing Manager



Agenda

- CLIPTRAINING OVERVIEW
- CLIPTRAINING & MICROSOFT TEAMS
- PARTNER VALUE & PARTNER PROGRAMS
- DEMO
- PRICING MODELS
- Q&A



100% Partner Channel

Enable a new “Learning Culture”
for your customers

Drive **Digital Adoption**
for technology deployments

Empower **Change Management**
with easy access to eLearning



145M



TEAMS USERS

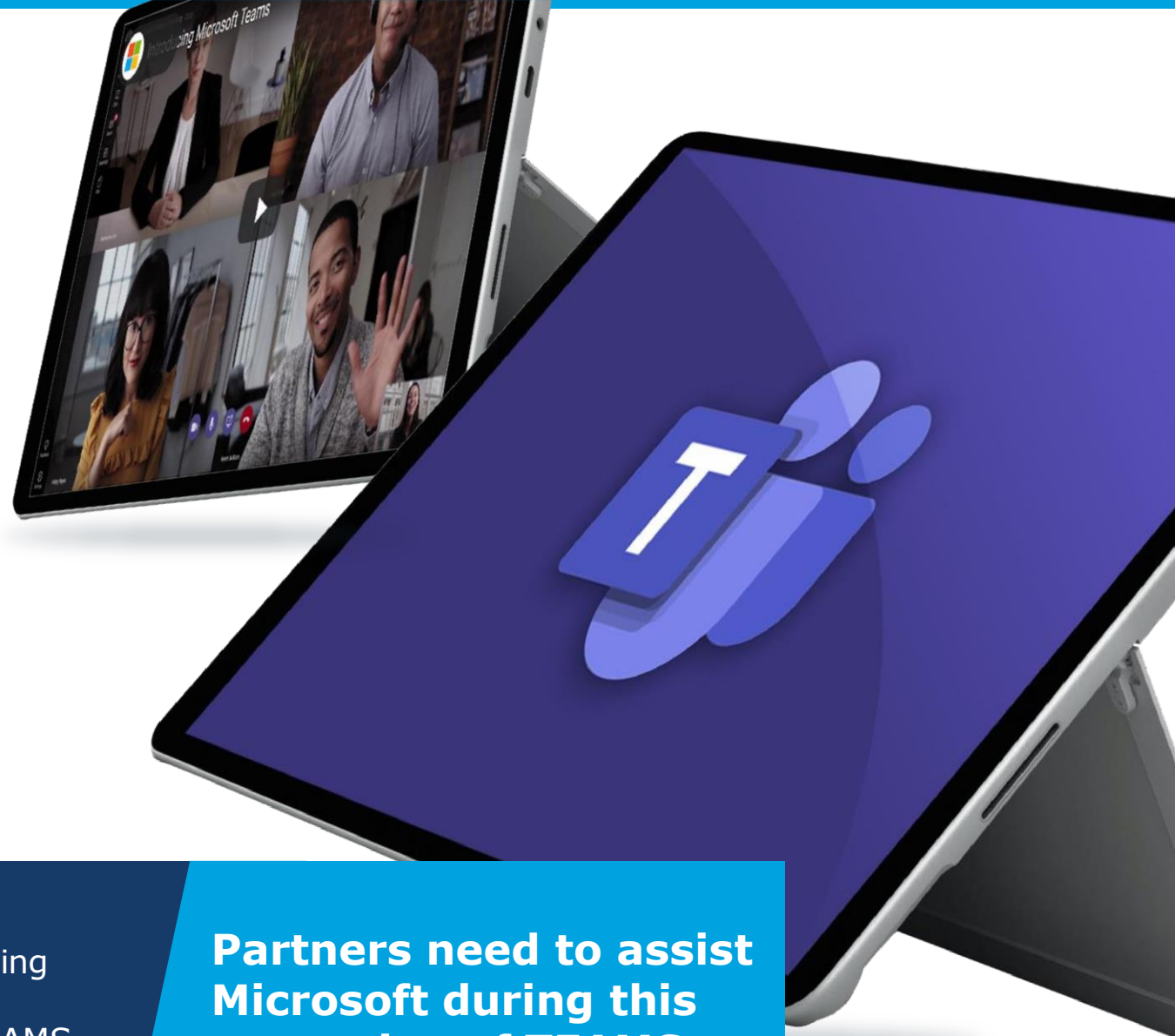


900%

increase since
March 2020

Customers need help driving full adoption for TEAMS

- ✓ Capture Lagging Teams Entitlements
- ✓ Drive Teams Monthly Active Usage (MAU)
- ✓ Drive Teams Platform Usage (3rd party apps)



All Microsoft sales reps are measured on M365 usage, especially for TEAMS.

