

# Microsoft CSP Partner Program

**Get Cloud Solutions to Market Faster  
& More Profitability with  
Cloud Enablement Services**



# What Questions should I Ask?



# Next Steps: Ask the Right Questions

- **Business Objectives**
  - What are some things that you are trying to accomplish for your business?
  - What would you like to be the end result?
  - What data do you currently collect & how are you using it today?
- **Business Challenges or Objections**
  - Have you ever attempted to implement a solution for this business objective before?
  - What has stopped you from doing this earlier?
  - If there was something that would stop you from moving forward what would it be?
- **Timelines**
  - What is the deadline for you to get the issues addressed?
  - What is the event that is driving this project?
- **Budget**
  - Do you have budget for this project or will you be asking for funding?

# Three Current Business Models

 Office	Open Open Licensing	CSP Cloud Solution Provider	Advisor
Monthly billing		✓	✓
Billing through Microsoft partner	✓	✓	
Ability to add/drop licenses monthly		✓	✓
24/7 End User Help Desk support		✓	
Bundled service availability		✓	

Advisor Fees discontinued on July 1<sup>st</sup> 2017.

# What is the Cloud Solution Provider Program?

The Microsoft Cloud Solution Provider (CSP) program allows partners to sell Microsoft Cloud Services along with their own offerings and services.

Partners own the complete customer lifecycle through direct billing, provisioning, management, and support. In addition, the CSP program enables partners to:

- ✓ Create a customer offer, set the price, and own the billing terms.
- ✓ Integrate service offerings with the Microsoft cloud services.
- ✓ Stay at the center of the Microsoft cloud customer lifecycle.



# Indirect CSP SYNEX Benefits

Billing flexibility & provisioning in compliance with Microsoft API

SYNNEX offers resellers monthly billing options and gives you the ability to directly manage billing with your customers

Speed to market utilizing SYNEX's Cloud Marketplace

CLOUDSolv Marketplace available to bundle Microsoft and other Cloud services with your own IT packages and manage monthly billing.

Subscription Management

Reseller can add/remove licenses through CLOUDSolv and give customers access to make their own changes through the end user facing portal.

24 x 7 pre- sales and Technical Support

24x7 pre-sales and technical support for service down and severity level A issues for partner supported offering.

24x7 pre-sales and technical support through Total Care offering.

Ease of Transacting

SYNNEX provides our unique interface with instant provisioning of licenses and automated billing that enables you to resell CSP products to customers with little risk and no start up costs.

# Pricing/Billing

# SYNNEX CSP Margin

## 1. Partner Supported

### A. Office 365 and Dynamics 365

1. Partner provides tier 1 helpdesk and technical support. SYNNEX supports after hours: 16% of MSRP and 18% off for Capture the Cloud Tier 1 Partners.
  - SYNNEX only supports service down and critical support, see T&C's for details

### B. Azure

1. Partner provides tier 1 helpdesk and technical support. SYNNEX provides support escalation via service request creation to Microsoft directly: 12%

## 2. CLOUDSolv Total Care Support

### A. Office 365

1. Partner does not wish to provide support to their end users, SYNNEX provides 24/7 U.S. based (Tier 1, 2, & 3) support: 6% off MSRP of 365/Support Bundle.

### B. Azure

1. Available, more details to come. End customers can purchase support services via Microsoft direct. <https://azure.microsoft.com/en-us/support/plans>



# Billing

## A. CSP Monthly

1. Invoices are sent at the beginning of each month (the 1<sup>st</sup> business day barring any billing issues)
2. Billing will show any prorated licenses added/ reduced in previous month and a prebill for current month's licenses.
3. Prorated billing will start the day the licenses are activated on the contract.
4. Prorated billing will reflect a prorated amount from first day license was added through the day that the partner made any changes to the QTY count of those licenses.
5. Can add and remove users as needed. Any changes made will reflect in the next months invoice.
6. Partner can cancel services under a contract at anytime. Partner will not be credited back for any time left in the month after cancellation.

