



Cloud Solution Provider (CSP) Program: Program Overview



Office 365
Microsoft Intune
Enterprise Mobility Suite (EMS)

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Market opportunity



A changing world

75%

49%

10K

40%



40% growth in
global data
generated / year

62% can't use info
for effective decision-
making!

† Computing Technology Industry Association's (CompTIA) 2nd annual Trends in Enterprise Mobility study from February 2013.

* [The Future of Corporate IT 2013-2017](#)

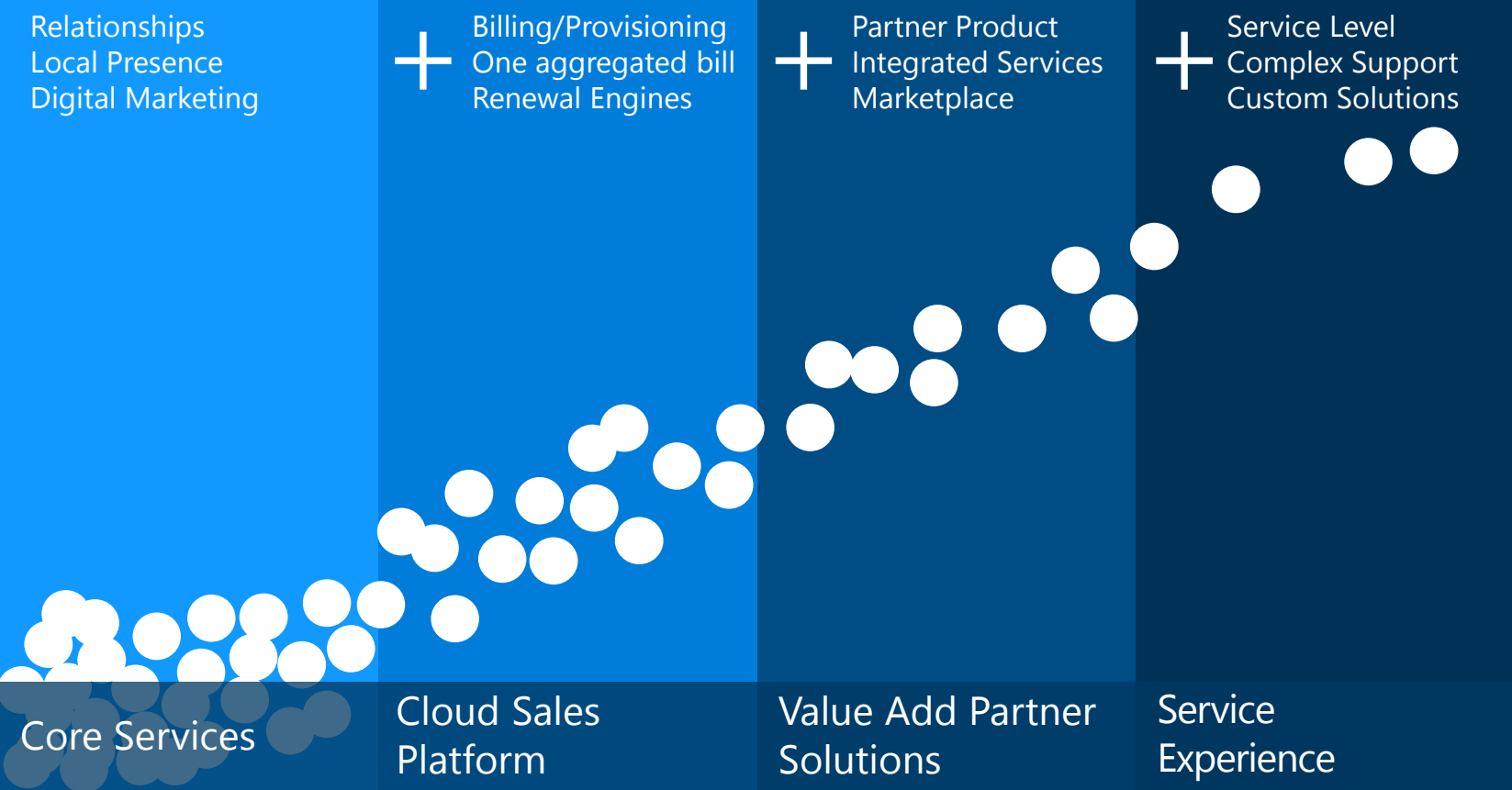
** CEB Survey of 165,000 employees

†2012 Survey on Self-Service BI and Analytics, Unisphere Research

Changing customer preferences



Changing partner channel



Cloud Solution Provider program overview



What partners want



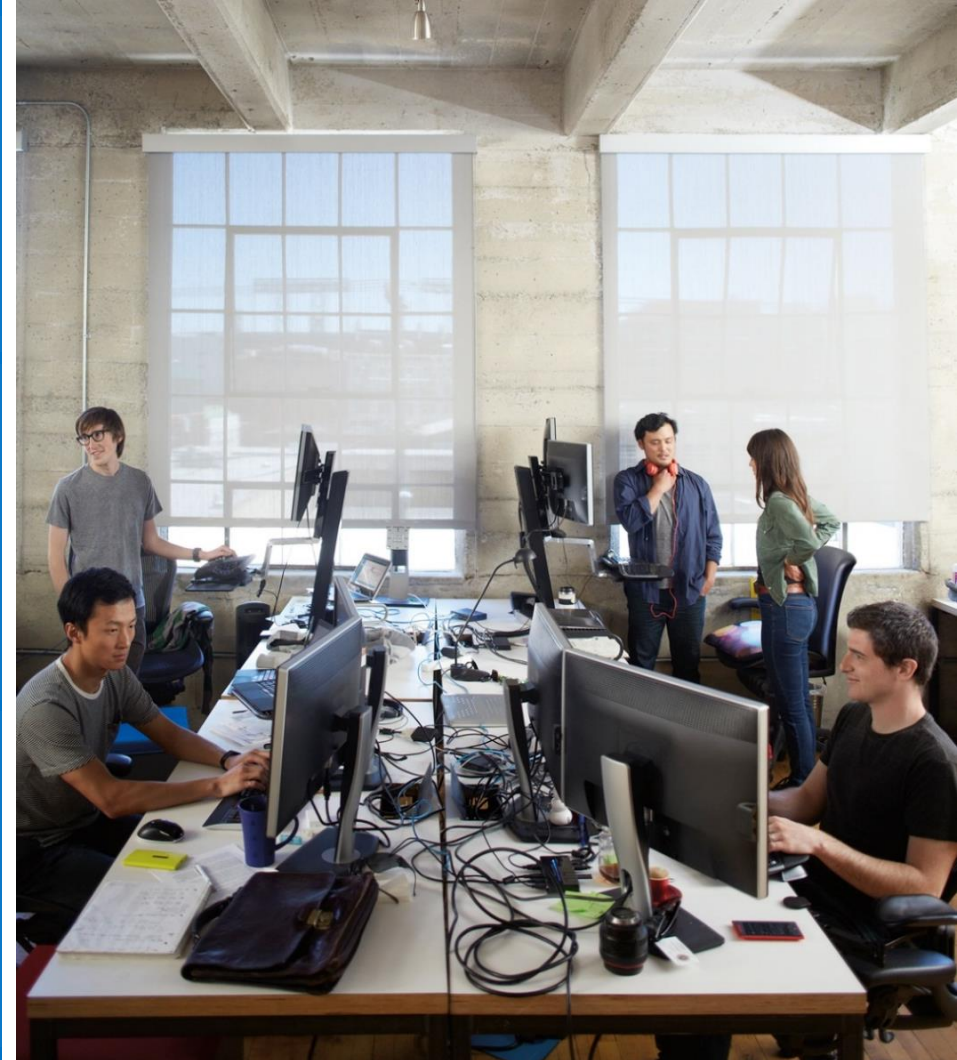
Own the customer relationship



Service the complete customer lifecycle



Attach Partner services



Cloud Solution Provider



Offer monthly billing



Provision and manage subscriptions

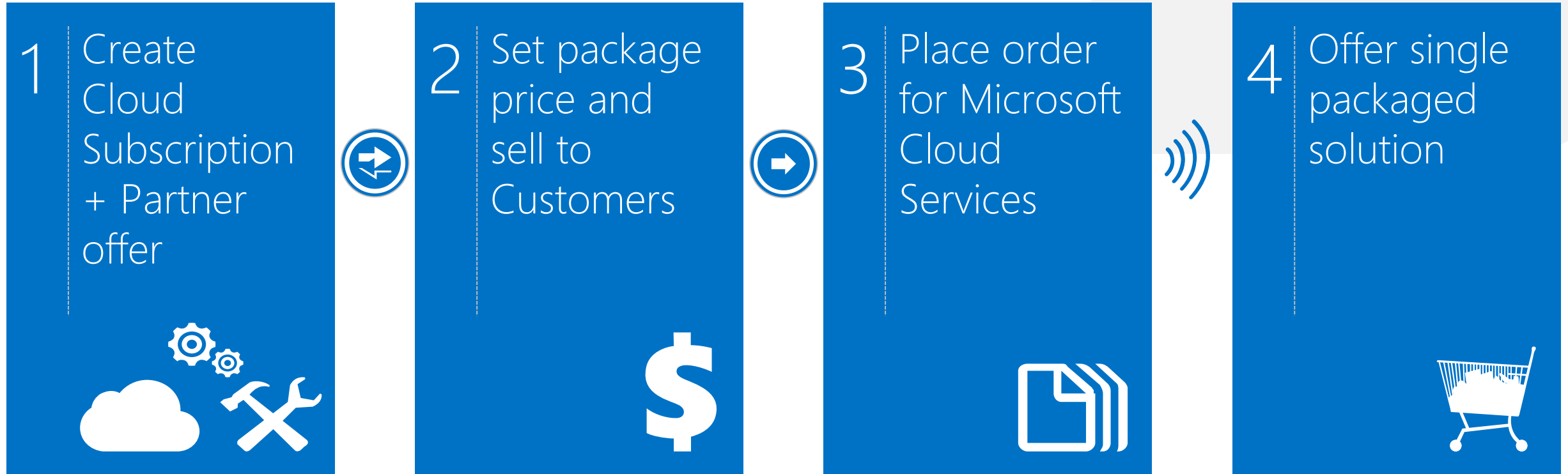


Provide technical support



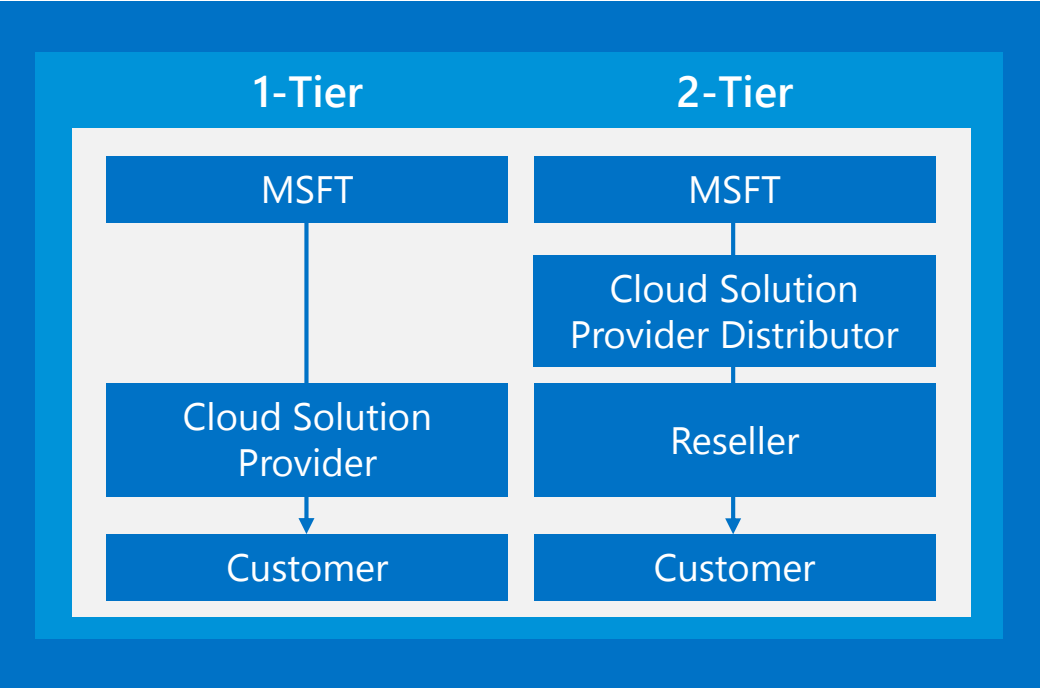
CSP enables partners to sell bundled solutions

Microsoft Cloud Services in CSP: Office 365, Microsoft Intune, Enterprise Mobility Suite (EMS)



A high capability bar and a strong services business model is required to be a successful partner in CSP

Cloud Solution Provider business models



	Cloud Solution Provider (CSP) program	
	CSP 1-Tier	CSP 2-Tier
Compensation		
Margin	20%*	Margin %*
Core Incentives (50% Rebate / 50% CoOp)	N/A	Rebate %

