



# Monthly Partner Update

April

Partners make more possible





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## Program Updates





# Modern Work





# Update on what's new



## New CloudChampion trainings



New online training programs available on CloudChampion

First out, we have launched a new [Teamwork and Security program](#)

Secondly, we have launched a program focusing on M365 [Business Voice](#) covering the basics of Business Voice, Cloud Telephony and Direct Routing



Upcoming session on [Microsoft Teams Phones](#) on April 19th at 11h CET

## New M365 BP Partner Playbook & Webinars

[New partner playbook](#) focusing on Microsoft 365 Business Premium.

The playbook spans across service development, sales, technical and deployment content and is built to help you as a partner to successfully go to market with your M365 BP solution.

New [webinar series](#) available on demand for Microsoft partners. Includes successful partner examples as well as technical checklist from Microsoft experts.



# What's (still) hot



## Customer Workshop Tool

The [Customer Workshop Tool](#) enables you as a partner to do agile customer assessments to find the right solution for customers, or do a customer workshop

Workshop focuses on Secure Remote work and Business Voice

The tool includes a 3-year ROI projection

You can choose to include deployment and get a customer deployment plan

Export the assessment results easily into PowerPoint and present directly to the customer

## M365 Business Voice Partner Playbook

Microsoft 365 Business Voice [Partner Practice development guide](#).

This guide is built to help you as a Microsoft 365 partner to expand your offering to Business Voice and Cloud Telephony.

The guide spans across sales and technical content structured through learn, market & sell.

## Partner Incentives

Global CSP partner incentives to support Modern Work + Security customer acquisition and upsell to Premium SKUs. Find all details [here](#).

- 4% Cloud Revenue accelerator
- 5% Strategic Product Accelerator for Premium SKUs
- 10% accelerator for new customer adds



# Helpers



## [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.

## [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.



# Surface for Business



 Microsoft Surface



# Update on what's new



## Product Announcements

Fresh off the press – new Surface devices have been launched! Join us and get familiar with all the new updates – [know more](#).

### NEW Surface Laptop 4

Get 70% more speed than before and more multitasking power, fueled by a Quad Core 11th Gen Intel® Core™ or custom AMD Ryzen™ Microsoft Surface® Edition processor.



### Surface Duo – WE Expansion

The most productive device that fits in your pocket, opening into the thinnest mobile device on the market is now expanding to 9 WE markets<sup>1</sup>.



### NEW Surface Headphones 2+

Experience high-quality calls and intuitive touch controls that bring Microsoft Teams front and center – 13 levels of active noise cancellation and up to 15 hours of voice calling time.



### NEW Accessories Certified for Microsoft Teams

Accessories certified for Microsoft Teams deliver high-quality audio, connectivity, mobility, and comfort.

## Surface Academy

As a valued Microsoft partner, you are an important ally in Microsoft's vision to transform work as we know it into digitally empowered Modern Workplaces.

This round of our Surface Academy Series is suited for all partners, whether you have been selling Surface for many years or you are just getting started.

Three workshops have already taken place with over 225 attendees. Don't miss out on the next four workshops which are planned on the following dates:

- **April 15th** | Surface Portfolio Update
- **April 21st** | Essential Marketing Tactics
- **April 27th** | Market Insights & Trends
- **April 29th** | M365 Fundamentals

Visit the [event page](#) for more details and registration.



## Q4 Promotional Offers

Get to know the latest and greatest promotional offers on Surface for Business devices.

### Surface Pro 7

Ultra-light and versatile, our flag ship form factor. Offer available on the standalone device at **15% off** net MSRP or device with type cover option **20% off** net MSRP when purchased with eligible type cover.

### Surface Laptop 3 – 13" & 15"

The perfect everyday laptop to make a bigger impact on productivity. **Up to 30% off** net MSRP available on both 13.5" and 15" devices.

### Surface Pro 5 with 4G LTE Advanced

The perfect laptop for secure connectivity and remote management. **Up to 25% off** net MSRP.

These offers are available for commercial customers only through April-May 2021, while supplies last.

**Interested?**

**Please contact your local Microsoft PDM.**

## C3 Surface Workshops

C3 Surface Modern Workshops are partner-led pre-sales training engagements for customers, designed to show the value of modern solutions with Surface and Microsoft 365.

The workshops-in-a-box will cover the entire Surface device family, innovative approaches to modern management and deployment with Windows Autopilot, and how you can bring it all together for customers.

The goal is to help you showcase the managed services and capabilities while increasing adoption of Surface and Microsoft 365 services.

Partners will receive \$2,000 USD per 1-to-few workshop.

**Interested?**

**Please contact your local Microsoft PDM.**



<sup>1</sup> Available in Austria, Belgium, Denmark, Finland, Ireland, Italy, Netherlands, Spain, Switzerland.





# What's (still) hot



## Surface Pro 7+

*Available with LTE Advanced*

Beginning this year, Surface Pro 7+ has joined the Surface for Business portfolio – offering the versatility, connection, and security that enterprises and educational institutions need to adapt to the changing landscape.

- Faster than before. **Now with optional LTE Advanced**, you can keep connected better than ever.
- Amazing versatility. The **2-in-1 form factor** adapts to the way you work.
- Seamless integration. Get **enterprise-grade manageability** with rapid, remote deployment and premium support.



Visit the [Surface Reseller Alliance portal](#) to download the latest Surface Pro 7+ sales resources and marketing assets like product images, sales pitch decks, fact sheets and readiness materials.

## Surface Hub 2S 85"

*Now shipping*

**Surface Hub 2S 85" is now shipping** to commercial customers across WE markets.

The new model provides over six feet of space edge to edge on an anti-glare 4K screen large enough to accommodate distancing participants with good viewing angles anywhere in the room.

Learn more about Surface Hub through the Surface Reseller Alliance Portal [here](#).



### **Bid Grid Booster One Time Offer for Surface Hub 50"**

This Promotion provides for an **additional discount of 2% through the Surface Hub Bid Grid Pricing Program** on single transactions of Surface Hub 2S 50" when sold by Authorized Device Distributors through Authorized Device Resellers and Distribution Managed Partners to commercial customers.

## Partner Business Use Program

Introducing a simplified path for **Surface distributors and resellers to purchase select discounted Surface devices for internal use**. Quantities are limited to the number of the partners employee base.

