Microsoft

SMB Partners Exchange

Kick-off FY21

3 September 2020
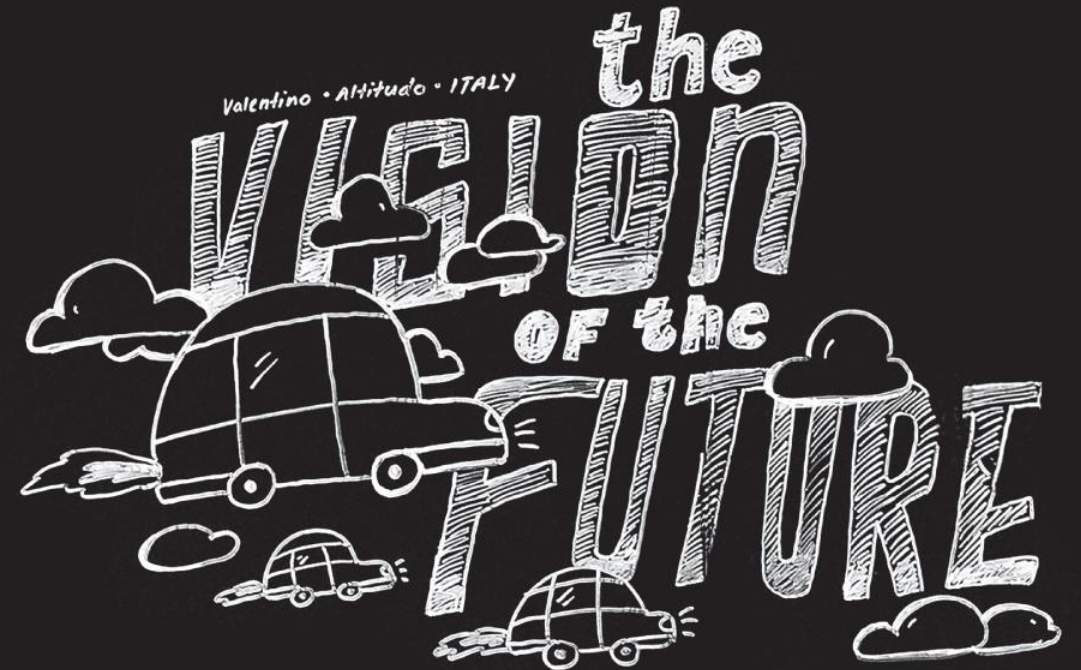
German session
3.09.20
11:00 – 12:00

French session
3.09.20
13:00 – 14:00

Agenda

13:00 – 13:05   Swiss SMB Market Situation   *Janaina Poeta Frey, SMB Lead*

13:05 – 13:15   FY21 SMB Priorities   *Janaina Poeta Frey, SMB Lead*

News per solution area:

13:15 – 13:25   Modern Workplace   *Alexandra Stritt, Territory Channel Manager Modern Work*

13:25 – 13:35   Azure   *Benjamin Müller, Territory Channel Manager Azure (ISV)*

13:35 – 13:45   Business Applications   *Patrik Dragicevic, Territory Channel Manager Dynamics 365 & Power Platform*

13:45 – 13:55   SMB Marketing & Next events   *Marta Saracino, SMB Marketing*

13:55 – 14:00   Q&A

Corona impact to Swiss SMBs

- SMB companies were most impacted
- Impacted industries: hotels, gastronomy, aviation, entertainment & sports, personal services, manufacturing

48% Of the companies have serious problems in their supply chain

57% Are expecting a decline in revenue of over 20%

23% Are cutting their ICT budget by 20%, 36% are putting projects on ice

80% have ordered home office to their employees

67% communicate with customers and suppliers more and more through digital channels

Remote everything

Contactless shopping

Remote selling

Curbside pickup

Virtual events

Remote learning

Telemedicine

Secure remote teamwork

Remote development

Opportunities for the cloud

43%	41%	39%	34%	33%
Business	Business	Business	Business	Business
Mobile workplace	Digital Transformation / IoT	Data protection GDPR	ERP	ECM/DCM

70%	66%	44%	26%	23%
ICT	ICT	ICT	ICT	ICT
ICT Security	IT outsourcing	Infrastructure modernization	Business Continuity Services	Virtualization

Source: MSM research 2020
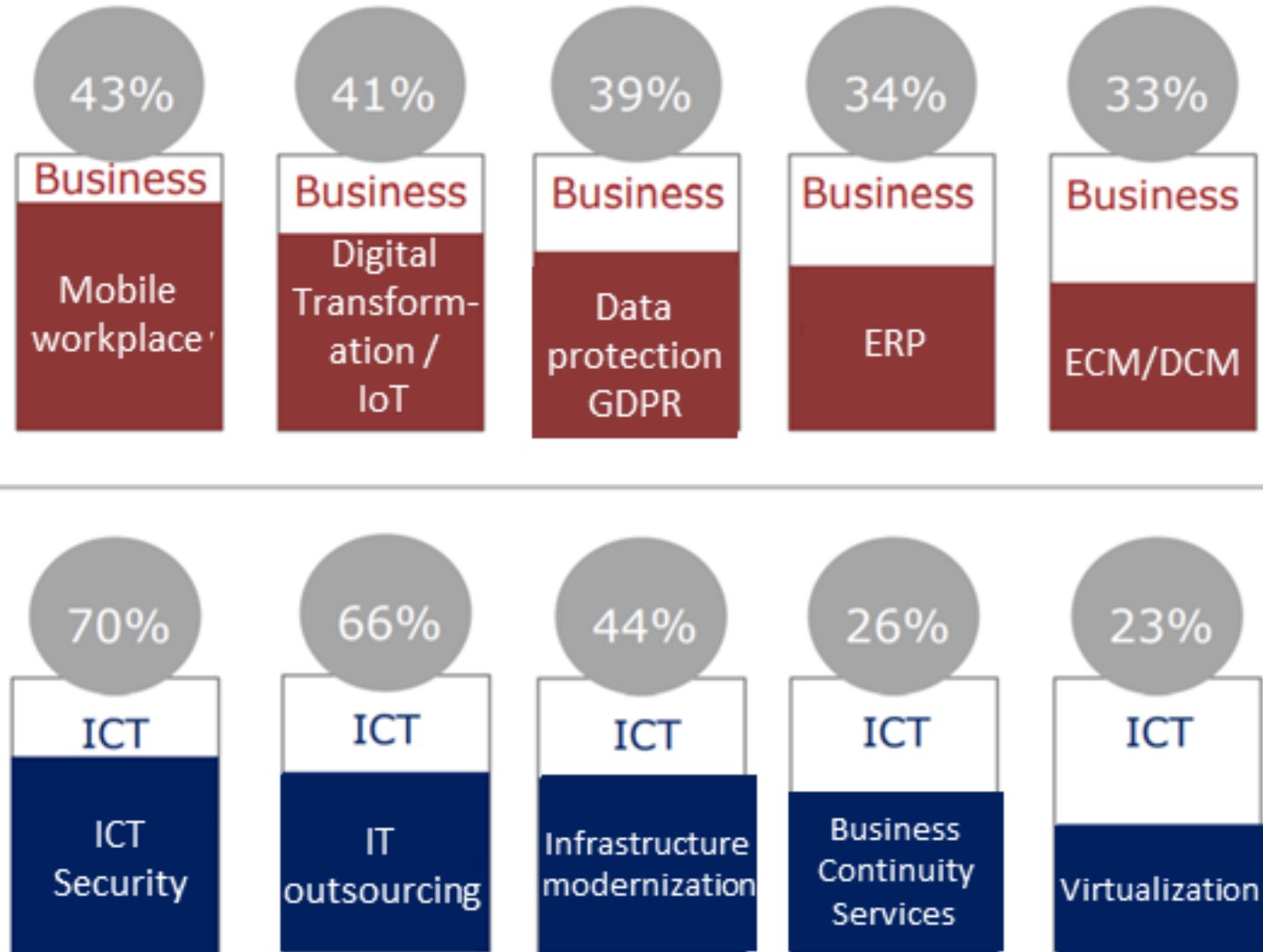
The digital feedback loop

