

New Business Opportunities for Service Providers with Office 365 Productivity Tools

The IT world today is an exciting place. The digital revolution has dramatically changed the way we live and work, and it will continue changing even more. How will this affect the way we work, meet, live and learn in 5 to 10 years? What will be the impact on business productivity and how will that relate to our private lives? The answers may lie beyond our imagination right now: interactive computing surfaces, virtual colleagues, holographic teleconferencing, and the absence of a physical workplace. What we do know is that if we prepare timely, we will be able to remain onboard and take full advantage of new developments.

It's an exciting time for service and hosting providers too. With a growing number of mobile workers and increasing need for collaboration and anytime anywhere access to data and applications, the time is ripe for re-thinking business propositions.

This whitepaper is for service providers who want to take advantage of current developments in IT technology and enhance their existing business offerings by utilizing the Microsoft Cloud Service Provider program (CSP), in combination with Office 365 productivity tools as an add-on value to their own service offerings. Not through disruptive business models, but through organic change. Microsoft Office 365 is great for business and provides service providers in all industries new ways of engaging with customers and help end users increase their productivity.

What is productivity?

According to dictionaries productivity means 'producing, doing or achieving a lot'. Especially back in the early days of office automation of the 1980s and 1990s, software for word processing, spreadsheets and presentations gave an enormous boost to office productivity in the sense of the definition above. New technology enabled office staff to get things done more efficiently and effectively. Employees were happy to work with automated office tasks and processes in various tools and applications, which made them feel very productive, working only during business hours at the office, away from home.

Today, this definition of office productivity has become obsolete. Technology is no longer the driving force behind productivity; rather, it is the human factor and what we want to achieve. The modern worker feels the need to collaborate, integrate and have access to data on any device at any time. Connectivity, cloud technology and mobility are the prerequisites for modern productivity.

This movement is reinforced by another development: a new, modern workforce. According to a 2013 report by the US Bureau of Labor Statistics, millennials will form 75% of the global workforce within 10 years from now. The new generation will redefine the work environment. These young people will have grown up in a digital, social, and mobile world and will be challenging the way businesses communicate, interact, and collaborate. Microsoft has already anticipated on this development by adopting a 'mobile first, cloud first' approach, enabling businesses and individuals to achieve the highest levels of productivity.

How can service providers benefit from increasing productivity needs?

End users, i.e. service providers' customers, usually purchase and use many applications and tools from a variety of third-party suppliers. That worked fine in the earlier days of IT



development. But does this still work in an 'always on always up' environment? Today, end users are looking for integration, ease of use. They prefer to buy solutions from a single provider instead of obtaining them from various vendors. This is where service providers can jump in by expanding their existing services with Microsoft productivity tools into targeted, integrated solutions.

The hosting marketplace is crowded with competitors. How can one stand out? The key to success can be found in differentiation. Hosting services providers are able to accelerate growth by adding Microsoft products to existing hosting services. Office 365 particularly offers great opportunities to differentiate hosting services. From there, it is only a small step to add other Microsoft communication services, like Sharepoint, Lync and Yammer. This opens up new ways to integrate into UCaaS (Unified Communications as a Service), which adds even greater functionality to end users, reduces competition and increases the average revenue per user (ARPU).

How can Office 365 be a facilitator of productivity?

In addition to the cloud, Office 365 is an important part of Microsoft's approach to modern productivity and an easy differentiator for service providers to enhance their current service portfolio and provide end users with greater functionality. With programs like Word, Excel, PowerPoint and Outlook, Office 365 is the most popular productivity suite in the world. It has millions of users all over the world (over one billion people use Office – that is 1 in 7 people), is easy to set up and use, available in the cloud and designed to work from anyplace anytime on any device. Furthermore, it features automatic back-up, has built-in anti-spam and anti-malware protection, has a 99.9% guaranteed uptime, is secure and always up-to-date. Do service providers need even more convincing that Office 365 is a goldmine of unreleased potential?

Some examples in various industries

Service providers offering cloud solutions to businesses in **financial services** might find that their customers are also looking for solutions that improve employee efficiency, increase customer experience, while reducing margin pressure.

In government services the tendency is towards paperless offices. As a result, government employees might lack access to essential information to provide efficient service to citizens, and might not have the tools to communicate efficiently when outside the office or are unable to share information effectively across government agencies. This might even prevent them from providing superior service to citizens. Service providers active in **manufacturing & resources** know their end users face quite different challenges, driven by a number of factors, including globalization, changing employee demographics, supply chain complexity, a power shift towards consumers, increased regulation, and demands for greater sustainability. They are looking for integrated solutions that help them achieve innovation, performance and growth.

The commonality in these examples is that organizations across business sectors are looking for new ways to remain productive in a continuously changing work environment. By adding Office 365 to their existing portfolios, service providers are able to meet customer demands for cloud and productivity from one single supplier, and simultaneously expand their own business.

What is the gain?