Authorized Surface partners can purchase some of the newest members of the Surface family e.g., the Laptop Go and the Surface Pro 7+ for their **internal employee base** at **up to 20% discount** off the regular MRSP. Equally, the Surface Hub 2S 50in is available at **up to 15% off the Surface Hub** regular Manufacturer's Suggested Retail Price (MSRP).

And that's not all, we will continue to add more devices to the line-up as they come to market.

**For more info:**  
**Resellers should contact Surface ADDs.**  
**Offer available up to June 30, 2021**

## Demo Program

The Surface Demo Program allows authorised Distributors and resellers to **purchase a limited number of demo versions of Surface PC devices and accessories to support end customer-focused business development activities**, and to place devices in the hands of end customers evaluating Surface purchases

Discounts\* - off the Manufacturer's Suggested Retail Price (MSRP):  
- **Surface Devices and accessories: 50% off**  
- **Surface Hub 2S (50" and 85"):** 40% off

\*Order limits are set based on the partners previous semester sales, per territory.

**Discount demo units also available for approved deal registration customers:**  
- Limits are linked to deal size and for PC devices only, units must be purchased within 90 days of the deal registration approval date

**For more info:**  
**Resellers should contact Surface ADDs.**



# Helpers



## Reseller Alliance Portal

The portal to visit for all Surface partners. From tools and assets to news and pricing, explore resources made to help you build and grow your Surface-based business.

[Visit the SRA portal](#)\*

- [Registration and onboarding](#)
- [Marketing Assets](#)
- [Training](#)
- [News and announcements](#)
- [Promotional Offers](#)

\* *Registration required*

## Operations Portal

Learn to transact with Microsoft Surface with resources that will help you access product launch information, operational enhancements, pricing programs and order placement.

[Visit the Operations Readiness](#)\*

[Pricing Information \(MSRP list\)](#)\*

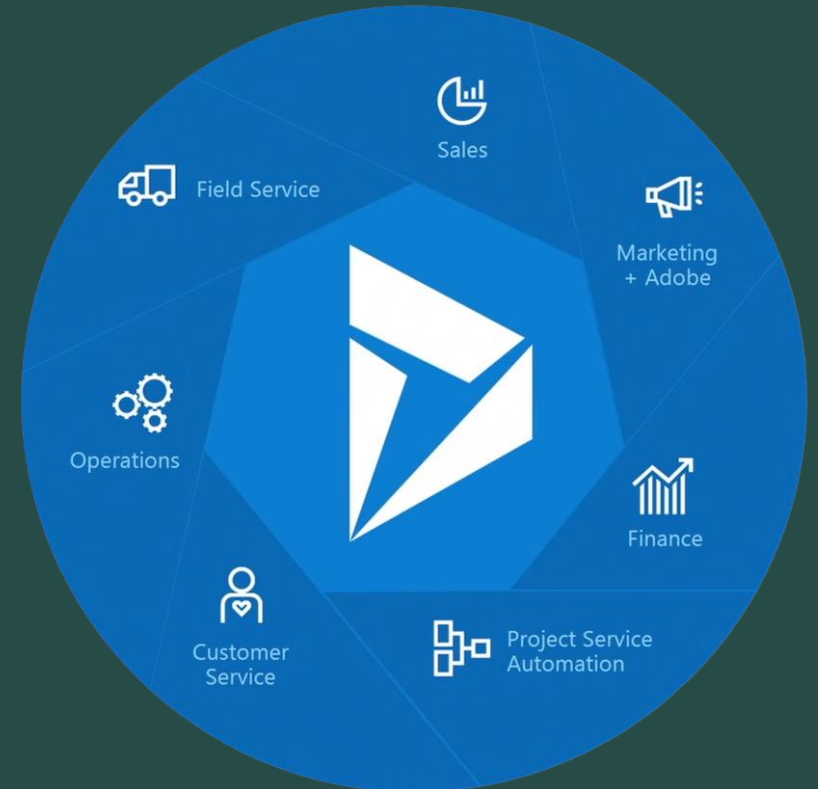
\* *Registration required*

## More @ Microsoft.com

- [Consumer website](#) with Surface products, accessories, product finder and deals
- [Customer stories](#) by country, industry and product.
- [M365 Co-Sell](#): Technical and sales enablement training to help you introduce Modern Work + Security solutions to customers.
- [Microsoft Partner Center](#)\*: Access key resources to help you build, certify, and market your apps and services.
- [Accessories](#)
- [Sustainability Report](#)

\* *Registration required*

# BizApps



# Western Europe SMB Dynamics Customer Stories – logo's





# Western Europe SMB Dynamics Customer Stories – overview per sub, size, solution and industry

Customer	Sub	Partner	size	D365 Solutions	Industry
<a href="#">Argusi</a>	Netherlands	Xperity	11-50	SalesPro	Manufacturing
<a href="#">Leerwerk</a>	Netherlands	Xperity	51-200	SalesPro	Government
<a href="#">Ullman</a>	Sweden	NAB	11-50	BC	Manufacturing
<a href="#">Multideur</a>	Netherlands	Prodware	11-50	BC	Manufacturing
<a href="#">Travel Operations</a>	Denmark	Alpha Travel	11-50	BC	Leisure
<a href="#">Iqfuel</a>	Sweden	Zelly/NAB	11-50	BC & SalesPro	Consumer goods
<a href="#">Partner2Partner use case (Iqfuel)</a>	Sweden	ABC-E/Zelly/NAB	11-50	BC & SalesPro	Consumer goods
<a href="#">West Wood Club</a>	Ireland	Spanish Point	201-500	Sales&PowerApps	Sports
<a href="#">NTPF</a>	Ireland	Spanish Point	51-200	Sales&PowerApps	Healthcare
<a href="#">Swyft Energy</a>	Ireland	Spanish Point	51-200	Sales&PowerApps	Energy
<a href="#">Prio</a>	Portugal	BizDirect	201-500	Sales	Energy
<a href="#">Kelliher's Electrical</a>	Ireland	Sysco	51-200	F&O	Electrical Wholesale
<a href="#">Geometius</a>	Netherlands	Blockx	11-50	BC	Information Technology
<a href="#">Comfizone</a>	Ireland	Simply Dynamics	51-200	BC	Consumer Goods
<a href="#">Euro-base</a>	Ireland	Simply Dynamics	11-50	BC	E-commerce
<a href="#">C &amp; C Group (Tennents)</a>	Ireland	Pro Strategy	201-500	BC&Sales&Field&PP	Brewery
<a href="#">Payzone</a>	Ireland	Pro Strategy	51-200	Sales&Field&PP	Mobile Payments
<a href="#">Coming Lifestyle BV</a>	Netherlands	Succeed IT	11-50	BC	Furniture
<a href="#">CST Tires</a>	Netherlands	ABCE Business	11-50	BC	Automotive
<a href="#">BelOrta</a>	Belgium	Cegeka	201-500	Sales	Food
<a href="#">Innovaderma</a>	Belgium	Scapta	11-50	BC	Health & Wellness
<a href="#">Machiels Real Estate</a>	Belgium	Scapta	201-500	BC	Environmental Services
<a href="#">Bodegas Copaboca</a>	Spain	Tipsa	11-50	BC	Consumer goods
<a href="#">Dorema</a>	Netherlands	ABC E Business	11-50	BC	Consumer goods
<a href="#">Sumarroca</a>	Spain	Tipsa	11-50	BC	Consumer goods