Customers

Operations

Employees

Products

Deeper relationships

Customer signal

More efficient ops

Operational data

Employee input

More effective employees

Product telemetry

Better products

1. Data: Capture digital signal across business
2. Insight: Connect and synthesize data
3. Action: Improve business outcomes
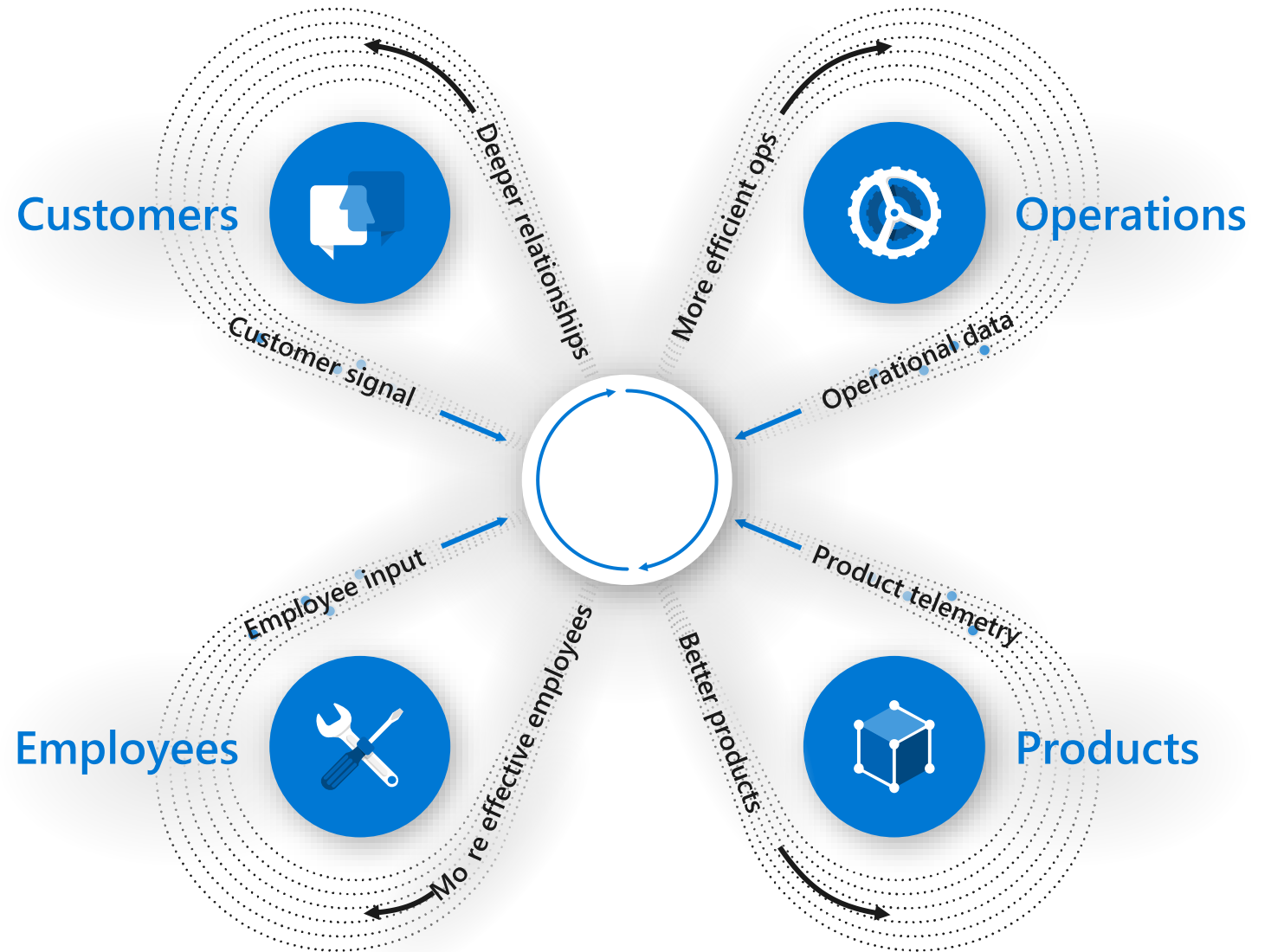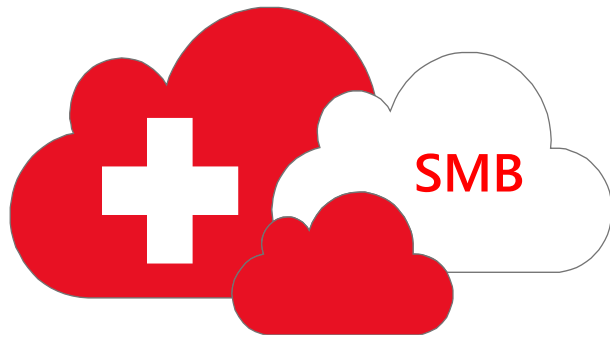
Our commitment to Swiss SMBs

Help Swiss SMBs to *recover*, drive *innovation* and ensure *security* & *trust*.

Our Commitment to Swiss SMBs

Crisis response and cost savings

Help SMBs to recover from the crisis by offering affordable solutions and services, ensuring business continuity and increasing productivity.

Unleash innovation

Understand the customer needs and build together innovative solutions that helps the SMBs to become more competitive

Advocate for security & trust

Spread the security and trust message in sensitive industries, highlighting the value of the cloud and positioning data residency with the Swiss datacenters.

FY21 Cloud Growth and Priorities

FY20 Results

20.8k
New MW customers
24% YoY

3.5k
New Azure customers
30% YoY

305
New D365 customers
48% YoY
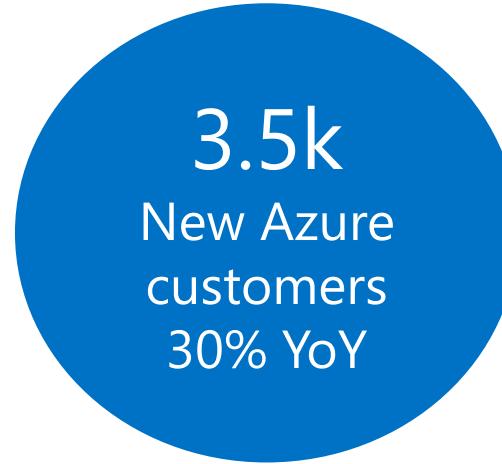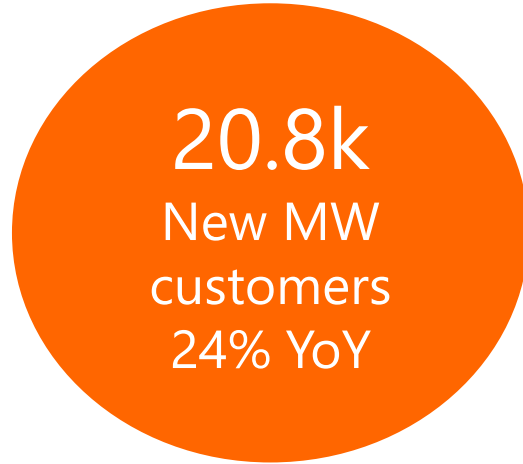
FY21 Ambition

Modern Work (+30%)	Azure (+50%)	Dynamics 365 & PowerApps (+60%)
• Transform on-premise customer base increasing cloud mix • Win new customers to increase cloud market penetration • Increase average revenue per customer by driving up-sell and by cross-selling basic licenses to M365.	• Transform WS/SQL Server customer base and win market share • Skill partners with deeper technical knowhow • Sell together the value of public and hybrid cloud to win new customers in the Swiss datacenters	• Transform NAV/AX customer base • Increase cloud customer base for D365 by investing more in Go-to-Market • Recruit new partners and skill partners in Business Central and Power Platform

Microsoft Partner Engagement Models

Managed

Provide a programmatic foundation to support the Build-with, GTM &Sell-with motions

Cloud Enablement Desk Led Engagement

Accelerate HiPo partner growth through specialist engagement from CSS and OCP teams

Self nomination at aka.ms/CEDnominate)

Digital Experiences

Provide a digital service for the needs of the broad ecosystem by serving up the best content, contextually at the right time to our partners

https://partner.microsoft.com/

Cloud Enablement Desk led engagement

- Personalized telephonic engagement for non PDM-managed partners for **up to 9 months**.