*Office 365, Microsoft Intune, and Enterprise Mobility Suite (EMS) products. Future products will set their own wholesale pricing




Microsoft Intune

Enterprise Mobility Suite

We expect the majority of partners will participate in the CSP program as 2-Tier resellers

Partner capabilities comparison

Partner capability	Advisor	Open	Hosting	Cloud Solution Provider	Cloud Distributors
Value Added Services	Recommended	Recommended	Recommended	Recommended	●
Support	Recommended	Recommended	●	●	●
Manage	Recommended	Recommended	●	●	●
Provision	Recommended	Recommended	●	●	●
Bill	N/A	●	●	●	●
Sell	●	●	●	●	●

 Cloud Distributor determines reseller offers

Program comparison FY15

	Cloud Services	Software & SA	Primary customer benefit	Tag
EA ¹	✓	✓	<ul style="list-style-type: none"> Best value for standardizing across organizations with 250+ users or devices Most flexible 	Hero Annuity Offer
MPSA ¹	✓	✓	<ul style="list-style-type: none"> One-stop for transactional purchasing with 250+ users or devices Simple agreement and license management 	Transactional offer of SW and OLS (>250)
Open	✓	✓	<ul style="list-style-type: none"> Transactional purchasing for less than 250 users Best suited to single organizations 	Simple and easy to transact <250
CSP	✓		<ul style="list-style-type: none"> Great for customers who want to purchase a partner solution with Microsoft Cloud Services 	Managed Cloud Services
MOSP	✓		<ul style="list-style-type: none"> Simple way of purchasing Cloud Services directly from Microsoft (Partner received Advisor Sell Incentives) 	Advisor