The benefits service providers are able to gain by adding Office 365 to their existing portfolio in their expert market sectors are numerous. Not only in terms of increased turnover, but also in terms of customer satisfaction and loyalty, beating the competition and establishing a larger footprint on the market. Although benefits may differ for each service provider individually, there are some general benefits:

- Meet customer expectations for service providers to offer cloud options. Especially relevant target groups are next-generation businesses that are cloud-ready by nature, and older businesses looking for an alternative to significant infrastructure renewal to find new, cost-efficient possibilities in the cloud.
- Stay ahead of competition by offering business-grade applications in the cloud, combined with existing cloud solutions, thus offering higher value.
- Strengthen relationships with customers. Ability to shift customer focus from pure IT requirements to more strategic business requirements, taking up the role of trusted advisor and engaging with other C-level executives next to the CIO or IT manager.
- Create new revenue opportunities through upsell and cross-sell by combining Office 365 with related services and solutions.
- Open remote markets and small and medium-sized markets, which are more open to buying online without face-to-face meetings.

Millions of people already use Office to increase their productivity. So why wait? Now is time to start exploring your opportunities with Microsoft CSP and Office 365 in relation to your current service portfolio!

What is the Microsoft CSP program?

The Microsoft Cloud Solution Provider (CSP) program allows service providers to sell Microsoft Cloud Services along with their own offerings and services. It enables end users to obtain all IT services they need from one single cloud provider. As a service provider, you own the complete customer lifecycle through direct billing, provisioning, management, and support,

which strengthens your customer relationship. A 'mobile-first, cloud-first' world in which IT is 'always on and always up'.

The Microsoft Cloud platform constitutes an integral part of the CSP program, as it provides service providers with a whole suite of familiar Microsoft products in the cloud as a customer offering. In addition, providers can bundle the Microsoft services and/or integrate with their own services and thus differentiate in the market. The Microsoft Cloud platform helps service and hosting providers build a custom cloud platform tailored to their customers' needs, as well as their own. Microsoft cloud is not a threat to the hosting service provider business, it is a major opportunity!

What is included in the Microsoft Cloud platform?

Microsoft Cloud platform comes with the following products and services:

- Office365
- Intune
- Enterprise Mobility Suite
- Azure (CSP launch in Q4)
- CRM Online (CSP launch in Q4)

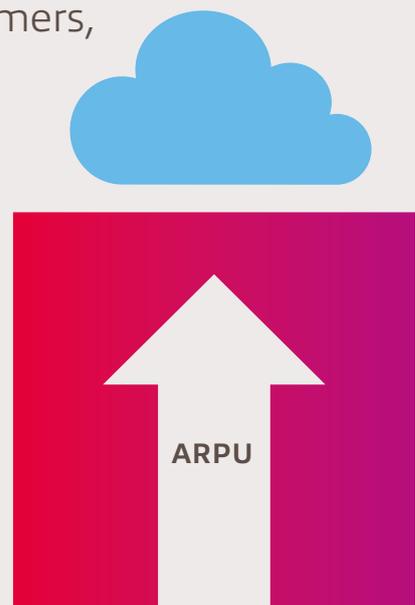
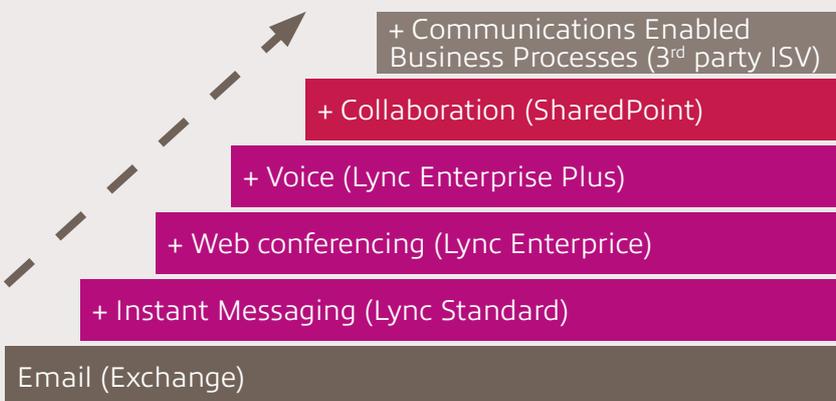
How can you get started?

Knowing that the cloud offers huge opportunities for IT cloud solution providers is one thing. Understanding the cloud business and knowing how to capitalize on it is another! In cooperation with Microsoft, Insight offers you a whole set of consultancy services, tools and support to help you to onboard smoothly and maximize your cloud business.

Our advice is to take it step-by-step. First of all, contact Insight.

Expand the potfolio toward UCaaS

By adding greater functionality fot your customers, you will better differentiate your offer





We have a team of experienced consultants to discuss your business opportunities with you. Together, we will take you through all the following relevant issues in order to formulate your needs and wishes:

- Scenarios applicable to your business
- Opportunities to differentiate and build your 'package' offering
- Hybrid licensing for your environment
- Program details & program pricing

Once you have signed your CSP Reseller Agreement with us, we will help you select the subscriptions that you need. After that, we will provide all the assistance and support to help you grow your business. This includes:

- Tooling & management (e.g. CSP Dashboard)
- Training & education (e.g. CSP Boot Camp)
- Differentiating 3rd party add-on solutions (e.g. Lync Enterprise Voice)
- Technical Support

- (white-labelled) Cloud enablement services
- Guidance through the Hybrid Licensing opportunity

If you are interested growing your business or want more information on the CSP program and the way you can use it to strengthen and extend your current service offerings, contact your Insight account manager. He or she will advise you and help you onboard the Microsoft CSP program so that you can start expanding your cloud business right away. manager. He or she will advise you and help you onboard the Microsoft CSP program so you can start expanding your cloud business. The cloud is now.

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