Update on what's new



**New Business  
Central to-  
customer  
awareness  
video**





# Update on what's new



## Get started earning a competency

1. Track your progress in [Partner Center](#)
2. Explore the [Cloud Business Applications SMB option for SMMCS competency attainment learning path](#)
3. Learn how [PCI](#) scoring works
4. Read up on [advanced specializations](#)
5. Find other [competencies](#) and [advanced specializations](#)

### Questions?

Contact support through Partner Center for questions on your PCI score

UPCOMING SESSION IN  ON APRIL 28th 4h CET



# LinkedIn share links for the SMB Competency Event on 28 April!

Austria: <https://www.linkedin.com/feed/update/urn:li:activity:6787343598422646784>

Ireland: <https://www.linkedin.com/feed/update/urn:li:activity:6787343617519321089>

Switzerland: <https://www.linkedin.com/feed/update/urn:li:activity:6787343639145148416>

Norway: <https://www.linkedin.com/feed/update/urn:li:activity:6787343651040190464>

Sweden: <https://www.linkedin.com/feed/update/urn:li:activity:6787343659567198208>

Finland: <https://www.linkedin.com/feed/update/urn:li:activity:6787343664696832000>

Denmark: <https://www.linkedin.com/feed/update/urn:li:activity:6787343671361576960>

Portugal: <https://www.linkedin.com/feed/update/urn:li:activity:6787343677929877504>

Italy: <https://www.linkedin.com/feed/update/urn:li:activity:6787343684665917440>

Belgium: <https://www.linkedin.com/feed/update/urn:li:activity:6787343690231771136>

Spain: <https://www.linkedin.com/feed/update/urn:li:activity:6787343696590319616>

Netherlands: <https://www.linkedin.com/feed/update/urn:li:activity:6787343707533258752>





# Optimizing sales productivity Microsoft Dynamics 365 Sales Professional Conversation Guide

## Guidance

Differentiate your Microsoft business from the competition and drive more revenue by offering existing customers a simple, easy-to-deploy CRM sales tool that already integrates with their Microsoft technology stack.

## Overview: Better together

Dynamics 365 and Microsoft 365 work together seamlessly, enabling sales and marketing teams to easily manage customer relationships and close deals within familiar tools like Outlook, Word, Excel, and Teams.

## Target customers who:

- Already use Microsoft 365.
- Want to explore cloud solutions.
- Need a sales automation or CRM solution or who have outgrown their existing tools.
- Want to optimize their sales productivity.

## Talk to:

- Sales and marketing lead or director.

See resources on last page

## Discover the opportunities

Businesses don't have time to waste in today's fast-paced marketplace. To stay agile, your customers are adopting new business models, enabling remote work, and looking to the cloud for solutions. You can help sales and marketing teams optimize processes, transform insights, and enable remote collaboration with Dynamics 365 Sales Professional.

**50%** of sales time is spent on unproductive targets.<sup>1</sup>

**73% of people** surveyed say that customer experience influences buying.<sup>2</sup>

**Digital sales are 2x** more important than they were pre-Covid-19.<sup>3</sup>

### Sellers spend more time:

- › Researching contacts & identifying targets
- › Switching between disparate sales tools

### Sellers need more time

- › Engaging customers directly and effectively

## Start a customer conversation

Are your sellers:	With Dynamics 365 Sales Professional sellers can:
Able to quickly identify new and high-potential prospects?	<ul style="list-style-type: none"> <li>• Gain intelligent insights like predictive lead-scoring within Microsoft Teams, a productivity hub for file sharing, conferencing, calls, and chat.</li> <li>• Create a sales pipeline including custom predictive models.</li> </ul>
Overwhelmed by too many sales tools and flipping between multiple apps to close deals?	<ul style="list-style-type: none"> <li>• Work together on sales documents, manage schedules, and host meetings in one place.</li> <li>• Surface customer engagement records, sales insights, and alerts from inside their Outlook inbox.</li> </ul>
Able to drive customer engagement with contextual sales data?	<ul style="list-style-type: none"> <li>• Get a holistic view of the customer and create more compelling, personalized emails within Outlook.</li> <li>• Shorten sales cycles with guidance provided within sales records.</li> </ul>
Working remotely or hybrid scenarios with both on-premise and remote work?	<ul style="list-style-type: none"> <li>• Collaborate on deals from almost anywhere with an integrated cloud platform including enterprise-class video conferencing.</li> <li>• Work on-the-go with mobile apps across all your devices.</li> </ul>

1. IDC FutureScape: Worldwide Small and Medium-Sized Business 2021 Predictions  
 2. Experience is everything: here's how to get it right, PwC, 2020.  
 3. The B2B digital inflection point: How sales have changed during Covid-19, McKinsey, April 2021

# Help customers discover the value of a modern digital sales platform

**Reduce busy work and spend more time closing deals.** Increase business agility, boost seller productivity and build better customer relationships with a modern solution that's easy to deploy and works inside familiar tools like Microsoft 365.



## Amplify opportunity

Gain agility and work smarter with sales capabilities and intelligent insights delivered in familiar productivity tools.



## Optimize productivity

Respond quicker to customers and work securely on the go from almost anywhere with contextual news, data, and task flows at your fingertips.



## Create a winning experience

Increase customer engagement and loyalty with tailored interactions that help close deals faster and boost sales revenue.