- Partners engage with a **single point of contact** to help accelerate their journey to GTM ready and co-sell ready.

- **At least one touch point per month** (minimum for the program). This could be more depending on the partner's needs.

- **Language coverage** in WE: English, German, French, Spanish, Italian, and Portuguese

- There are **no costs** for the partner to engage with the CED program

In-scope services

Goal: Accelerate partner cloud business maturity and utilization of modern selling approaches

✓ **Partner Center lead share activation**
- Assist partner setup of Business Profile
- Ensure referral criteria is adjusted correctly to send relevant leads
- Regular check-ins with partner to ensure leads are being actioned against and profile adjustments made as needed

✓ **Competencies and MAPS uptake**
- Help partner identify best fit competency/offer for their business
- Walk through competency/offer requirements and benefits, incl YoY changes and related impact
- Guide partner through competency attainment process, incl purchasing and membership management in Partner Center

✓ **Solution onboarding to marketplaces**
- Explain marketplace opportunity and different listing types
- Guide partner through solution listing process
- Escalation point of contact for onboarding issues
- Warm handoff with PTC for technical review or architecture support

✓ **Benefits utilization**
- Explain all benefits available to partner based on program tier and marketplace/co-sell status.
- Warm handoff to PTC team for pre-sales support, architecture review, and deployment assistance
- Warm handoff to GTM Services team for relevant services

✓ **Solution onboarding to co-sell**
- Set up OCP CRM profile
- Guide through program requirements and tiers (Co-Sell vs IP Co-Sell)
- Guide partner through solution listing process
- Process exceptions and liaison with co-sell desk

Out of scope items

CED is not a support desk. Partners in need of single issue (ex. Partner Center sign-in) or technical issues should engage Frontline Support

🚫 Pipeline management

🚫 Solution sales

🚫 Product pricing, customization & quotes

🚫 Deals consultation or recommendation

🚫 Pricing, billing or SKU Guidance

🚫 Providing leads

🚫 Meeting with potential clients

🚫 Complex Licensing & Pre-Sales questions

🚫 Partner Center troubleshooting

🚫 CSP Billing

🚫 Break fix and technical support

SMB V-Team

SELL-WITH

Sell-With Lead
Philippe Maurrasse

Territory Channel Manager MW
Alexandra Stritt

Territory Channel Manager Azure
Benjamin Müller

Territory Channel Manager BizApps
Patrik Dragicevic

Territory Channel Manager Azure
Robert Egli

SEGMENT

SMC Lead   **Martin Haas**

Accountable for overall SMC business performance.

SMB Lead
Janaina Poeta Frey

SMB Marketing
Marta Saracino

Cloud Partner Advisor Sure Step
Michael Schnitzer

SMB apprentice
Morris Schmidt

BUILD-WITH

Build-With Lead
Andrew Reid

PDM team
Kiki Sakkinen, Anika Pinter, Beat Weissenberger, Brian Remfrey, Natasa Vuruna, Madlaina Bernegger, Katia Miniati
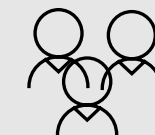
Partner Enablement
Samira Sutter, Martin Janisch, André Heim, Alexandra Grozea, Uwe Lüthi

MARKETING

PMA Azure: Maruscha Heyner
PMA MW/BizApps: TBH

CMO: Nadine Nyffenegger
BG Azure: Céline Kreyenbühl
BG BizApps: Cherez Tschopp
PMM Biz Apps: Jasmin Quadrelli
BG MW: Francesco Ferra

WE & Dublin teams
CPMs, DR, CSM, Laurus, iCM, allocations, partner enablement

Our Local Indirect Providers

https://www.also.ch/

https://www.softwareone.com/de-ch/

https://alltron.ch/de/

https://ch.techdata.com/

www.crayon.com

https://ch.ingrammicro.com/
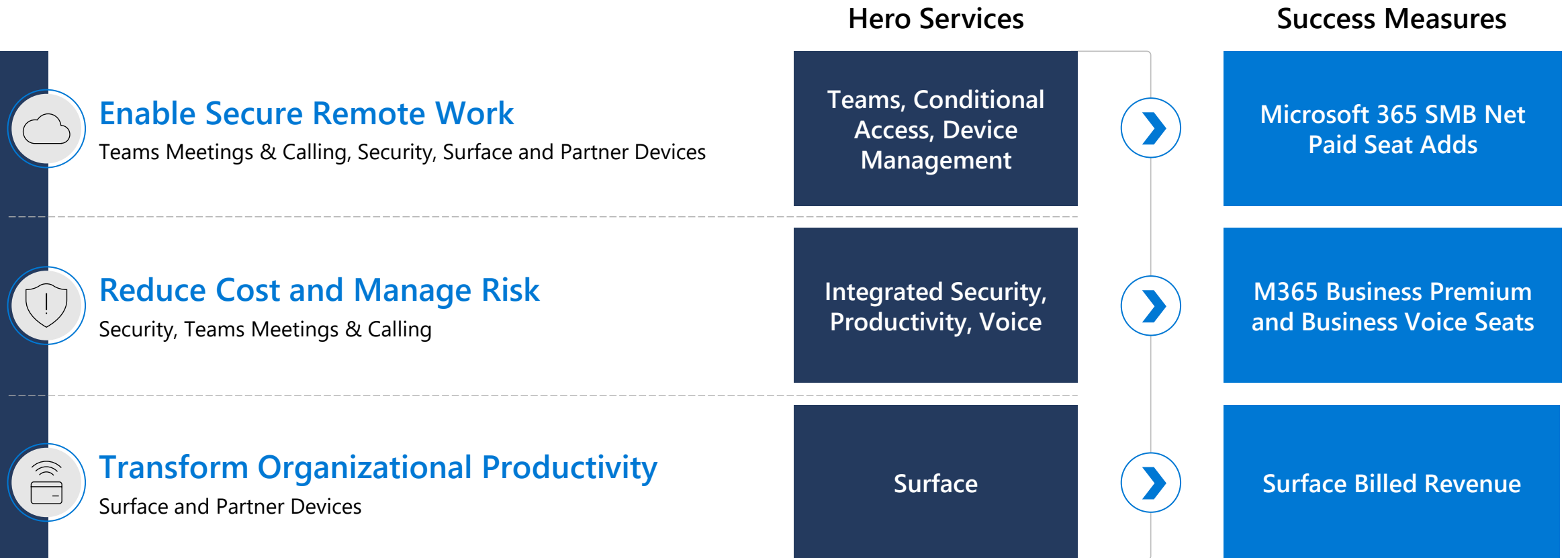
ch.insight.com

Microsoft

Modern Work
FY21 Priorities

Alexandra Stritt
Territory Channel Manager Modern Work

FY21: SMB sales plays | Modern Work

These categories drive customer demand and partner opportunity

Hero Services

Success Measures

Enable Secure Remote Work
Teams Meetings & Calling, Security, Surface and Partner Devices

Teams, Conditional Access, Device Management

Microsoft 365 SMB Net Paid Seat Adds

Reduce Cost and Manage Risk
Security, Teams Meetings & Calling

Integrated Security, Productivity, Voice

M365 Business Premium and Business Voice Seats

Transform Organizational Productivity
Surface and Partner Devices

Surface

Surface Billed Revenue

FY21: Swiss MW Priorities

Transform on-premise customer base

- Continue to position cloud in each renewal conversation
- Increase focus on top unmanaged customers with account-based co-selling with partners
- Continue to support transformation of indirect channel

Grow NPSA by winning new customers

- Convert Teams trial customers to paid SKU
- Invest packaged Go-to-Market activities to address the medium businesses
- Address small SMBs through scale channels (M365 attach to Surface)
- Increase collaboration with Digital Sales to attach top partners

Increase ARPU by selling higher value

- Upsell top unmanaged and medium businesses to voice with Telcos
- Move Skype for Business, EXO and O365 Business customers to M365 with through-partner campaigns
- Sell advanced security with Top MW partners

Remote Work: Trial Conversion Sales Funnel

Customer Day 1	Initial Trial/ Promo Offer	Upsell after 6 months
Exchange Online Customer	Teams Trial	**Microsoft 365 Business Basic**
No Cloud >300 User	Office 365 E1 Promo	**Microsoft 365 E3**
No Cloud < 300 User	Microsoft 365 Business Basic Promo	**Microsoft 365 Business Standard**

Customer Day 1
Target your customer base and demonstrate the Microsoft Get Modern Value. Leverage compelling Events such as Remote Work and Office EOS.