1) EA and MPSA only available to LSPs

CSP is optimized for SMB and CTM

Partner capability requirements





CSP partner capability requirements

1-Tier Cloud Solution Provider (1/2)

Lifecycle	Program requirements	1-Tier Cloud Solution Provider
	Marketing	
	Significant local reach (customer reach)	•
	Lead generation engines	•
	Sales	
	Cloud Competency, Certifications, & Sales Training	•
	Pre-sales support resources	•
	Annual business plan	•
	Pipeline visibility mechanism	•
	Billing & Provisioning	
Provide Tax/VAT ID and pass Microsoft credit and anti-corruption checks	•	
Billing infrastructure and operations	•	

CSP partner capability requirements

1-Tier Cloud Solution Provider (2/2)

Lifecycle	Program requirements 	1-Tier Cloud Solution Provider 	
	Deployment, Enhancements and Solutions		
	Deployment capability to deploy Microsoft Cloud Services		●
	Support		
	24/7 end-customer support (billing & technical)		●
	Premier Support for Partners (PSfP)		Recommended
	Service Experience		
	CLM processes to drive usage and adoption, up/cross-sell (CRM)		●
	Microsoft Relationship		
	Managed partner		●
Partner C-level executive sponsor		●	
Microsoft Cloud Solution Provider Agreement		●	

CSP performance requirements



Demonstrated 1-Tier partner performance within first year of onboarding to the program

Program requirements	1-Tier Cloud Solution Provider
Net paid seat adds in year one (Mature/Emerging)	Office 365 OR Enterprise Mobility Suite (EMS): 5k/2.5k* (Mature/Emerging)
Incident Reports (IR) to Microsoft per month (1 IR per 2500 seats)	●

* Local Microsoft subsidiary can increase these levels based on local market requirements



CSP partner capability requirements

2-Tier Cloud Solution Provider (1/2)

Lifecycle	Program requirements  	
	2-Tier Cloud Solution Provider	
	Marketing	
	Significant local reach (partner reach)	•
	Lead generation engines	•
	Reseller profiling, recruitment and enablement	•
	Sales	
	Cloud Competency, Certifications, & Sales Training	•
	Pre-sales support resources	•
	Annual business plan	•
Pipeline visibility mechanism	•	
Billing & Provisioning		
Provide Tax/VAT ID and pass Microsoft credit and anti-corruption checks	•	
Billing infrastructure and operations	•	
Billing aggregation capabilities with advanced ERP/ordering systems	•	
Commerce API integration capabilities	•	

CSP partner capability requirements

2-Tier Cloud Solution Provider (2/2)

Lifecycle	Program requirements  		
	2-Tier Cloud Solution Provider		
	Deployment, Enhancements and Solutions		
	Deployment capability to deploy Microsoft Cloud Services	Reseller SLA	
	Demonstrated capability to support resellers on workload selling/Workload competencies	Reseller SLA	
	Support		
	24/7 end-customer support (billing & technical)	•	
	Premier Support for Partners (PSfP)	Recommended	
	Service Experience		
	CLM processes to drive usage and adoption, up/cross-sell (CRM)	•	
Microsoft Relationship			
Managed partner	•		
Partner C-level executive sponsor	•		
Microsoft Cloud Solution Provider Agreement	•		
Microsoft Cloud Distributor Agreement	•		

CSP performance requirements

Demonstrated 2-Tier partner performance within first year of onboarding to the program


Program requirements	2-Tier Cloud Solution Provider
Net paid seat adds in year one (Mature/Emerging)	Office 365 OR Enterprise Mobility Suite (EMS): 25k/10k* (Mature/Emerging)
Incident Reports (IR) to Microsoft per month (1 IR per 2500 seats)	●

* Local Microsoft subsidiary can increase these levels based on local market requirements

Availability



CSP geographies

Countries 				
Australia	Denmark	Israel	Mexico	Singapore
Austria	Estonia	Italy	Monaco	Slovakia
Belgium	Finland	Japan	Netherlands	Slovenia
Brazil	France	Korea	New Zealand	Spain
Bulgaria	Germany	Latvia	Norway	Sweden
Canada	Greece	Liechtenstein	Poland	Switzerland
Chile	Hungary	Lithuania	Portugal	United Kingdom
Croatia	Iceland	Luxembourg	Puerto Rico	United States
Cyprus	India	Malaysia	Romania	----
Czech Republic	Ireland	Malta	Russia	----

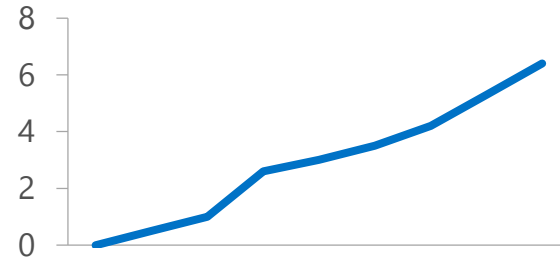
Partner opportunity



Partners are evolving their business models

IP services

Value based, unique IP.
Packaged product services.
Valuation



Project services

Billable hourly-rate services.
Work- for-hire and break/fix
Deal-by-deal revenue



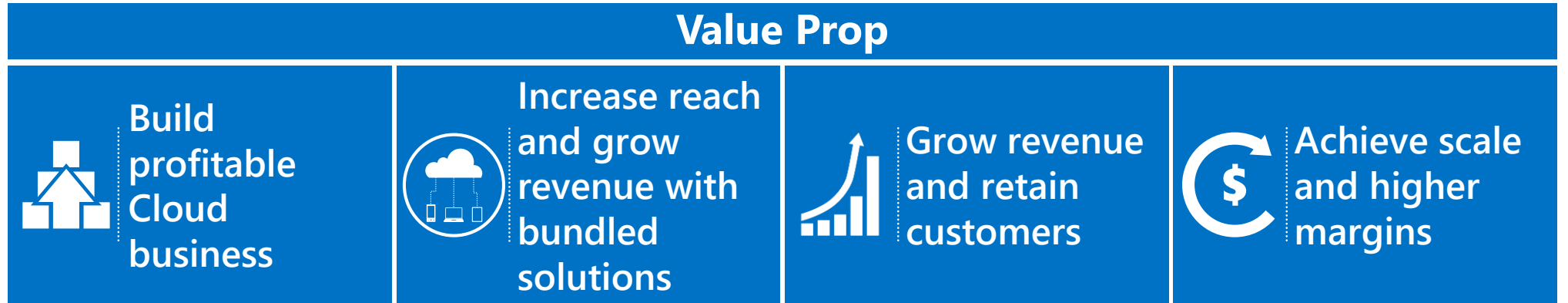
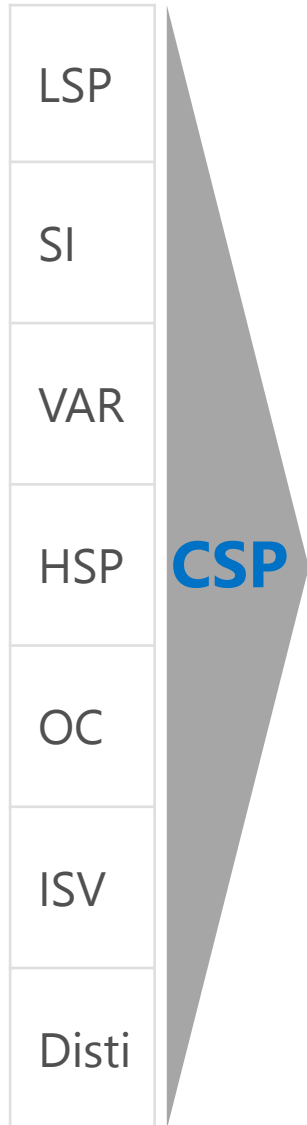
Managed services