Skype for Business is going away in 2021. Time to transition all users to TEAMS.

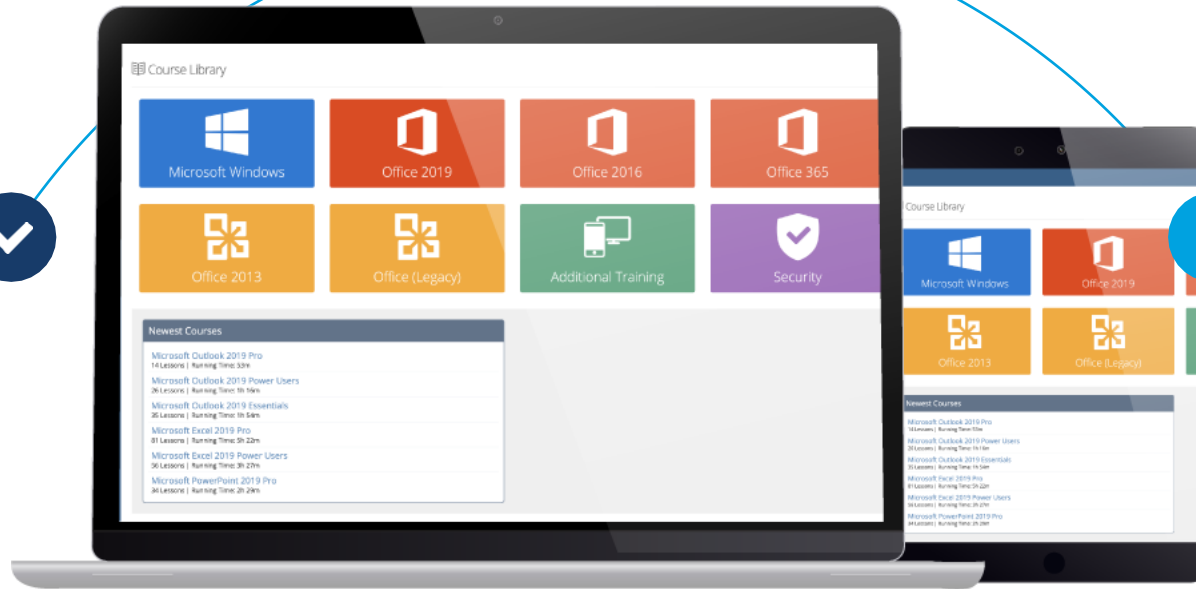
Partners need to assist Microsoft during this expansion of TEAMS.

eLearning content streaming solution

Benefits of a Modern Approach to Learning

—
Training videos are available for viewing from any device allowing Front-Line worker enablement