Initial Trial/ Promo Offer
Select suitable offer for your customer and set up environment.
Drive Adoption to build sustainable business.

Upsell after 6 month
Build infrastructure plan with customer and provide best, sustainable solution for future customer needs.

Key Resources

[Remote Work Resource Center](#)

[Customer Success Kit](#)

📁 For Customer
📄 01 Microsoft Teams User Quick Start Guide for Every Department.pdf
📄 02 Microsoft Teams PowerPoint Guide for Quick Start.pptx
📄 03 Microsoft Teams - Announcement Template.docx
🌐 04 Microsoft Teams Interactive Demo File URL
📄 05 Microsoft Teams Poster.pdf
📄 06 Microsoft Teams Editable Poster.docx
📄 07 Microsoft Teams Editable Flyer.docx
📦 08 Microsoft Teams Announcement Email.zip
📦 09 Microsoft Teams Countdown Email.zip
📦 10 Microsoft Teams Tips + Tricks Email 1.zip
📦 11 Microsoft Teams Tips + Tricks Email 2.zip
📦 12 Microsoft Teams Banners.zip
📄 Microsoft Teams Countdown Template.DOCX
📄 Microsoft Teams Getting Started Guide for IT Admins.docx
📄 Microsoft Teams Getting Started Guide for Team Leaders.docx
📄 Microsoft Teams Tips and Tricks. Email Template 2.docx
📄 Microsoft Teams Tips and Tricks.Email Template 1.docx

MW with Surface for SMB FY21 Offer

Get up to €25 off Surface devices
for qualifying Microsoft 365 Business Premium customers.

- **Customer Eligibility**:

  - Small Business accounts who have purchased a minimum of 25 Microsoft 365 Business Premium seats between July 1, 2019 and December 31, 2020.
  - Includes customers who have purchased via CSP.
  - 1st order: 25+ devices
  - Subsequent orders: 1+ device
  - Maximum of 300 rebates claimed per account

- **Rebate Period:**
  - 60 days

- **Eligible Devices**
  - Eligible SKUs of Laptop 3, Book 3, Pro 7, Pro 5 LTE , Go2
  - Min Order quantity: 25+ Surface device for Laptop3, Book3 Pro7, Pro LTE, Pro X and Go2 on first order.

- **Offer Valid**: July 1, 2020 **–** December 31, 2020

Eligible Surface Product Family	Eligible Surface Product Device Configurations	Per Unit Rebate on Qualifying Device Purchase or Lease*	Limitations*
		Microsoft 365 Business Premium	
Surface Pro 5th Generation for Business	All SKUs apart WiFi & i5/128 LTE	€25 EUR	M365 Business Premium: Limit (1) per unit rebate per Customer and max of 300 per Customer
Surface Pro 7 for Business	All configurations, except i3/128 and i5/128	€25 EUR	
Surface Pro X for Business	All SKUs apart from Surface Pro X 8/128 COMM	€25 EUR	
Surface Laptop 3 for Business (incl. Surface Laptop 3 (Intel i5/8/256), PKU-00003 SKU)	All SKUs apart from i5/128	€25 EUR	
Surface Book 3 for Business	All SKUs	€25 EUR	
Surface Go 2 for Business	All commercial SKUs; excludes all EDU SKUs	€20 EUR	

- **Claiming**:
  - A claim code may be requested by a Customer, Reseller (with authorization of the Customer), or Microsoft Representative prior to a qualified device purchase or qualifying device lease or DaaS transaction, as applicable, by emailing the Customer's name and Microsoft TPID (if available) to smbsrfc@microsoft.com.
  - Resellers must obtain a valid Claim Code from the End Customer and validate with Microsoft that the End Customer has a valid claim code before offering any discounts funded through the Modern Work with Surface Program.
  - Partners can contact smbsrfc@microsoft.com to validate the End Customer's claim code.

Conditions:
See full terms and Conditions Program Terms & Conditions
Stackable with Deal Reg, Bid Grid and may not be combinable with other customer offers
Customers may reach out to smbsrfc@microsoft.com to validate eligibility
Not applicable on any education specific skus or any end of life discounted products

Microsoft Surface

MyInsights Dashboard
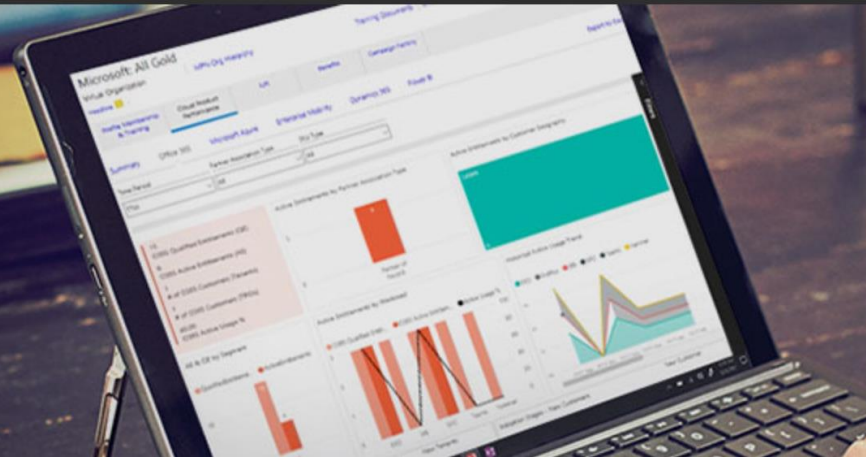
MyInsights – Your customer opportunities

1 Customizable filters

Filter your list of target customers by product, field and industry

2 Opportunity indicators

Evaluate your list of target customers based on opportunity indicators

3 Customer clusters

Classify target customers according to their propensity to buy

4 Downloadable data in .XLS

Browse your complete customer opportunities folder for more information

SMB Modern Work Resources for Partners

Microsoft 365 Launchpad

Basic customer assessment and match to MSFT product

Offer creation and costing for Teams and Security

Customizable sales resources for Offer

Microsoft 365 for Partners

Marketing materials and campaigns, trainings, videos

Can be customized with Partner offer and logo

Value Calculator

ROI calculation that can be achieved by adopting across Modern Work, Security, Surface and more!

Based on third-party Forrester TEI studies

Commercial Consulting Tool

Customer scenarios and customer friendly recommendations

Increase of sales and customer success

Customer Digital Experiences

Demos and Customer Immersion Experiences and Labs.

SMB Upsell Guides (MW)

One page Upsell Guide for SMB scenarios

Feature comparison and differentiation between product versions, easy value proposition, and resources

Secure Remote Work

Support for customers with increased need for remote work scenarios.

Your new CSO Partner Kit

Kit to explain M365 Business Premium security to SMBs in a fun, engaging way

Qorus

Latest content integrated into Outlook to make easy proposals

Licensing for SMBs

Comparison of licensing options for SMBs, with a special emphasis on Microsoft 365 Business Premium.