Billable packaged services.
Solutions and services, as
a service. Ongoing annuity



Partners are shifting to high-margin services offerings

CSP Value Prop



Partner-type agnostic

Partner Services to drive partner profitability

Value-driven model

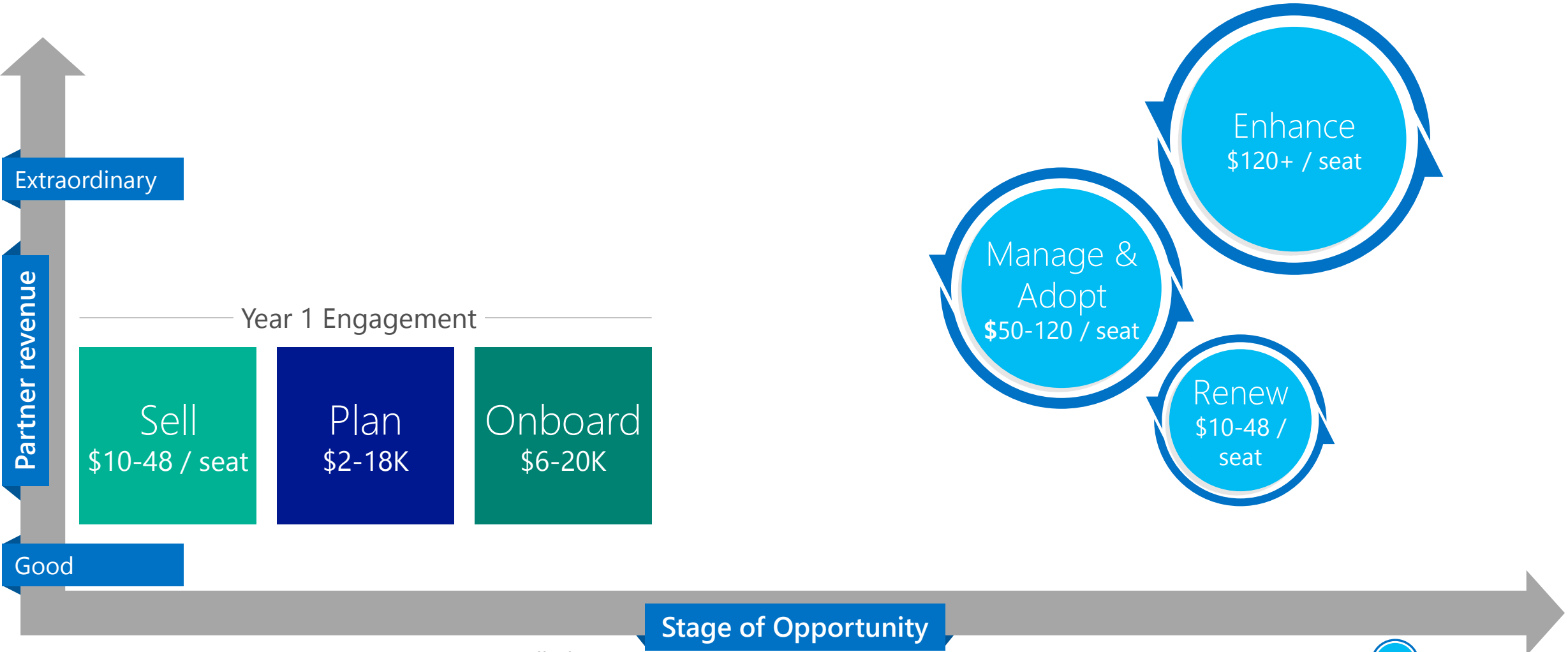
Microsoft Cloud Services in the CSP program

 Office 365
Microsoft Intune
Enterprise Mobility Suite (EMS)

Office 365 and Microsoft Intune in the CSP program



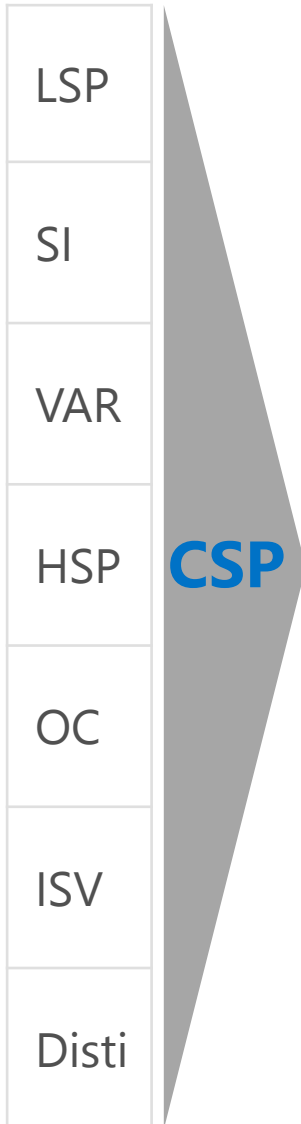
Stages of opportunity with Office 365



Note: Estimates based on partner interviews so actual numbers will differ from market to market. All revenue streams are recurring except for 'Plan' and 'Onboard' which are one-time events

= Recurring

CSP Office 365 Potential Sales Scenarios



Potential Selling Scenarios

- Offer Systems Integration, Migrations & Deployment of O365 & Intune
- Bundle Managed services with Office 365 and Intune
- Upsell/Attach: Office ProPlus, Lync Online, Intune
- Offer end-user training and support services
- Integrate SaaS ISVs Apps, Private/Hybrid Cloud solutions
- Bundle Fixed/mobile connectivity + Office 365 or OneDrive for Business
- Attach to Phone/Tablet device, with Office 365 and Intune
- Resell standalone sales of Office 365 suites, Exchange Online, OneDrive for Business, Office ProPlus, and Intune
- Increase penetration in the whitespace to transition customers to Cloud
- Offer Project financing & management

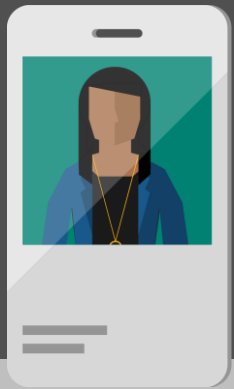
Enterprise Mobility Suite (EMS) in the CSP program

What is EMS?