## Objection handling

Get prepared to handle some common concerns and perceptions about adopting Dynamics 365 Sales Professional.

*Already using a competitive solution/many solutions.*

Dynamics 365 Sales Professional offers many unique benefits, including seamless integration with the productivity tools you're already using like Outlook and Excel, plus chat, file sharing, and video conferencing in Teams.

- Streamline your workflow and accelerate selling right inside the apps you use every day.
- Save time with contextual insights and task automations instead of switching between apps.
- Work with prebuilt dashboards and charts that give you a 360-degree view of your sales data and team performance.

*I don't have time, skills, or budget for a complicated, lengthy deployment.*

Dynamics 365 Sales Professional is quick to implement and easy to maintain. Start simply and economically—with just the capabilities your sales teams need now.

- You can get up and running in hours and use your existing Microsoft 365 settings to accelerate setup.
- Get pre-packaged applications with role-based set-up and easy configuration.
- Add more advanced capabilities as needed, from predictive lead scoring and LinkedIn integration to marketing and customer service.

*My teams are already stretched thin—they don't have time to learn a new tool.*

If your employees know how to use Office, they know already know how to use Dynamics 365 Sales Professional, which works inside familiar apps like Outlook, Excel, and Teams. And with a streamlined workflow, sellers have more time available to spend with customers.

- Surface customer engagement records, sales insights, and alerts from inside their Outlook inbox, either on the web or on their phone.
- Tailor and personalize emails based on a holistic view of the customer's interactions across the company.
- Your whole team can make data-driven decisions using prebuilt dashboards. Get insights at-a-glance, including information on sales team performance, the status of opportunities in your pipeline, and important financial data like estimated versus actual revenue.

*We're already dealing with a lot of change—this isn't the best time for adopting new technology.*

Your customers are adopting new business models including remote work, and so can you. Using a sales tool combined with a remote work solution like Microsoft 365 can help you stay on top of today's challenges—and it's quick and easy to deploy too.

- Work with CRM information such as customer records, sales content, reports and updates directly within Microsoft 365 apps like Teams and Outlook.
- Share a sales presentation, then easily schedule a review meeting or call with a few clicks, without switching applications.

# Additional information and selling resources

Dynamics 365 Sales Professional overview: [Visit webpage >](#)

Learn about Dynamics 365 and Teams innovations: [Read the blog >](#)

## How to win over customers with Dynamics 365 Sales Professional



### Understand & articulate value proposition

Review elevator pitch

[Download](#)



### Watch overview

See the better-together story in action

[Watch now](#)



### Build skills

Explore Dynamics 365 learning paths and modules

[Learn more](#)



### Execute a plan

Create a marketing plan, target customers, and leverage our go-to-market resources

[Visit site](#)

## Sales and marketing tools

[Dynamics 365 Sales Partner Opportunity Deck](#)

[Dynamics 365 Sales Customer Pitch Deck](#)

[Dynamics 365 Sales Professional GTM portal](#) (Right-hand column)

## Demo videos

[Modernize sales productivity with Microsoft Dynamics 365 for Sales Professional](#)

[Streamline sales and close deals faster with Dynamics 365 Sales Professional](#)

[Drive productivity with Dynamics 365 Sales Professional and Office 365](#)

## TIP: emphasize customers' three steps to success

- 1 Unify sales and marketing processes
- 2 Modernize insights
- 3 Enhance remote collaboration & automate tasks

## Customer stories

- › Learn how Luck Stone gained 308% ROI in less than eight months. [Read the case study](#)
- › Find out how Northrop & Johnson saw a 70% increase in charter sales. [Learn more](#)
- › [Have a look](#) how Argusi grows sales through increased lead generation and conversations
- › [Learn how](#) iQ Fuel is boosting sales with technology focused on data insights

Get the latest sales readiness and go-to-market resources from Microsoft

[Visit the Dynamics 365 Partner Portal](#)





# Microsoft Dynamics 365 Business Central

## Conversation guide

A comprehensive, cloud-based business management solution, Dynamics 365 Business Central connects teams across finance, sales, service, and operations within a single easy-to-use application.

Dynamics 365 and Microsoft 365 work together seamlessly, enabling teams to complete everyday business processes within familiar tools like Outlook, Word, Excel, and Teams.

### Guidance

Differentiate your Microsoft business from the competition and drive more revenue by offering small and midsize business (SMB) customers a cloud business management solution to solve today's challenges. Use this guide to start a conversation with your customers and help them take the next step.

### Target customers

SMBs in manufacturing, distribution, professional services and more.

### Target audience

Business owners and leaders

See resources on last page

## Discover the opportunities

More than 90% of the world's businesses are SMBs, and they're looking for ways to adapt faster, work smarter and perform better. Your customers are innovative, fast-paced business leaders who need to solve tough problems yesterday. Help them become more collaborative, productive and impactful using Dynamics 365 Business Central.

### Know your customer

- › Needs fast solutions to problems
- › Wears multiple hats, no extra time
- › Passionate about their business
- › Expects a consumer, digital buying experience enhanced by personalized service
- › Loyal once a decision is made

### Top challenges include

- › Razor-thin profit margins
- › Budget and resource constraints
- › Information silos
- › Inefficient manual processes
- › Mobile and remote workforce
- › Global competition

## Help your customer decide: Start a conversation

Question	With Dynamics 365 Business Central you can
How many different systems are you using?	Connect systems and processes with Microsoft Dynamics 365 Business Central and Microsoft 365. Automatically pull your systems and processes together so your people don't have to.
How many apps do you/your employees use to finish a task?	Collaborate and take care of multiple business processes in one place. For example, you can check your email and create a quote by surfacing contextual customer relationship information, sales records, and inventory data within Outlook. Then, schedule and start a Teams meeting with your customer in a few clicks.
How many of your employees are working remotely? How has that changed?	By connecting Dynamics 365 Business Central with Microsoft 365, you can work from almost anywhere using nearly any device. You can videoconference, chat, call, collaborate, and seamlessly share Dynamics 365 Business Central records and information directly within Teams.
In what way would you like to improve insights and access to information across your organization?	Get a complete picture of your business with easy to create reports and dashboards. Built-in analytics helps proactively inform and guide employees. And you can get contextual business information right inside Microsoft 365 apps you use every day, like Outlook and Teams.