—
Full-text indexed search to find videos quickly and complete current tasks



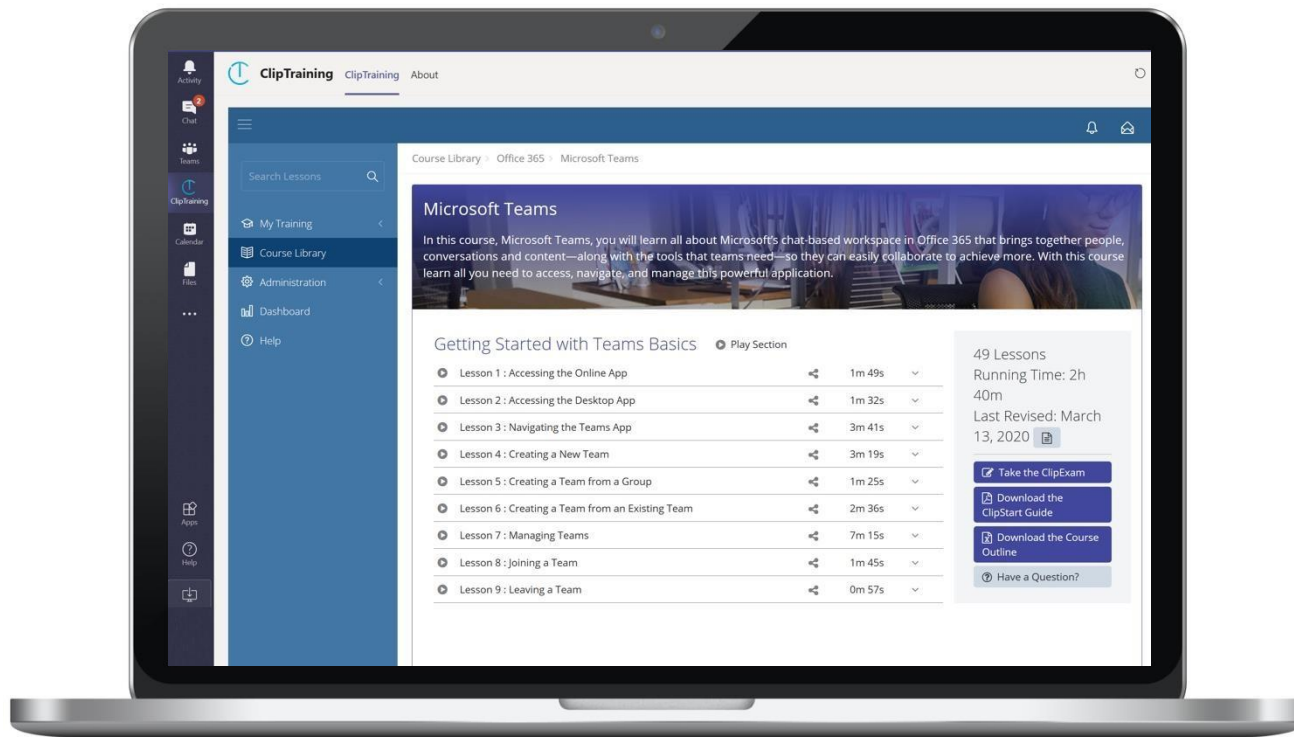
—
Improves knowledge retention by **using newfound skills immediately**

—
Reduces HelpDesk calls for “how to” questions

5,000+ task-based M365 and Windows training videos in on-line library

Now available in Microsoft Teams

Drives Teams adoption by integrating self-service training video library



Easy Access to Video Library



Utilizes M365 login credentials



Videos play inside Teams window



Simple deployment through Teams administration process



Users maintain their own view into personalized training history

Partner Value from ClipTraining



Help Customer ROI

Achieve adoption goals for CIO and IT.

Accelerate Adoption for Microsoft 365



Win New Customers

Differentiate your service offerings from the other MSPs and CSP's.

Expand Customer Contracts



Lock-in Customer Renewals

Become the go-to provider for Training and Enablement for your CSP and MSP customers.

Strengthen Customer Relationships



Open Channels for video content streaming

100%

Profit for partner provided training and enablement video content

Project Services for Open Channels setup to stream customer content



Publish your own video content for resale



Open channels for partner specific training



Help customers deploy their own content for training / communications



Resell training from other partners

Example Use Cases for Partners

Value-add projects to drive Digital Adoption and Change Management



Drive digital adoption



Replace "User Guides" with short, how-to training videos



Simplify new user onboarding for **custom LOB applications**



Reduce helpdesk call times by creating Top-25 answers using short training videos



Empower change management



Ongoing compliance training with assignment and validation tracking built-in



Standards and Governance policy training (passwords, naming conventions, security, etc.)



Company-wide communications (message from the CEO, business strategy announcements, Ted Talks, etc.)

Resell Premium Training

Provide Premium Training Content to Customers

Content Catalog Examples



HR Information and Compliance Training



End-User Cyber Security Awareness



Business Productivity Skills Training





BINARY TREE™
Powering Enterprise Transformations™

DELL Technologies

Partner Branding Options



Partner Success Case Study



Reasons for Choosing ClipTraining



Key differentiator from other MSP's



New Service Opportunities for Training and Enablement



Ongoing Monthly Revenue Stream

Projected Revenue – YEAR 1

\$212,000 (USD)

Partner Testimonial

“We hit the jackpot with ClipTraining. It helps us win new customers and provides us a sure-fire way to lock-in customer renewals.”