Empowering Enterprise Mobility

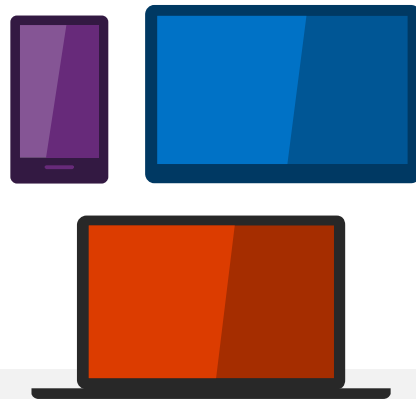
People-centric approach

User



Enable
your users

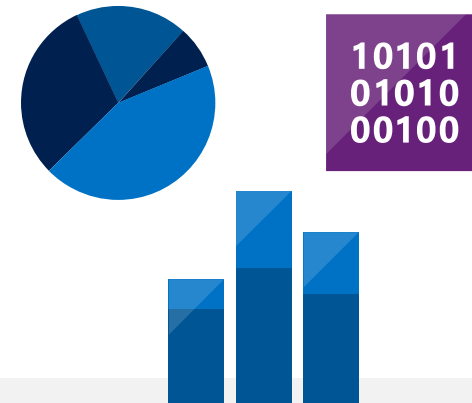
Devices



Apps



Data



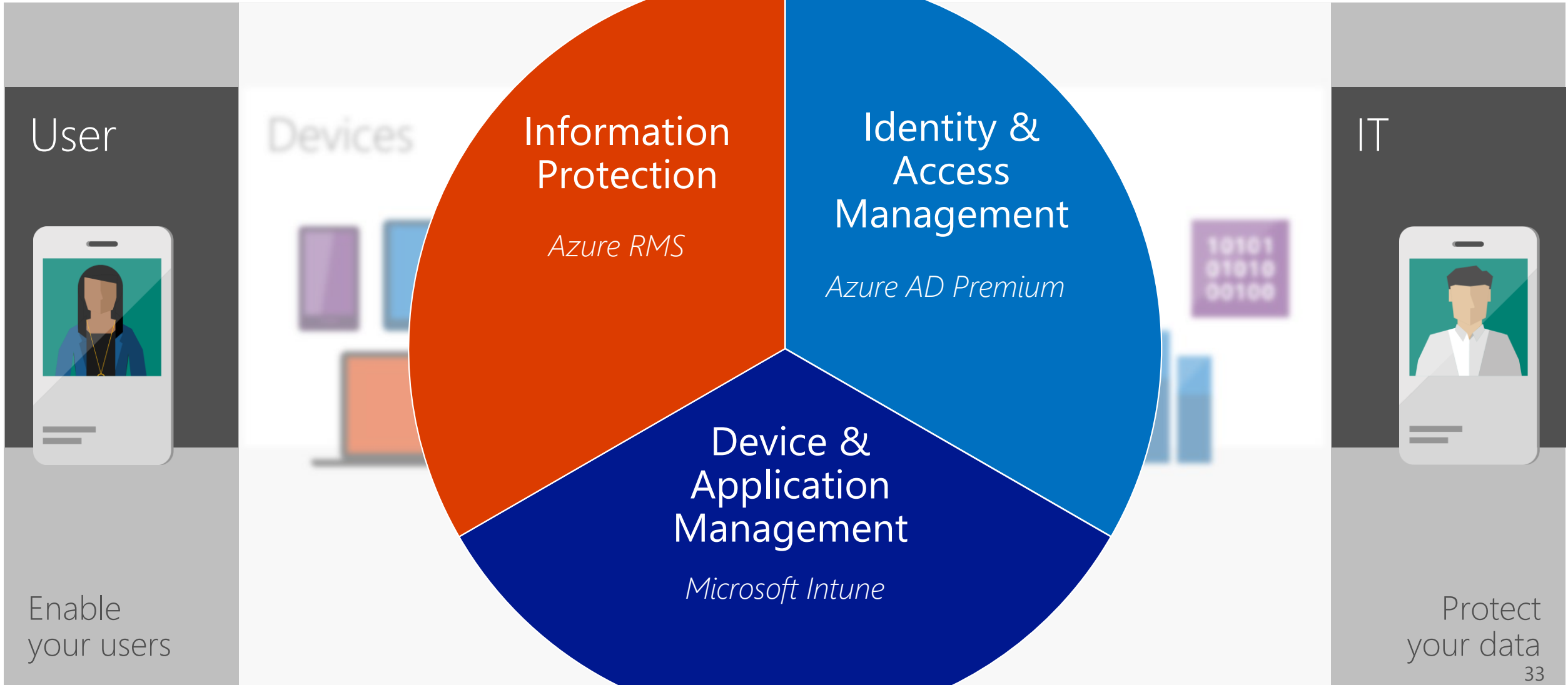
IT



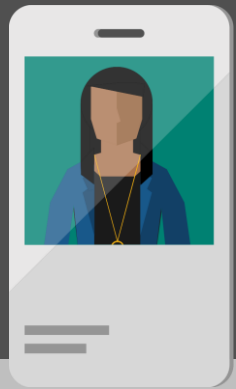
Protect
your data

Unify Your Environment

Empowering Enterprise Mobility

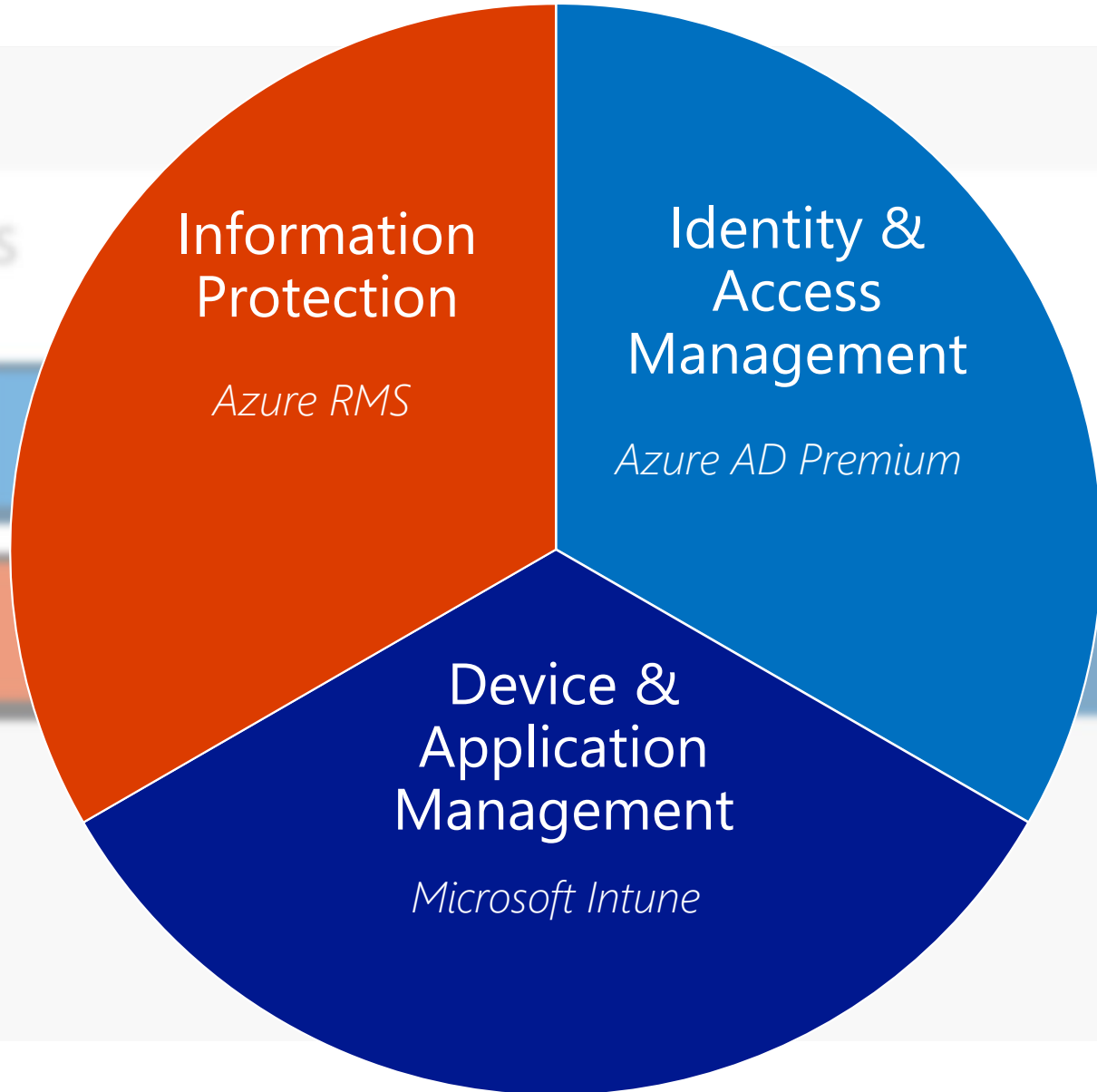


User

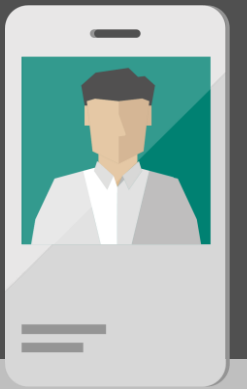


Enable your users

Devices



IT

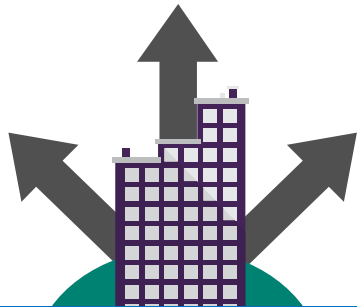


Protect your data

What is the Enterprise Mobility Suite?

Identity & Access Management	Microsoft Azure Active Directory Premium		
	security reports, and audit reports, multi-factor authentication	Self-service password reset and group management	Connection between Active Directory and Azure Active Directory
Mobile device management	Microsoft Intune		
	Mobile device settings management	Mobile application management	Selective wipe
Information protection	Microsoft Azure Rights Management Service		
	Information protection	Connection to on-premises assets	Bring your own key

Why Microsoft for Enterprise Mobility?



Massive User Base

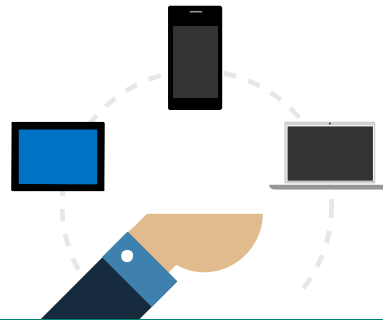