# Help customers discover the value of a modern business management solution

**Run your business in the cloud with confidence.** Empower people across your SMB to be more collaborative, more productive, and more impactful using Microsoft Dynamics 365 + Microsoft 365 to run your business operations.



## More collaboration

Improve teamwork and respond faster from almost anywhere by seamlessly connecting your people, business processes, and customers.



## More productivity

Streamline workflow and get more done with automated business processes and actionable insights delivered inside the productivity tools you use every day.



## More impact

Optimize the customer journey and create a competitive advantage with a personalized, engaging experience at every touch point, from frontline to fulfillment.

## Objection handling

Get prepared to handle some common concerns and perceptions about adopting Dynamics 365 Business Central.

*Already using a competitive solution/too many solutions/too much disruption.*

- **Deploy in weeks, not months**, with built-in onboarding guidance that walks you through setup and helps your people through processes.
- **Get operational choice** with multiple deployment options and the ability to run on desktop, tablet, or mobile.
- **Break down information silos.** With Dynamics 365 Business Central, you can deploy a single solution to manage your finance, sales, services, and operations and integrate applications like payroll, banking apps, CRM systems, e-commerce, or customer APIs.
- **Adapt to anything** with the freedom to tackle market condition changes, new business priorities, and customer opportunities as they emerge using the Microsoft cloud to quickly adopt new solutions.

*My employees don't have time to learn a new solution.*

- **Streamline quote to cash**, all within Outlook in Microsoft 365. Outlook isn't just for email and calendars anymore. Now you can go from quote to cash **without switching applications.**
- Set up customers or vendors, create quotes, process orders, and submit invoices without **leaving your inbox.**
- Easily export data into Excel to analyze and update, then write back into Business Central.
- Create outgoing documents directly in Word using your **business data.**

*I'm busy running my business—I don't have time myself to take on new technology.*

- **Ensure your people will adopt new processes** by using familiar technology that empowers them to get their work done faster.
- **It's as easy as checking your email** or clicking on Teams, where you can surface prebuilt dashboards and charts that give you a 360-degree view of your business data and team performance.
- **Centralize your data** from accounting, sales, purchasing, inventory, and customer interactions for accurate end-to-end visibility across your organization. All data stays up-to-date so you can spot trends, prevent issues, and deliver great customer experiences.

*We already spend too much time and money maintaining our existing systems.*

- Running your business applications in the cloud means **reduced upfront software** costs and no costly on-site servers to manage, plus you can add or remove users as your team changes. You can spend more time running your business, and less time worrying about IT. Start with what you need now and grow at your own pace. Handle the most common business processes from day one, like quotes, orders, invoicing, purchasing, inventory management, and reporting.
- It's in the cloud, so it's **easy to set up, manage and scale.** You can also easily integrate industry-specific solutions to meet your unique business needs.

## Additional information and selling resources

### How to win over customers with Dynamics 365 Business Central



#### Solution overview

Discover the value of Business Central in this short video.

[Watch now](#)



#### Explore features

Learn more about the capabilities of Dynamics 365 Business Central.

[Visit website](#)



#### Acquire skills

Take this learning path to learn how to set up a trial, find out what's available, and learn some personalization options.

[Learn more](#)



#### Execute a plan

Create a marketing plan, target customers, and leverage our go-to-market resources.

[Visit site](#)

### Sales and marketing tools

[Reimagine Productivity](#)

[Savvy SMB Leaders Buyer's Guide](#)

**Coming soon!**

[Essential KPIs for SMBs](#)

**Coming soon!**

### Demo videos

[Drive transformative business results](#)

[Unlock productivity using Business Central and Outlook](#)

[Scale your business with Business Central](#)

### Tip. Emphasize customers' three steps to success

**1 Adapt faster:**  
Connect teams within a single solution

**2 Work smarter:**  
Simplify processes using familiar Microsoft apps

**3 Perform better:**  
Enhance remote collaboration and better serve customers

### Customer stories

- › Empowering employees at Mall of America. [Read story.](#)
- › Building a successful start up at iQ Fuel. [Learn more.](#)

Get the latest sales readiness and go-to-market resources from Microsoft

[Visit the Dynamics 365 Partner Portal](#)





# What's (still) hot



Sales Professional and Dynamics Customer Service Professional: Limited time offer from August 3 2020, to June 30<sup>th</sup>, 2021

## Promotion Details

Qualifying customers will receive a [100% discount in the first 4 months](#) with a minimum 1-year commitment.

- **Qualifying product:** Dynamics Sales Professional and Dynamics 365 Customer Service Professional. Customer do not need to buy both products together, they are independent offers.
- **Offer duration:** August 3, 2020 through June 30, 2021
- **Sales channels:** CSP only
- **Available** in all Geographies that Sales Professional and Customer Service Professional is available.
- **Qualifying customers:** Net new to either Dynamics Sales Professional or Dynamics 365 Customer Service Professional



# What's (still) hot



## Power Platform Promo's

NEW

NEW

### Power Apps per app plan

Licensed by app  
\$10 user/app/month

Best for businesses that want to **license users for each app<sup>1</sup> they run**, with the flexibility to stack licenses for additional apps

*Per App Promo – 70%*  
**3\$**  
Min 200 seats

### Power Apps per user plan

Licensed by user  
\$40 user/month

Best for businesses that want **one license for users, regardless of the number of apps** they need to run

*Per User Promo – 70%*  
**12\$**  
Min 5000 seats

### Power Apps - Portals

Licensed per  
Authenticated Log-in

We see customer growth as they take advantage of Power Apps portals. To improve deal agility, we are **extending** current **tiers** to all channels and adding **two limited time offers**:

- Extending Tier 3 pricing to all channels (CSP, VL, Direct)
- Tier 4: min 25K login/mo; min 250 units @ \$32/unit/mo
- Tier 5: min 100K login/mo; min 1,000 units @ \$12/unit/mo

\*Promo Valid from June 1<sup>st</sup> to December 31<sup>st</sup> 2021

### Power Automate - RPA

Attended or Unattended

Best for businesses that want **one license for users, regardless of the number of apps** they need to run

- Seeding: RPA for Windows 10 Users (free)
- Attended: Limited time offer – \$15 with purchase of at least 5000 licenses
  - Channels: VL, CSP, Web direct

\*Promo Valid from April 1<sup>st</sup> to September 30<sup>th</sup> 2021

\*Promo Valid from December 1<sup>st</sup> 2020 to June 31<sup>st</sup> 2021



# Partner Incentives



# What's (still) hot



aka.ms/partnerincentives



↓ 75.9 KB

## CSP Indirect Reseller Incentive Overview

Learn about the FY20 CSP Indirect Reseller Incentive program purpose, eligibility, and rates.