Office 365 updates

Evolution and updates in Office 365

What's new in Teams

Updated list of new Team features

Cloud Ascent

Access to customer insights and up-sell and cross-sell opportunities

FastTrack

Advisor to help plan for, deploy, and migrate organizations to Microsoft 365 at no additional cost.

To help your customers successfully deploy and drive user adoption of Microsoft 365 solutions.

Cloud Champion

Free online training programs

Microsoft Certifications

On-Demand content, virtual instructor led trainings, exam practice classes and partner office hours.

Azure
FY21 Priorities

Benjamin Müller
Territory Channel Manager

FY21: Swiss Azure Priorities

New customer acquisition and increase of share within existing customers

- Recruit, migrate, modernize ISVs
- Drive Small Business customer acquisition at scale through ISV SaaS
- Increase scalability of digital sales leveraging more partners
- Invest in Go-to-Market with top partners on advanced workloads: SAP on Azure, Security, Advanced Networking
- Expand workloads of existing PAYG/MCA customers through a strong CSM engagement

Transformation of on-premise customers

- Address top unmanaged customers with Windows Server and SQL Server through renewal motion and solution assessments
- Support hosters in migrating their customers through recurring enablement, guidance and incentives

Expand and strengthen Azure partner ecosystem

- Recruit new Azure partners through Indirect Channel
- Increase partner technical enablement
- Support indirect partners in selling and go-to-market with readiness, guidance and investments

SMB Sales Scenarios

PAIN POINTS

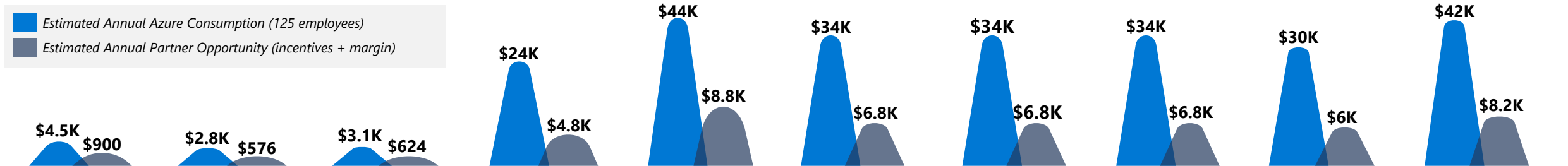| Single Sign-On	Secure Storage	Backup & Disaster Recovery	Work Remotely	Work Securely	Migration to Azure	Data Driven Business with Power BI	Build Simple, Low Code Apps	App Modernization	Advanced Security
3+ SaaS applications with unique passwords. Need to allow for 3rd party access to info	Limited storage available in OneDrive. No MFA security with OneDrive	Unprepared for ransomware attack. Cannot restore critical data within 1 day	Limited legacy applications available for remote work	Able to detect but not properly respond. Unfamiliar with security best practices	Continual patching. Fixed fee - not scalable, can't pay for only what you use	Lack of dashboarding and analytics support for critical business areas	Backlog of business app support requests. High volume of manual, email based processes	Legacy apps on high cost infrastructure. Dev effort on maintenance vs updates or innovation	Compliance obligations (e.g., HIPPA). Certification maintenance (e.g., ISO)

SOLUTION

Simplify access to your apps from anywhere with a single identity platform. Engage with internal and external users more securely. Read More	Store all unstructured data with a scalable, cost-effective cloud solution. Easily control what you share and who you share it with. Read More	Protect your data and applications to avoid costly business interruptions. Extend on-premises backup storage and archiving solutions to the cloud—reducing cost and complexity. Read More	Comprehensive desktop and app virtualization service in the cloud. Deploy and scale your Windows desktops and apps on Azure in minutes with built-in security and compliance features. Read More	Security Center gives you defense in depth with its ability to detect and help protect against threats. Using machine learning, Security Center alerts you of threats to your environments. Read More	Move server infrastructure to Azure.. Use familiar tools—like Windows Server Active Directory, Windows Admin Center, and PowerShell. Migrating to Azure allows you to pay for what you use. Read More	Visualize real-time business performance by unifying data from many sources to create interactive, immersive dashboards and reports - provide actionable insights and drive results. Read More	Build custom apps, automate workflows and integrate AI capabilities with a low code interface for any user to quickly create custom apps and simultaneously provide devs robust tools. Read More	Azure helps modernize applications faster with containers, serverless application function, and helps you keep your production codebase 'clean'. Read More	Azure Sentinel delivers intelligent security analytics and threat intelligence across the enterprise - a single solution for alert detection, threat visibility, proactive hunting, and response. Read More

WORKLOADS

Azure Active Directory (AD)	Azure Storage Blob. Azure Data Share	Azure Backup. Azure Traffic Manager. Azure Site Recovery. Virtual Network	Windows Virtual Desktop (VD). M365. Azure VPN Gateway	Azure Security Center, Azure Monitoring, Azure Firewall	Azure Virtual Machines (VM). Azure Storage. Azure Networking	Azure SQL, Azure HDInsight Event Hub. Stream Analytics Power BI	Power Apps. Power Automate. Virtual Agent. Azure SQL	Azure App Services. Azure Service Fabric. Azure Functions. Azure Dev Ops	Azure Sentinel. Azure DDoS Protection, Advanced Threat Protection

CONSUMPTION & INCENTIVE $

■ Estimated Annual Azure Consumption (125 employees)
■ Estimated Annual Partner Opportunity (incentives + margin)

$4.5K / $900	$2.8K / $576	$3.1K / $624	$24K / $4.8K	$44K / $8.8K	$34K / $6.8K	$34K / $6.8K	$34K / $6.8K	$30K / $6K	$42K / $8.2K

SERVICE ATTACH

Assessment. Remediation Planning. AD Enablement	Azure Storage Strategy. Enable Azure Storage Blobs. Data Migration	Business Continuity Assessment & Planning. Backup & Recovery Architecture. Azure BDR Configuration & Deployment	Virtual Desktop Assessment. Virtual Desktop Architecture. Virtual Desktop Implementation & Maintenance	Identity Management. Cyber Security Assessment	Migration Assessment. Azure Cloud Architecture. Migration & Configuration. Infrastructure Mgmt.	Dashboarding Assessment & Roadmap. PowerBI Design & Implementation. Data Mgmt. Services	Power App Workshop & Roadmap. Power App Design. Power App Rapid POC	Modernization Strategy & Approach. Modernization Roadmap. Re-platform & engineering services	SIEM Strategy. SIEM Service Design & Deployment. SIEM Managed Services

Azure SMB Proof-of-Concept Credits

Partners can nominate customers to run their Proof-of-Concept in Azure.

Eligibility:
- Customer must have a **new CSP subscription** without any deployed ressources.
- Project **>20k$** incremental Azure consumption **per annum** (~$1'666.- per month)

Do NOT discuss PoC credits with customer before having received the grant from MSFT.

If you have a customer project, contact bemuller@microsoft.com

Amount
Request up to 10% of deal size in Azure PoC credits.

Validity
PoC credits valid for a period of up to two months.

Business Continuity
Subscription ownership switches back to partner and can continue to run without interruption.

aka.ms/advisory

Using Technical Presales and Deployment Services – Get help from Microsoft engineers!

Requirements

- You must use an MPN AAD Sign-in to enable online submission
- You must be eligible for technical presales assistance or have partner advisory hours (Action Pack 5h, Silver 20h, Gold 50h) - see MPN Offers
- To qualify for technical presales assistance, you must provide the customer name and details of the project
- Understand the supported products and scenarios eligible (cloud and hybrid scenarios, with limited on-premises)

Engagement	Gold	Silver	Action Pack	Network member
Technical consultations	50 advisory hours	20 advisory hours	5 advisory hours	Not available*
Technical Presales	Unlimited no-cost	Unlimited no-cost	Use advisory hours	Not available*

* Network members may purchase Action Pack

Microsoft FastTrack for Azure

Move to Azure efficiently with customized guidance from Azure engineering

Benefits of FastTrack for Azure

Get direct assistance from Azure engineers.

Learn how to develop successful Azure deployments.