1 in 4 enterprises use **Office 365**

93% of the Fortune 1000 use **Active Directory**

66% of enterprise seats covered with **System Center**

430B+ **Microsoft Azure Active Directory** authentications

1,200 SaaS apps managed by Azure Active Directory, a component of EMS

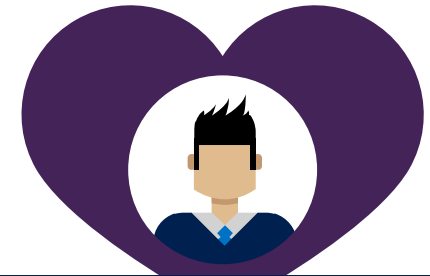


Single Vendor for Enterprise Mobility

Comprehensive portfolio enables **end-to-end enterprise mobility** across devices and applications

Cross-selling opportunities broaden enterprise mobility and increase deal size

Flexible and seamless solutions extend across cloud & hybrid models



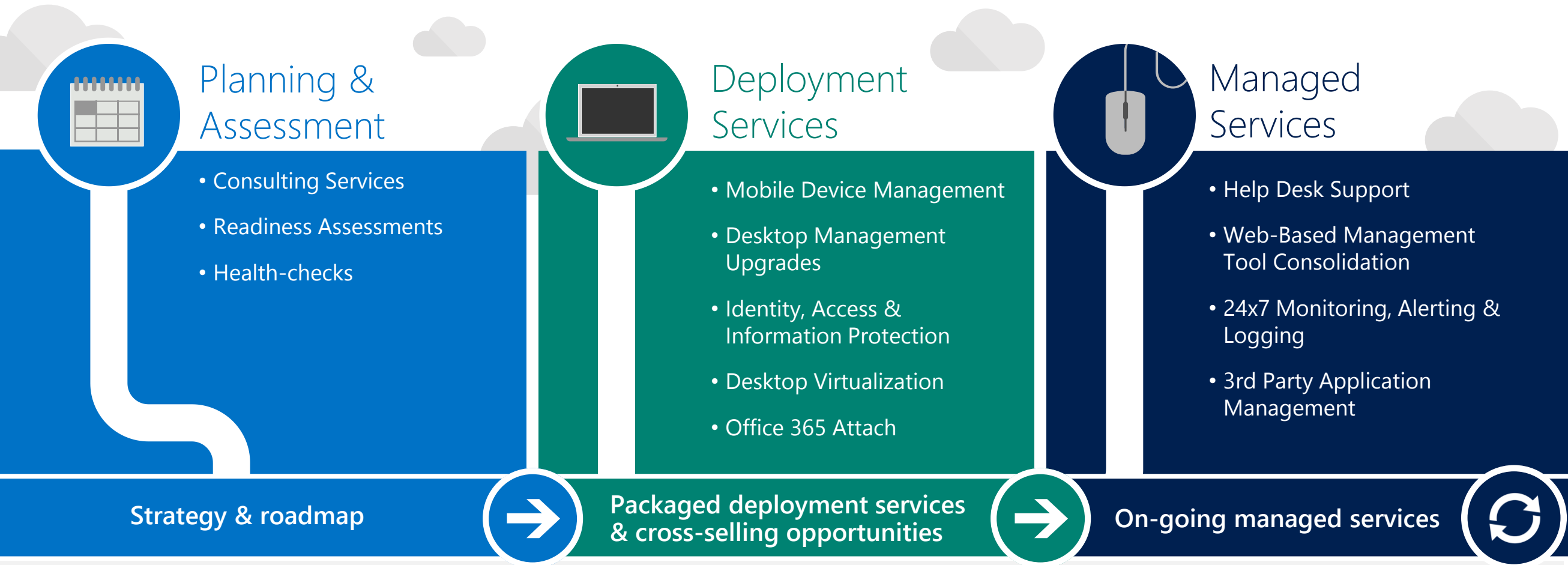
Investments in Partners

More than 1,000 people and **over \$300M** in investments for Cloud OS programs*

** Not including channel incentives*

Enterprise Mobility for Every Business, Every Device

Enable end users to access applications, data and resources from anywhere, on any device with mobile device management and secure identity & access management



Logical pathway to deliver managed services – EMS accelerates the process

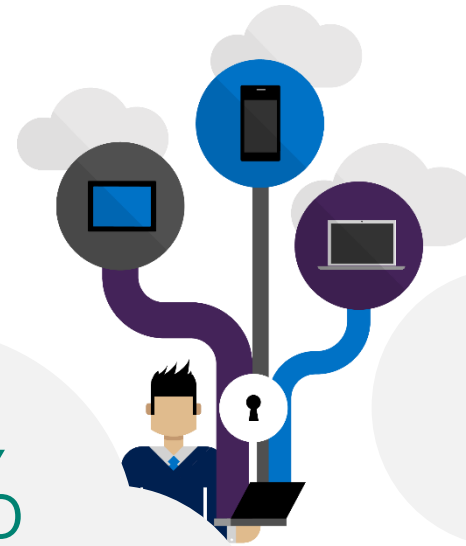
Empower Enterprise Mobility

Build **long-term, value-added** services for enterprise mobility

Why Microsoft:

- Extensive partner opportunities with Microsoft's massive customer base
- Single vendor for end-to-end enterprise mobility
- Continuous investments in partner businesses

Source:
1: Microsoft Cloud OS Partner Economics Research: 2014



131%

Identity & Access Management growth over the next 3 years¹

Planning & Assessment

Consulting Services
Readiness Assessments
Health-checks

Initial Revenue = \$25K¹

Deployment Services

Mobile Device Management
Desktop Management Upgrades
Identity, Access & Information Protection
Desktop Virtualization
Office 365 Attach

Initial Revenue = \$315K¹

Managed Services

Help Desk Support
Web-Based Management Tool Consolidation
24x7 Monitoring, Alerting & Logging
Maintenance
3rd Party Application Management

On-going Revenue = \$395K per year¹

3.6x

greater revenue per 3-year deal with managed services¹

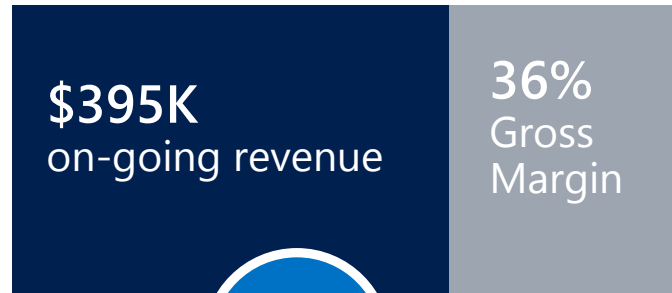
Capitalize on Enterprise Mobility Opportunities

Managed services: largest contributor to revenue, highest gross margins

Average Revenue/Deal¹

Managed Services	Proactive Maintenance	\$147,500
	Technical Support	\$107,000
	Additional Services	\$141,000
Deployment Services	Identity & Access Management	\$101,000
	Office 365 Attached	\$96,000
	Mobile Device Management	\$47,000
	Desktop Management	\$70,000
	Planning & Assessments	\$25,000

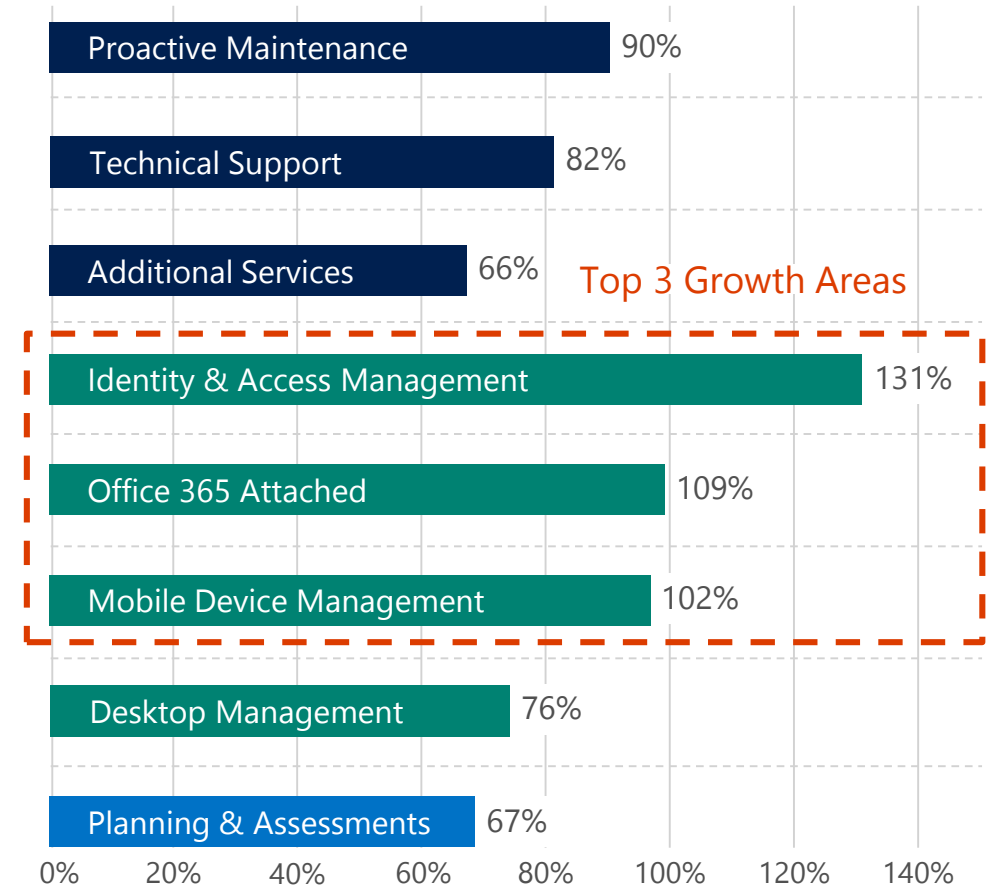
Total Revenue/Deal¹



=

\$766K total revenue*
(per deal/year, including incentives)

Aggregated Growth Rate Over 3 Years¹



Source:

1: Microsoft Internal Research 2014: Partner Survey

EMS in CSP

Enterprise Mobility Suite in Cloud Solution Provider

Partner Opportunity through CSP: Upsell Existing Office 365 customers with EMS

What's the same?
(as Office 365)

Partner capability requirements

Support policies

Performance metrics

Business model and margins

Geo availability

What's different?

SKU line up:



Available now

- Microsoft Intune
- Azure RMS Standalone

Available in March 2015

- AD Basic
- AD Premium
- Enterprise Mobility Suite (EMS) (RMS, Intune, AADP)

AD Premium and EMS include rights to System Center Config Manager and Forefront Identity Manager

Important: limited multi-partner support in March

Can I sell EMS to a customer who bought Office 365 from another CSP partner?

- At the time of launch, partners can only sell EMS to their existing Office 365 customers or brand new customers (who haven't had a tenant created through another channel (Direct, Open, EA, Syndication))
- In the same timeframe as EMS availability in CSP (but to be confirmed), we are also planning to enable what we call "Multi Channel" functionality.
 - This will enable a CSP partner to sell EMS to a customer who has bought Office 365 from Direct, Open or EA. Please note, it does not enable a CSP partner to sell EMS to a customer tenant who was sold Office 365 by another CSP partner or a syndication partner
- In the Northern Hemisphere summer, we are planning to enable what we call full "multi-partner" support. This will enable multiple CSP partners to sell CSP services to the same customer tenant created by other CSP partners. This will also enable multiple partners to be delegated administrative capabilities inside the same CSP customer tenant. We will share more details how this will work and its implications over the next few months.
 - Please note that customer tenants created by syndication partners will remain separate and not be enabled for multi-channel or multi-partner support.