2020-10-02



↓ 357.3 KB

## CSP Indirect Reseller Incentive Guide

Read this guide for more information on policies, rates, business rules, and payment processes.

2020-10-01



↓ 549.7 KB

## CSP Indirect Reseller Incentive Walking Deck

Incentive program summary and key details in presentation format.

2020-10-01



↓ 167.9 KB

## CSP Indirect Reseller Incentive Product Addendum

This is the CSP Indirect Reseller Product Addendum.

2020-10-01



↓ 28.0 KB

## CSP Indirect Reseller Incentive Estimator Tool

Develop estimates of incentives based on projected revenue scenarios.



↓ 3.4 MB

## Incentives in Partner Center

In this guide we explore how to use Partner Center for incentives including how to create Incentive...



## Co-Op Funds Resources

Access Co-op Funds Resources.



# Helpers



## [SMB Dynamics 365 for Partners](#)

General page with all up resources, tools and trainings for Dynamics SMB partners

## [Sales Professional - to Partner Deck](#)

Highlights the partner opportunity for partners to expand and grow their practice with Sales Professional

## [Business Central –to Partner Deck](#) (link is broken)

Highlights the partner opportunity for partners to expand and grow their practice with Business Central

## [Power Aps – to Partner Deck](#)

Highlights the SMB partner opportunity for partners to expand and grow their practice with Power Apps

## [SMB Dynamics Customer Stories Deck](#)

Logo slide and list of customers stories live in Western Europe.

## [Dynamics 365 Licensing Guide](#)

## [Power Platform Licensing Guide](#)

Partner Center: [Frontline Support](#)

## [Cloud Ascent](#)

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

## [Cloud Champion](#)

Free online training programs

## [Microsoft Certifications](#)

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

## **PCI – Partner Competence Indicators**

- What is PCI: <http://aka.ms/pcidoc>
- Learning Tools: <http://aka.ms/pcilearn>
- Partner Center: <http://aka.ms/pcpci>

## [SMB Partner to Partner Resources](#)

[SMB Promo](#): Sales Professional and Customer Service Professional – first 4 months for free



Azure



# Transition to Cloud Service Provider

WE Partner Summit – Azure Breakout – Tuesday 16/3/2021

[Deck](#) & [Recording](#)



- The Golden Age for Managed Service Providers – Jason Ader (William Blair)
- The MSP Journey – Herman Keijzer, Bruno Marcantonio (Microsoft)
- Massive Online Offer Development ([MooD](#)) – Laurent Glaenzer (Lemon Operations)
- Closing



Update on what's new



**Join the MOOD<sup>TM</sup>, to build your Azure-based customer offers with a proven offer creation and refinement process - now brought to you online .**

# THE MOOD™

Build your Azure-based customer offers with a proven offer creation or refinement process - now brought to you online

Accelerate your offer creation process

Bring your leadership team together to build or refine your own offer based on the ones proposed in the MOOD™.

Increase new customer acquisition

Increment your portfolio with offers that comply with the expectations of the new generation of customers

Grow with increased profits

Productize your business approach with one of the proposed offers to lower your customer acquisition cost and scale your reach.



## Virtual Desktop Service

Enabling company users to access their desktop environment anywhere, anytime and from any device