Gani Zebersky, CEO at WheelHouse IT

WheelHouse IT (Ft. Lauderdale, FL) → <https://www.wheelhouseit.com/>

Partner Success Case Study



Reasons for Choosing ClipTraining



Improve Adoption for Microsoft 365



Strengthen Customer Relationships



Provide Security Training to Customers

Projected Revenue – YEAR 1

\$252,000 (USD)

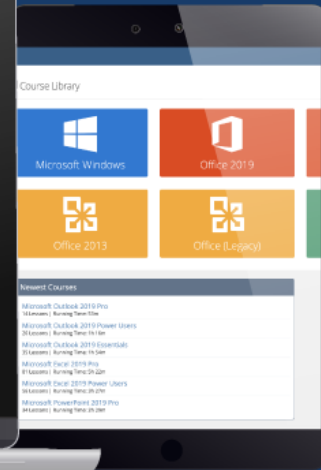
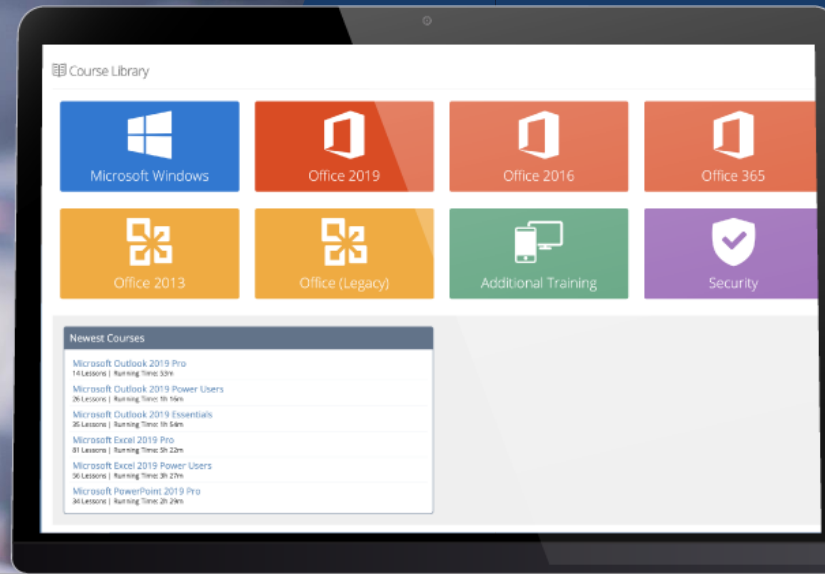
Partner Testimonial

“Partnering with ClipTraining provides us with a significant competitive advantage in market as well as a great learning and enablement solution for customers. An added bonus is we utilise ClipTraining to improve our own team capability. It's really a win all around.”

Rohan Bowyer, CEO at TRIBE

TRIBE (New Zealand) → <https://www.tribe.co.nz>

Demonstration



Two Pricing Models for ClipTraining

Enterprise

customer pricing
> 5,000 seats

1

\$2 / seat
yearly pricing

SMB

customer pricing

2

Bulk licensing
packages with
Partner Program



SMB Partner Program

EASY access for your Customers

**Unlimited Licenses
by Subscription**

TIER ONE

10k \$500
LICENSES

TIER TWO

25k \$1,000
LICENSES

TIER THREE

100k \$2,500
LICENSES



Drives adoption for
Microsoft 365 and Teams



Reduces helpdesk support
calls for Microsoft apps



Promotes self-service
learning culture



Provides streaming service
to sell **Value-Add Partner
Training Programs**

RESTRICTIONS: Customers over 5,000 seats need to purchase licenses separately.

Benefits for Microsoft sales teams

Achieve Scorecard Metrics



Increases usage of Teams by streaming all videos from native app



Meet MAU and ACR metrics for M365 adoption, plus **Teams Platform Usage**



Accelerates adoption of advanced functions in Microsoft 365 - **realize the full benefits of the platform**

Helps Drive Adoption

1

Runs Inside Teams

2

Accelerates Adoption

3

Drives Advanced M365 Features





Partner Enablement

Training certification and sales assistance

2021

New Partner Program

Sales enablement training

Partner portal and sales content repository



Partner awards based on performance



Mentorship program for sales assistance

Next steps for partners

Start the Customer Journey on a Modern Approach to Learning

Partner Program Workshop --- 1 Hour



Deep dive **solution demonstration** and deployment overview



Discuss opportunities for Open Streaming channels



Program Details and **Partner Contract Review**

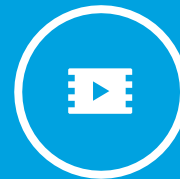
www.cliptraining.com



BROCHURES



CASE STUDIES



WEBINARS



DEMOS



WHITE PAPERS

Thank you

For more information

contact carl.baumann@cliptraining.com