Partner calls to action on EMS

Add EMS to your portfolio

Upsell EMS to your Office 365 customers

Attend local readiness events on EMS



Participating in CSP



CSP is by invitation only



Choose the appropriate CSP model: 1-Tier or 2-Tier reseller



If 1-Tier model, contact your local Microsoft representative



If a 2-Tier reseller, contact authorized CSP 2-Tier Distributors in your market



1-Tier partner nomination process



1-Tier partner nomination process



Partner resources



Partner resources

<https://mspartner.microsoft.com/en/us/pages/solutions/cloud-reseller-overview.aspx>



The screenshot displays the Microsoft Partner Network website. At the top, there is a navigation bar with the Microsoft logo, a date 'Register Now | WPC 2015, July 12-16', and a user profile icon. Below the navigation bar, the page title is 'Partner Network' with a search bar. The main content area is titled 'Microsoft Cloud Solution Provider program' and includes a welcome message and a list of benefits. The benefits are presented in a grid of six cards, each with an icon and a brief description. The cards are: 'Onboarding', 'Pre-launch', 'Plan and deliver', 'Get support from Microsoft', 'Program updates and changes', and 'For partners onboarded in the CSP program'. At the bottom, there is an 'Additional resource' section.

Microsoft Partner Network

Register Now | WPC 2015, July 12-16

Search Microsoft Partner Network

Membership Solutions Resources Support Community Worldwide Partner Conference

Home Solutions Microsoft Cloud Solution Provider Overview Contact Microsoft Partner Network

Microsoft Cloud Solution Provider program


Welcome to the new Microsoft Cloud Solution Provider (CSP) resource center. This serves as the central hub to find all benefits, resources, and tools accessible to you as a Microsoft Cloud Solution Provider.

The CSP program allows you 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 you to:


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

Whether you are new to the program or ready to start selling, explore the resources below to get started.




Onboarding

Learn more about how to onboard onto CSP with a dedicated learning path and onboarding lifecycles.




Pre-launch

Get ready to transact, access important information, templates, and training that will allow you to support your customers and make the most of your status as a Microsoft Cloud Solution Provider.




Plan and deliver

Access key operational and product readiness information.




Get support from Microsoft

Review FAQ documents and information on how to receive Microsoft support.



Program updates and changes

Receive information on product updates and changes.



For partners onboarded in the CSP program

Review resources that are available to partners who have successfully on-boarded to the CSP program.

Additional resource
Onboarded CSP partners can access the partner admin center here.



Thank you



Appendix

EMS offerings

Introducing the Microsoft Enterprise Cloud Suite

Empower users with best-in-class productivity across devices while providing IT security & control

Cloud and hybrid identity management

Mobile device management

Information protection

Enterprise Mobility Suite

Azure Active Directory Premium

= Azure AD for Office 365 +

- Single Sign on for all cloud apps
- Advanced MFA for all workloads
- Self Service group management and password reset with write back to on prem directory
- Advanced security reports
- FIM (Server + CAL)

Microsoft Intune

= MDM for Office 365 +

- PC Management
- Mobile App Management (prevent cut/copy/past/save as from corporate apps to personal apps)
- Secure content viewers
- Certificate Provisioning
- System Center integration

Azure Rights Management

= RMS for Office 365 +

- Protection for on-premises Windows Server file shares

Basic Identity Mgmt via Azure AD for Office 365:

- Single Sign on for Office 365
- Basic Multifactor Authentication (MFA) for Office 365

Basic Mobile Device Management via MDM for Office 365

- Device Settings Management
- Conditional Access
- Selective Wipe
- Built into Office 365 Mgmt Console

RMS Protection via RMS for Office 365

- Protection for content stored in Office (on prem or Office 365)
- Access to RMS SDK
- Bring your own Key



Azure Active Directory Editions

	Features	Free edition	Basic edition	Premium edition
Common features	Directory as a service	✓ Up to 500K objects	✓ No object limit	✓ No object limit
	Provides Single Sign-on (SSO) to more than 2500 SaaS applications	✓ Up to 10 apps per user	✓ Up to 10 apps per user	✓ No app limit
	User-based application access management and provisioning	✓	✓	✓
	Directory synchronization tool – For syncing between on-premises Active Directory and Azure Active Directory	✓	✓	✓
	Standard security reports	✓	✓	✓
Premium and Basic features	High availability SLA uptime (99.9%)		✓	✓
	Group-based application access management and provisioning		✓	✓
	Customization of company logo and colors to the Sign In and Access Panel pages		✓	✓
	Self-service password reset for cloud users		✓	✓
	Application Proxy to publish internal web applications for secure remote access		✓	✓
Premium-only feature	Self-service group management for cloud users			✓
	Self-service password reset with on-premises write-back			✓
	Microsoft Identity Manager (MIM) server licenses – For syncing between on-premises databases and/or directories and Azure Active Directory			✓
	Advanced anomaly security reports (machine learning-based)			✓
	Advanced application usage reporting			✓
	Multi-Factor Authentication service for cloud users			✓
	Multi-Factor Authentication server for on-premises users			✓

Azure MFA Offering Comparison

	MFA for Office 365/Azure Administrators	Windows Azure Multi-Factor Authentication / EMS
Administrators can Enable/Enforce MFA to end-users	✓	✓
Use Mobile app (online and OTP) as second authentication factor	✓	✓
Use Phone call as second authentication factor	✓	✓
Use SMS as second authentication factor	✓	✓
Application passwords for non-browser clients (e.g. Outlook, Lync)	✓	✓
Default Microsoft greetings during authentication phone calls	✓	✓
Custom greetings during authentication phone calls		✓
Fraud alert		✓
MFA SDK		✓
Security Reports		✓
MFA for on-premises applications/ MFA Server.		✓
One-Time Bypass		✓
Block/Unblock Users		✓
Customizable caller ID for authentication phone calls		✓
Event Confirmation		✓

Azure RMS Offering Comparison

	RMS for Office 365	Azure RMS (EMS)
Consume & Create RMS content with company ID	✓	✓
Protection for content stored in Office 365	✓	✓
Protection for content stored in on prem Office (Exchange, Sharepoint via RMS Connector)	✓	✓
Bring your own Key (Hybrid protection)	✓	✓
RMS protection for non office files	✓	✓
RMS SDK	✓	✓
RMS On Prem Connector for on-premises Windows Server file shares* (via RMS FCI Connector)		✓

* As of July 1, 2014

Device management feature comparison

Category	Feature	Exchange ActiveSync	MDM for Office 365	Intune
Device configuration	Inventory mobile devices that access corporate applications	✓	✓	✓
	Remote factory reset (full device wipe)	✓	✓	✓
	Mobile device configuration settings (PIN length, PIN required, lock time, etc.)	✓	✓	✓
	Self-service password reset (Office 365 cloud only users)	✓	✓	✓
Office 365	Provides reporting on devices that do not meet IT policy		✓	✓
	Group-based policies and reporting (ability to use groups for targeted device configuration)		✓	✓
	Root cert and jailbreak detection		✓	✓
	Remove Office 365 app data from mobile devices while leaving personal data and apps intact (Selective wipe)		✓	✓
	Prevent access to corporate email and documents based upon device enrollment and compliance policies		✓	✓
Premium mobile device & app management	Self-service Company Portal for users to enroll their own devices and install corporate apps			✓
	Deploy certificates, VPN profiles (including app-specific profiles), and Wi-Fi profiles			✓
	Prevent cut/copy/paste/save as of data from corporate apps to personal apps (Mobile application management)			✓
	Secure content viewing via Managed browser, PDF viewer, Imager viewer, and AV player apps for Intune			✓
	Remote device lock via self-service Company Portal and via admin console			✓
PC management	PC management (e.g. inventory, antimalware, patch, policies, etc.)			✓
	OS deployment (via System Center ConfigMgr)			✓
	PC software management			✓
	Single management console for PCs and mobile devices (through integration with System Center ConfigMgr)			✓