## Business Intelligence

Enabling company management to progressively shift their data into intelligence

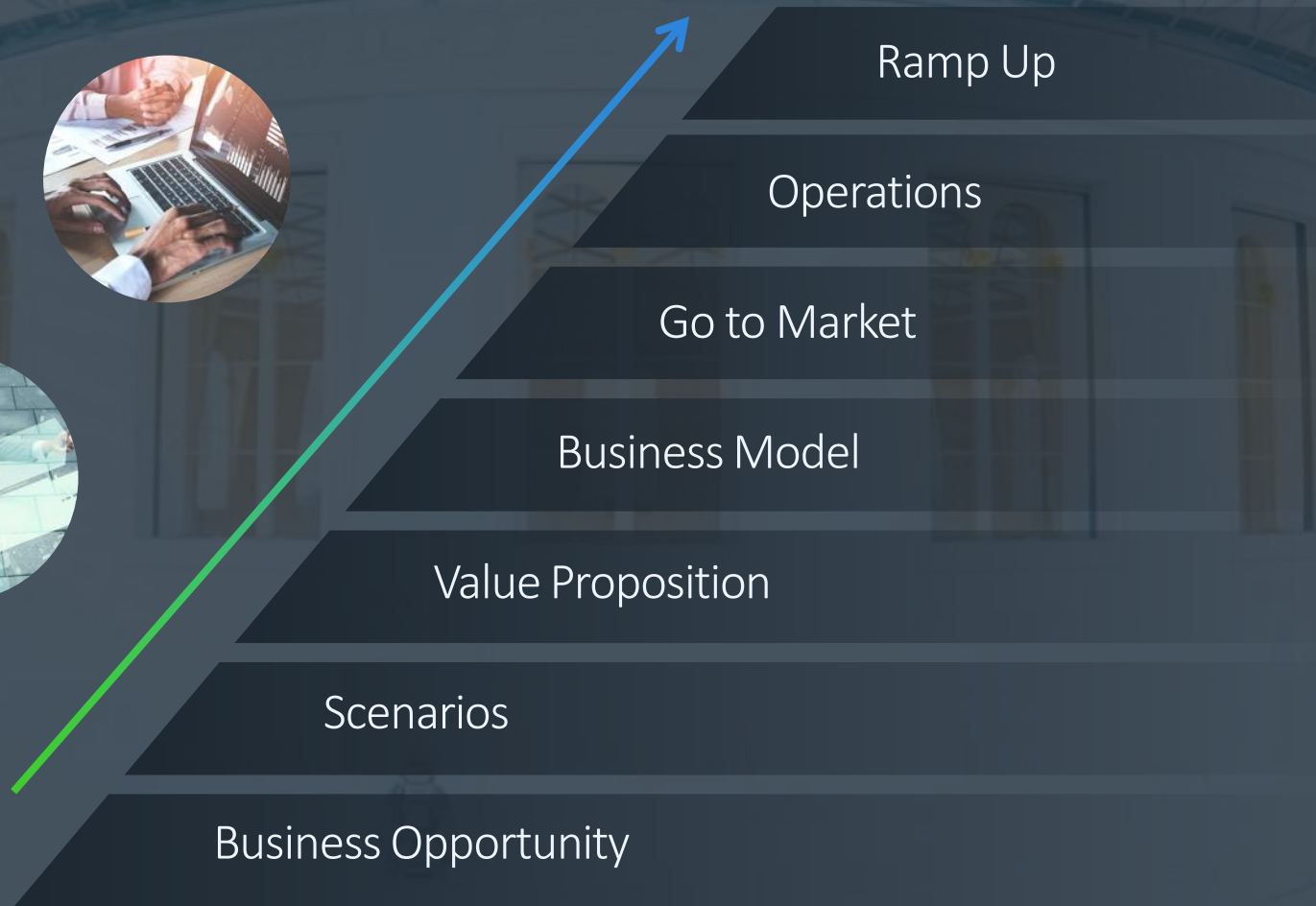


## Cloud Security

Protect company Cloud assets and data to ensure their peace of mind and unleash their innovation potential

3 “easy” predefined offers  
Widespread market opportunities  
Primarily addressing SMB customers

# MODULES





# THE MOOD™ PLUS

Microsoft Distributors to enhance the MOOD with their own products, platforms and services to

Reinforce the value proposition

Accelerate the development of the offer

Stimulate the ramp up

STAND OUT FROM COMPETITION



# What's (still) hot



WVD -30% Promotion for new customers extended till End of Q4 – rest of conditions stay the same

[Windows Virtual Desktop Offer | Microsoft Azure](#)

# WVD Promotion Offer details

**Save 30% of the Windows Virtual Desktop computing costs in D-series and Bs-series virtual machines for up to 90 days, for new customers, when using Microsoft's native solution and activated before June 30, 2021. [Activate the promotion directly in the Azure Portal in just a few clicks.](#)**

All channels and partner types are eligible to activate this offer provided they are administering on behalf of a customer.

The Offer is available only to new customers to Windows Virtual Desktop that begin using the Windows Virtual Desktop native solution for the first time during the Promo Offer Period with an Azure subscription.

At the end of the ninety (90) day period, unless prohibited by applicable law or otherwise specified in writing, the Windows Virtual Desktop session host VMs that you launched will automatically be billed at standard Azure rates unless you delete or deallocate the virtual machines following such ninety (90) day period.

The promotion is designed to target the SMB market to accelerate their migration to Azure. This offer is available only to WVD native deployments. Enterprise customers are eligible for our Azure Accelerate and Azure Migration Program (AMP) offers, which includes support for Citrix and VMware deployments on Azure.



# Helpers



Program/Investment	Eligibility	Program Overview	Customer Journey
<b>GTM Services</b>	<ul style="list-style-type: none"> <li>All MPN partners,</li> <li>Silver / Gold gets extra benefits</li> </ul>	<ul style="list-style-type: none"> <li>Targeting with Cloud Ascent</li> <li>Digital Content on demand to build your campaigns</li> <li>Solution Demand Generation services and nurturing</li> </ul>	<ul style="list-style-type: none"> <li>Targeting &amp; Qualification</li> <li>Envisioning</li> </ul>
<b>Customer Reference Stories *)</b>	<ul style="list-style-type: none"> <li>Any customer</li> <li>Good story around a deployed solution</li> </ul>	<ul style="list-style-type: none"> <li>The customer reference program is pre-funded. And we need lots of SMB customers to be part of this. Customers will love it! Please nominate your customers through TCM/PDM.</li> <li>TCM/PDMs you can share <a href="#">this</a> brochure with customers to get their interest and explain the program. Nomination site for Microsoft employees is <a href="#">here</a>.</li> </ul>	<ul style="list-style-type: none"> <li>Envisioning</li> </ul>
<b>Solution Assessments *)</b>	<ul style="list-style-type: none"> <li>SMB Accounts 10 VM's</li> </ul>	<ul style="list-style-type: none"> <li>Cross-segment program for assessing customers IT Estate from migration/modernization perspective, with goal of activating new Azure migrations. Microsoft employee access is through OneAsk. Choose solution assessment under Azure Accelerate.</li> </ul>	<ul style="list-style-type: none"> <li>Validate</li> </ul>
<b>CSP POC *)</b>	<ul style="list-style-type: none"> <li>10x ROI</li> <li>Validate</li> </ul>	<ul style="list-style-type: none"> <li>Co-sell investments to drive ACA across all workloads via Azure CSP Partner POC motions. Offer includes up to \$5K USD Azure Credits (and more by exception) for 2 months, for all qualified projects. Currently only works on legacy agreements, not MCA.</li> </ul>	<ul style="list-style-type: none"> <li>Validate</li> </ul>
<b>FastTrack *)</b>	<ul style="list-style-type: none"> <li>Customer projected ACR &gt; \$5k/month</li> <li>Or an SAP Embrace win (see below)</li> <li>MSX Engagement in Commit</li> </ul>	<ul style="list-style-type: none"> <li>FastTrack for Azure provides virtually delivered architecture and deployment services from Engineering on specific customer projects across all Azure workloads except Azure Stack. They are coaches and do not do the work for the customer, but rather with them and the partner</li> </ul>	<ul style="list-style-type: none"> <li>Commit (for nomination approval)</li> <li>Onboard</li> </ul>
<b>Technical Presales &amp; Deployment Support</b>	<ul style="list-style-type: none"> <li>Available to <b>MPN Gold, Silver</b> and <b>MAPS partners</b> (with valid contracts or MAPS).</li> </ul>	<ul style="list-style-type: none"> <li>Receive technical guidance from a Microsoft Partner Technical Consultant through a recommended path of personalized consultations with virtual white-boarding, architecture reviews and shadowing of real-world scenarios aligned to solution areas.</li> </ul>	<ul style="list-style-type: none"> <li>Validate</li> <li>Onboard</li> <li>Realize Value</li> </ul>
<b>Cloud Enablement Desk</b>	<ul style="list-style-type: none"> <li>MPN Partners that have an existing / nearly finished solution built on Microsoft technology</li> <li>Partner exiting the build phase of their journey and moving to launch / growth</li> <li>Not be managed by a PDM</li> </ul>	<ul style="list-style-type: none"> <li>Accelerates high potential partner growth through dedicated specialist engagement</li> <li>Work 1:1 with a dedicated specialist to accelerate your cloud business and utilize the best modern selling approach Microsoft has to offer. A CED engagement lasts 6-9 months and is free for eligible partners</li> <li>Your one-stop resource for assistance building your business and learning about your opportunities with Microsoft</li> </ul>	<ul style="list-style-type: none"> <li>Partner Enablement</li> </ul>
<b>Solution Workspace</b>	<ul style="list-style-type: none"> <li>All MPN partners that have moved to partner center</li> <li>Applicable for ISVs and Services partners</li> </ul>	<ul style="list-style-type: none"> <li>Take your solution from idea to market with curated resources, proven advice, and actionable steps</li> <li>Curated self-service resources designed to help partners go to market with solutions</li> <li>Easily find the right Microsoft specialist when needed</li> </ul>	<ul style="list-style-type: none"> <li>Partner Enablement</li> </ul>