Accelerate deployment of Azure solutions.

Eligibility criteria: Project generates more than 5'000$ usage per month after 1st year

FastTrack for Azure supported solutions

Available now:

- Data center migration
- Windows Server on Azure
- SAP on Azure
- Business continuity and disaster recovery

- High-performance computing
- Cloud-native apps
- DevOps
- App modernization

- Linux on Azure
- Cloud-scale analytics
- Intelligent apps
- Intelligent agents
- Windows Virtual Desktop

- Data modernization to Azure
- Security and management
- Globally distributed data
- Azure Marketplace
- Fundamentals and governance

ISV Accelerator Journey

Microsoft
Program
Discovery

Architecture Assessment
in Azure
- Costs

Proof-of-concept
- Performance

Due Diligence
- Compliance
- Competencies
- Control

Azure FastTrack
For ISVs
- Landing zones

Onboard to
- Azure Marketplace
- Distributor Marketplace
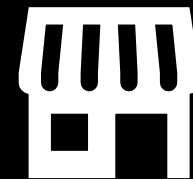
Business Applications FY21 Priorities

Patrik Dragičević
Territory Channel Manager

FY21: Swiss SMB BizApps Priorities

Transform NAV and AX customer base

Win new customers and upsell to Dynamics Platform

Increase D365 partner reach through indirect channel

Sales Plays

Stay Connected with Customers

Run Adaptive Business Operations

Rapidly Adapt & Automate Business Processes

Updates

Power Journey Foundation

This on-demand journey will give Power Platform beginners the opportunity to learn and get hands on experience on the different technologies.
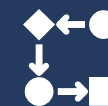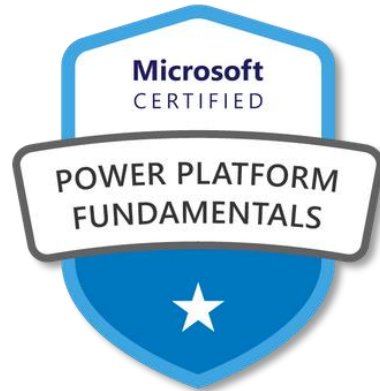
Register here.

Power Platform Fundamentals Journey (PL-100)

September 14th - 17th.
Invites and links for this program will be available in both the Training Calendar and Cloud Champion.
Partners can certify themselves by taking the PL-100 exam

Business Applications FY21 partner offers

For MPN Silver / Gold Partner
https://partner.microsoft.com/en-US/solutions/business-applications

SMB Innovation Factory

APPLY NOW: SMB ONLINE INNOVATION FACTORY - SWISS SMB MARKETING FUNDS FOR BUSINESS APPLICATIONS

Microsoft intends to scale and develop the Swiss market for the sale of cloud solutions in the best possible way

See on Yammer

Announcements

Business Central downgrade to V14 support till Oct-31st, 2021

D365 Business Central on-premise version v17 will be released in October 2020, per which our licensing rights, v14 will no longer be available for customer downgrades.

LINK TO INFORMATION

PartnerSource: no longer be available as of October 1, 2020

We invite you to visit the new online experience and encourage you to add the new site to your favorites. You can share your feedback with us on the site.

VISIT MICROSOFT PARTNER WEBSITE

Events

Directions EMEA 2020
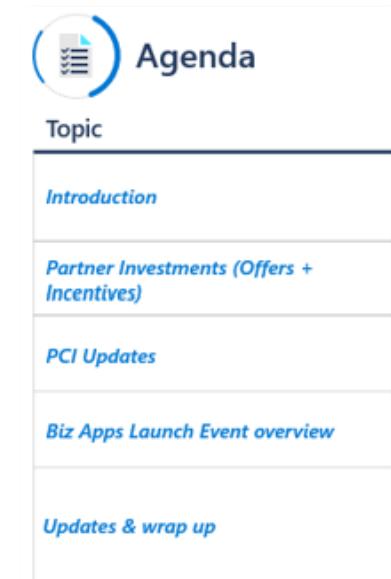
Directions has decided to go virtual in 2020
The Directions4Partners Virtual 2020 will take place at November 3 – 5, 2020.

LINK TO INFORMATION

Microsoft Ignite
22 – 24 September 2020

Join us to learn innovative ways to build solutions, migrate and manage your infrastructure, and connect with Microsoft experts and other technology professionals from around the globe.To receive the latest update, you are welcome to **sign up here.**

Business Applications Microsoft Partner Community

Partner Office Hours

LINK TO AGENDA

Latest News – this morning

Andre Heim – 2 hours ago

📢 **FY21 Dynamics Partner Incentives Office Hours - September Update (Invitation)**

It's a bit short of notice but important topics for FY21 will be discussed.

Please join us for the first incentive office hours call in the new fiscal year 2021 covering **Dynamics Partner Incentive Programs**.
We will walk you through the overview of FY21 Business Application incentive portfolio and focus on what's new in FY21.
The sessions will be on **September 3rd, 16:30 – 17:30** (GMT+02:00).

Agenda:
1. Overview of FY21 Business Application incentive portfolio
2. What is new in FY21
3. Q&A

Please register for the session here
and remember to add the event to your calendar.

👍 LIKE   ↩ REPLY   ◁ SHARE   ⋯   Seen by 21

Write a reply 📎

Please register for the session here and remember to add the event to your calendar.

PROMO
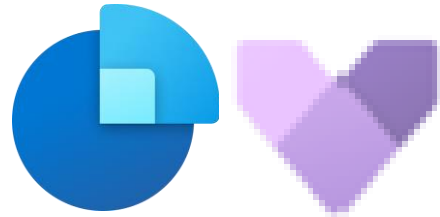
Sales Professional
Customer Service Professional

New CSP Microsoft Dynamics 365 Sales Professional and Customer Service Professional offers
4 months at no cost

LINK TO INFORMATION

Partner Feedback

Help Customers/Partners through COVID Crisis

Increase EP Value

Enable Cloud Path
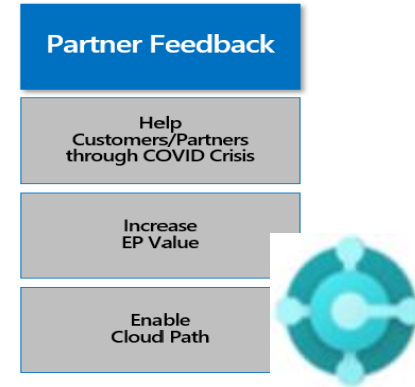
BREP to CSP

You can renew your Enhancement Plan through CSP at a price equal to your annual Enhancement Plan renewal

LINK TO INFORMATION

Marketing Resources & Activities

Marta Saracino
SMB Marketing Manager

FY21 GTM resources and offers

Here's a look at the resources and offers available to partners in FY21—at no cost.