# Azure Billing

- Invoices are sent at the beginning of each month
- One invoice per customer
- Billing is in arrears. Nov 1 invoice covers Azure services *consumed* September 17-October 16.
- If cancelled, all remaining consumption charges will be billed the partner
- Partner must be authorized for Cloud Billing through SYNEX and have an active terms account of \$5k+

# Support Options

Are you selling Microsoft CSP products and struggling to provide the mandated services? Let us do the heavy lifting, so you can focus on your business. Here's what we can do for you:

	CLOUDEsolv Total Care Support	CLOUDEsolv Partner Supported
What is the discount?	6% off MSRP of 365/Support Bundle	16% off MSRP and 18% off for Capture the Cloud Tier 1 Partners
Who owns end user support?	CLOUDEsolv supports your end user	You do!
When is support available?	24/7 Tier 1, 2, & 3 support provided to End User (IT Admin)	You're the first contact for your end user. We will back you up with 24/7 CLOUDEsolv Core Support
What is the contact method for support?	Phone, email, and online management portal	As defined by partner to end user
Can the end user manage their own licenses?	Yes - you can grant the end user access to the End User management dashboard	Yes - you can grant the end user access to the End User management dashboard
Who provides presales licensing, portal, and technical support?	You do and we'll be there to provide assistance when needed	You do and we'll be there to provide assistance when needed
Who manages the escalation to Microsoft?	We will while keeping you updated on the progress	You do through your Microsoft Partner Center. We will be behind the scenes assisting to close the case.
Are helpdesk support options available?	Available as an add-on through CLOUDEsolv	You can offer them yourself or purchase from SYNNEX
Who provides migration services?	You do, or we have migration options available upon request	You do, or we have migration options available upon request
What type of support is provided by Microsoft?	Advanced Support	You can use your own Signature, Advanced, or Premier support plans. You can also take advantage of our Advanced Support plan through Microsoft (when we escalate a support request to MSFT).
Is technical support located in the United States?	YES!	No
Is Technical support white labeled?	No. Your end users will be greeted with "CLOUDEsolv support"	It's your support!
What are the SLA's?	Response times reduced by half! Please see T&C's for details	Your SLA's come first! Please refer to the CSP Terms & Conditions



Why SYNnex for CSP?



# Why SYNEX?

- Customer's First
- Simplified Monthly Invoices (Consolidated if preferred)
- FREE 24/7 Support
- Capture the Cloud Program Exclusive (Alignment with Cloud Sure Step)
- Marketing Development Funds
- Automated Ordering and instant provisioning through CloudSolv Portal
- Automated billing, end user management, and alert set up through Cloud Console
- Dedicated technical resources for Azure
- Focused on Independent Software Vendor Strategies
- Lowest CSP pricing
- Continued Investment in Microsoft Ecosystem
- Integrated Suite of Services

# Azure Weekly Webinars and Training

## Getting Started in the Cloud:

### Monthly Webinars

- Making Money with Azure
- CLOUDSolv Office 365 E-mail Migration Services
- CLOUDSolv Portal, Ordering Cloud Services Made Easy

### Weekly Webinars:

- CLOUDSolv Introduction to Microsoft Azure for SMB Accounts
- Azure Cost Estimating Review and Assistance Webinar

### Azure University:

- Azure 101 – Subscription Setup and build a basic Virtual Network and attaching Virtual Machines
- Azure 201 – Azure Backup for on premise and Azure Virtual Machines
- Azure 301 – VPN Setup and Azure AD Overview
- Azure 401 – Enable AD and Single Sign On



**SYNNEX is the only distributor to offer  
Azure Government Cloud**



# Why Do I Care about CSP?

- Reoccurring Monthly Revenue
- High Positive OPL and Margins
- You do not have to place orders or manage POs
- Makes the customer sticky with Partner, opens doors to sell other lines to them
- Regular discounts and incentives with Microsoft and SYNEX

# ISVs / Bundles



# Microsoft Bundles

O365 Business Essentials	O365 Business Premium	O356 E1	O365 E3	O365 E5
300 User Max	300 User Max	Unlimited Users	Unlimited Users	Unlimited Users
Support/Management	Support/Management	Support/Management	Support/Management	Support/Management
On Demand Training: TeamFusion	On Demand Training: TeamFusion	On Demand Training: TeamFusion	On Demand Training: TeamFusion	On Demand Training: TeamFusion
Backup: SkyKick or StorageCraft	Backup: SkyKick or StorageCraft	Backup: SkyKick or StorageCraft	Backup: SkyKick or StorageCraft	Backup: SkyKick or StorageCraft
Archiving: Sonian or Barracuda	Archiving: Sonian or Barracuda	Archiving: Sonian or Barracuda	Archiving: Sonian or Barracuda	Archiving: Sonian or Barracuda
Security: Webroot, Barracuda, Symantec, or Cirius	Security: Webroot, Barracuda, Symantec, or Cirius	Security: Webroot, Barracuda, Symantec, or Cirius	Security: Webroot, Barracuda, Symantec, or Cirius	Security: Webroot, Barracuda, Symantec, or Cirius