# Partner Programs



# Update on what's new



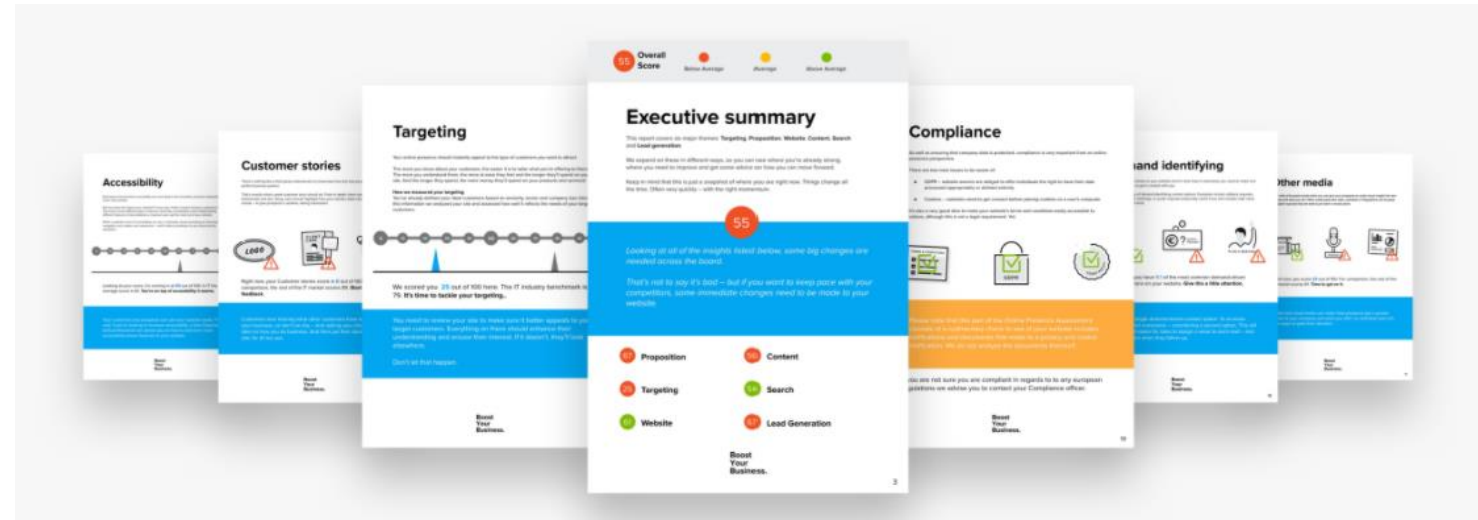
## Online Presence Assessment

**The Online Presence Assessment (OPA) will give partners detailed insights in their Digital Maturity.**

A partner provides insights in their target audience, value prop etc. Make Marketing Magic (MMM) will check over 200 different elements using tooling but also human intelligence. By adding human intelligence MMM is able to review the technical aspects but als the marketing fundamentals.

The partner will receive a 22-page report where all the elements checked are categorized over 6 areas and ranked.

After the report is shared the partner will receive a call to go through the results



**[Request your FREE OPA today](#) by entering the promo code “Microsoft-Gold”**

*The OPA is 100% funded by Microsoft until the end of June 2021 and slots are limited*



# Helpers



## Enablement



### Cloud Champion

A Microsoft & Distributor learning platform targetted all resellers with online and on-demand learning.

### Microsoft Learn

Discover your hands-on learning paths whether you're just starting or an experienced professional. On-demand learning tracks related to certifications for tehcnical roles.

### Partner Training Calendar

Get overview and access all online learnings events in Microsoft Western Europe.

### Skill Up

Combined online and instructor led role-based certification tracks for technical partner roles. Self-paced learning combined with online events

## Communiation & Connection



### Partner Newsletter

- Sign-up for our Monthly Partner Newsletter

### Partner Hubs

Visit your local Microsoft Partner Hub to get updated on the most important news.

### Cloud Ascent

Target the right Customers at the right time! Cloud Ascent provides you with customer insights based on Machine Learning, Artificial Intelligence and Predictive models.

## Development & Go-to-Market



### Cloud Enablement Desk

Take advantage of MS partner programs, competencies, benefits and connect to customers thru marketplace.

### Go-to-Market with Mircrosoft

As you prepare to introduce your solution or services to the right customers, discover the right expertise, resources, programs, and offers. From digital marketing and personalized consultation to guidance and customizable marketing assets, find tools designed to help you along your marketing journey.

### Solution Workspace

Get access to the right technical specialists at the right time, tools you know will work, and resources to get your solution in front of the right customers.

### Partner Technical Consultancy

Build your technical capabilities faster to accelerate sales, deployments and app development.

## Incentives & Licensing



### Incentives

Discover how you can accelerate your company's growth with our investments and incentives programs for Microsoft Partners

-> [Visit the Incentives Portal](#)

-> [Register for trainings](#)

### Partner Licensing Academy

Want to grow your expertise in Microsoft licending? Check out this 30-week program which offers live training or watch sessions on demand

## Partner Support Ressources

### Partner Support

Foundational partner support for Microsoft Partner Network and Cloud Solution Provider through a choice of online self-serve resources and inbound chat, online and call options

### Online Assessment

Do the free Online Presence Assessment (OPA) and improve your Digital Marketing Maturity in a couple of steps. To get a free OPA (normally 100 EURO), fill in the voucher "Microsoft-Gold"