Go-To-Market Resources and Offers	All partners	Silver competency/ ISV co-sell ready	Gold competency/ ISV IP co-sell ready
Digital Marketing Content OnDemand: Make connections that move you forward. Connect with customers online and generate demand with always-on digital marketing content delivered to you in weekly campaigns for use throughout your social media, company blogs, email, and more.	●	●	●
Smart Partner Marketing: Develop your marketing skills with the latest industry research, market trends, partner best practices, and more. Regardless of skill level, we have marketing professional development training to help get you market-ready.	●	●	●
Sales Enablement Platform: Amplify your marketing presence to prospective clients, track customer engagement with documents, and gain insight into how customers interact with your marketing content and sales proposals with Qorus Content Hub. You can customize Azure, Dynamics 365, and Microsoft 365 content from within your Office applications.	●	●	●
Partner Marketing Center: Find powerful solutions for a successful Go-To-Market plan when you explore our collection of customizable digital content and resources, including a comprehensive content library with sales presentations, infographics, web images, and more.	●	●	●
Geo Expansion Webinar Series: Gain insight and best practices for growing your business and expanding into new markets when you sign up for this series of webinars. Guest presenters will include market expansion field experts, Microsoft leadership, and successful program partners.	●	●	●
Geo Expansion Readiness Assessment: Initiate growth into new markets and drive scale of strategic solutions when you use this assessment as the starting point for your international expansion strategy.	●	●	●
Profile Optimization and Referral Management: Increase your visibility with customers and capture their attention when your profile listing is optimized. You'll get customized feedback and recommendations to ensure your profile listing showcases your solution's features and benefits. Also included are guidance and best practices for managing referrals.		●	●
How to Market with Microsoft: Accelerate your marketing efforts, get to market faster, and learn how to co-market with Microsoft through easy-to-follow recommendations. Partners with a Gold competency and/or IP co-sell ready solution receive support from a marketing specialist.		●	●
Partner-to-Partner GTM Assets: Create a joint bill of materials with another partner using our marketing asset template library to help accelerate customer conversations, generate demand for your solution, and drive sales.		●	●
Co-Branded Marketing Assets: Get professionally designed, co-branded marketing assets to introduce your solution to new customers. You provide content for a solution one-pager, customer presentation, and customer success story, and a marketing specialist will polish them with a professional review.			●
Co-Branded Social Marketing Assets: Get professionally designed social media content and images for publishing to your owned digital marketing channels.			●
Partner Success Story: Share the success of your Microsoft-enabled solution. You provide the details, and we'll provide an editorial review and publish your success story to the internal Partner Evidence portal. Select stories are featured on our Partner Success Stories site.			●
Press Release with Microsoft Executive Quote: Publicize your Microsoft-enabled solution with a press release or blog post published on partner-owned channels. You provide the content in our template and we'll provide an editorial review. Includes an option for a Microsoft executive quote upon approval.			●

Activate GTM Benefits on Microsoft Partner Center

1. Visit the [Partner Center dashboard](#). In the menu, click on MPN.
2. Click Benefits.
3. Click Go-to-market.
4. Specify marketing your company's marketing contact to activate benefit
5. Pick from the list of benefits available to you, the one you would like to activate

Digital Marketing Resources

Go-To-Market Website

Landing Page from different global Go-To-Market services for partners. Your starting point to explore.

https://aka.ms/gtm

Marketing Resource Hub

Get access to resources including training guides, global expansion tools, and ready-made and customizable content.

Marketing Resource Hub

Go-To-Market Sales Plays

New digital marketing campaigns aligned to Microsoft FY21 Priorities and Sales Plays – across Solution Areas and customer segments.

PDF GTM Sales Plays

Partner Marketing Center

Collection of digital assets, such as partner readiness materials, and marketing campaigns.

Partner Marketing Center

Content OnDemand

Fresh, relevant content for you to customize and share on your social, email, website, or blog.

Content OnDemand

Do more with Microsoft Cloud Solutions

Microsoft Event Finder

Find a Microsoft event in your country and discover from Industry and Solution expert how to improve your IT workloads. Here you will find the best events and workshops, from Infrastructure and Apps to Data & AI and Modern Workplace either hosted by Microsoft or by one of our most valued and knowledgeable partners. Register and learn how to maximize the benefits of the Cloud.

Are you hosting a Microsoft event yourself? Promote it on this page >

Share your events over the Microsoft Event Finder!

When in contact with customers, we will recommend they visit this page to find local events for them. Your marketing team can fill in the required information in local and english language to have it posted.

WE Tele PMA Program FY21

We can help you reach more customers

1 **Assess**

Engage more prospects by assessing your value proposition and digital presence with a **Marketing Assessment** and **Online Presence Assessment**

2 **Align**

Unlock Microsoft benefits by developing a **joint marketing plan** that lines up your strategy and Microsoft´s business priorities

3 **Activate**

Activate **recommended Go-To-Market Programs** that address your business goals and needs

4 **Execute**

Execute **Go to Market** Programs and **implement the improvements** based on the Online Presence Assessment
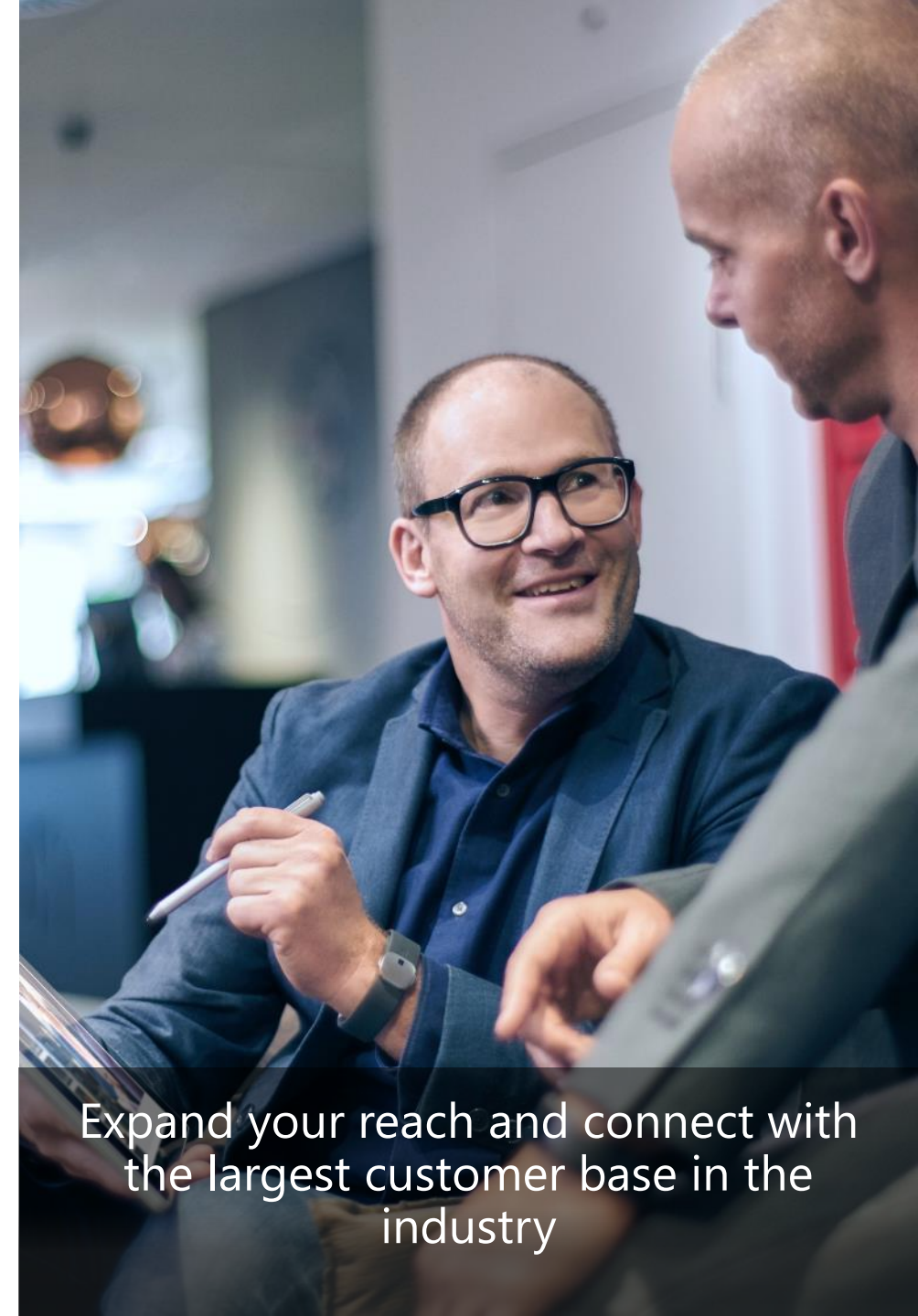
Expand your reach and connect with the largest customer base in the industry

Partner engagement journey
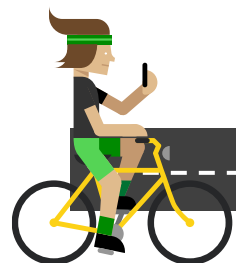
1st call
### Review your marketing capabilities and Onboarding Online Presence Assessment

We will review your company presence (web, social media, etc.) using relevant marketing assessments to uncover new prospects

2nd call
Understand your strategy and Proposition

To provide effective recommendations and reach new Go-To-Market opportunities, we first need to understand your organization's sales and marketing plans.
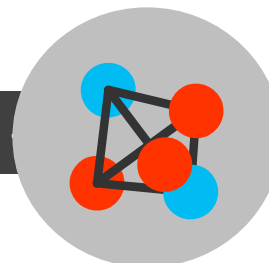
3rd call
Review Online Presence Assessment

Together, with the Make Marketing Magic we will review the Online Presence Assessment and discuss recommendations to improve score

Ongoing Calls
Execute GTM recommendations

I connect you with the GTM Services desk to execute the GTM recommendations. At the end of the engagement, we will review our progress and teach you self-activation.

Book a Tele-PMA

There are a limited number of slots available.

Interested in support of a Tele PMA?
Contact me and I will forward your request accordingly
Marta Saracino (v-marsar@microsoft.com)

Tele-Sales Offer
FY21

Tele-Sales Campaign FY21 with Profondia

Description

- **Tele-sales has been proven to be an effective marketing tactic to generate qualified leads and ultimately new customers.**
- We offer the possibility to book a tele-sales campaign together with the Swiss agency Profondia, to win new customers for Azure, Modern Workplace or D365 – Business Central at a special price.
- Languages: German, French, Italian

Campaign Dates

- Azure SAP on Azure: 28th of September
- Azure Migration: 5th October
- Business Central: 19th October
- Modern Work: 15th of January

Pricing

Topic	#Calls	3 partners	5 partners	7 partners	10 partners
Modern Workplace	300	11,215 EUR	10,514 EUR	10,214 EUR	9,989 EUR
D365 – Business Central	240	11,215 EUR	10,514 EUR		
Azure	300	11,215 EUR	10,514 EUR	10,214 EUR	9,989 EUR

Book a Tele-Sales Campaign

Interested in knowing more about the Tele-Sales Campaign? Would you like to book it?
Contact me and I will provide you with more information and support.
Marta Saracino (v-marsar@microsoft.com)

Next Appointments

SMB Partners Exchange

October 2020 – Virtual Event
- German: 1.10.20 | 14:00 – 14:45
- French: 1.10.20 | 15:00 – 15: 45

November 2020 – Virtual Event
- German: 5.11.20 | 14:00 – 14:45
- French: 5.11.20 | 15:00 – 15: 45

December 2020 – Virtual Event
- German: 3.12.20 | 14:00 – 14:45
- French: 3.12.20 | 15:00 – 15: 45

January 2021 – Location TBD
- German: 14.01.21 | 14:00 – 14:45
- French: 14.01.21 | 15:00 – 15: 45

February 2021 – Location TBD
- 4.02.21 | 14:00 – 16:00

March 2021 – Location TBD
- 4.03.21 | 14:00 – 16:00

Link to Registration Site:

https://www.aka.ms/ch-modern-workplace

Other upcoming webinars and online workshops:

Do more with Teams

Topic: To be productive, your employees need to collaborate. Microsoft Teams helps you connect your workforce with a cloud-based communication solution that combines chat, video meetings, file storage, and app integration.

Do More with Teams

Do More with Teams – Beginner – online event – D	17/08/20	Register here
Do More with Teams – Advanced – online event – D	20/08/20	Register here
Do More with Teams – Beginner – online event – E	03/09/20	Register here
Do More with Teams – Advanced – online event – E	09/09/20	Register here
Do More with Teams – Beginner – online event – D	17/09/20	Register here
Do More with Teams – Advanced – online event – D	24/09/20	Register here
Do More with Teams – Advanced for IT Pros – online event – E	01/10/20	Register here
Do More with Teams – Beginner – online event – E	08/10/20	Register here
Do More with Teams – Advanced – online event – E	15/10/20	Register here
Do More with Teams – Beginner – online event – D	22/10/20	Register here
Do More with Teams – Advanced – online event – D	29/10/20	Register here
Do More with Teams – Advanced for IT Pros – online event – E	05/11/20	Register here
Do More with Teams – Beginner – online event – E	12/11/20	Register here
Do More with Teams – Advanced – online event – E	19/11/20	Register here
Do More with Teams – Beginner – online event – D	26/11/20	Register here
Do More with Teams – Advanced – online event – D	03/12/20	Register here
Do More with Teams – Advanced for IT Pros – online event – E	10/12/20	Register here

Other upcoming webinars and online workshops:

Business Applications

Offer	Description	Register	Delivered by
Power Platform Club	The Power Platform Club events repeat the same content every month and position the business value of the Power Platform.	Tuesday 25/08/2020 09:00 – 11:00 Thursday 24/09/2020 09:00 – 11:00 Tuesday 03/11/2020 09:00 – 11:00	Microsoft speakers
App in a Day Discover Workshop (AIAD)	If your customers would like to have a go at building their own app then invite them to one of our App in a Day Hands-on Workshops with Power Apps.	German Workshops: Wednesday 19/08/2020 09:00 – 17:00 Tuesday 08/09/2020 09:00 – 17:00 Tuesday 22/09/2020 09:00 – 17:00 Tuesday, 06/10/2020 (link to follow) Tuesday, 03/11/2020 (link to follow) Tuesday, 17/11/2020 (link to follow) English Workshop: Wednesday 30/09/2020 09:00 – 17:00	German Workshops: Microsoft Partners: Avanade, Orbis, Novacapta, iSolutions English Workshop: Microsoft Partner: Cloud on Mars
Customer Insights Webinar	A 2hrs online event that gives your customers an overview on the value and a demo on Microsoft Dynamics 365 Customer Insights.	Thursday 17/09/2020 09:30 – 11:30 Thursday 22/10/2020 09:30 – 11:30 Thursday 12/11/2020 09:30 – 11:30 Thursday 10/12/2020 09:30 – 11:30	Microsoft Partner: ELCA
Connected Field Service Webinar (CFS)	During this 1 hour online event our customers will get an overview of Connected Field Service in Dynamics along with a customer reference and possible use cases.	Tuesday 29/09/2020 09:00 – 10:00 Thursday 29/10/2020 09:00 – 10:00 Thursday 26/11/2020 09:00 – 10:00	Microsoft Partner: ORBIS
Dashboard in a Day Discover Workshop (DIAD)	During this full day Discover Workshop, customers will get a hands-on experience with Power BI and how it can help get a consolidated view of their business data. In addition, they will create interactive reports based on the use of live dashboards.	German Workshops: Tuesday 18/08/2020 09:00 - 17:00 Wednesday 09/09/2020 09:00 – 17:00 English Workshops: Wednesday 26/08/2020 09:00 – 17:00 Wednesday 23/09/2020 09:00 – 17:00	Microsoft Partners: pmOne, Allgeier, Avanade

Other upcoming webinars and online workshops:

Azure

Find all events and register for Azure workshops and virtual events on:

https://aka.ms/ch-azure

Partner Townhalls (English)
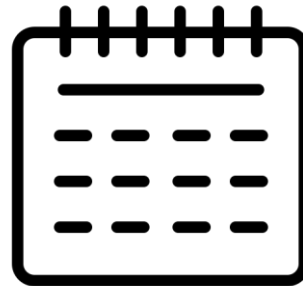## Next dates

September

24th of September

09h30-10h30

Topics:
Incentives, Advanced specialisation,
FastTrack

October

29th of October

09h30-10h30

Topic: Partner Model

November

26th of November

09h30-10h30

Topic: Support

xx

Swiss Partner of the Year Awards

The time frame to hand in a nomination for the Swiss Partner of the Year Awards is now **closed**.
Thank you for everyone who took part!

The virtual award ceremony will take place on the
14th of September.

Not only will the winners be publicly announced for the **first time** during this event, but we will also be covering other interesting subjects, as well as give a look behind the scenes of the event production.

REGISTER FOR THE VIRTUAL AWARD CEREMONY HERE