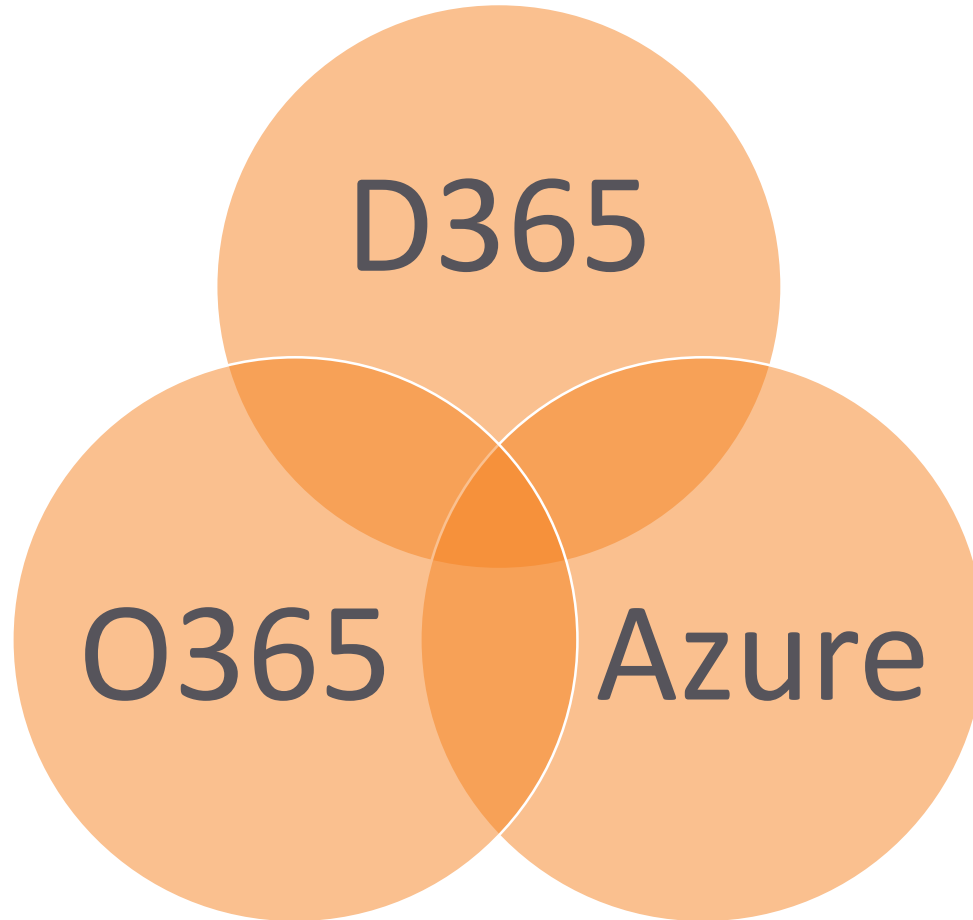




SCA/SA Monthly CSP Meeting

Providing you the tools to build your cloud
business

Profiting from the CSP Relationship



Agenda

- Microsoft Indirect CSP Incentives
- SCA Partner Resources
- Targeting the CSP Opportunity
- 90-Day Marketing Enablement Plan
- ODO for Office 365 and Azure
- Campaign in a Box for BC

All available through Yammer!



Microsoft Partner Incentives Requirements

Eligibility type	Eligibility requirement	Examples of program specific criteria
MPN enrollment	Enrollment status	Active MPN membership
Partner status and performance	MPN competency attainment	Attain one of the defined MPN competencies at the V-org level

Table 1: Eligibility requirements overview

Microsoft Partner Competencies

Competency	Level
Cloud Business Applications (new for FY19)	Silver or Gold
Cloud Customer Relationship Management	Silver or Gold
Cloud Platform	Silver or Gold
Cloud Productivity	Silver or Gold
Data Analytics	Silver or Gold
Data Platform	Silver or Gold
Enterprise Mobility Management	Silver or Gold
ISV (new for FY19)	Silver or Gold
Small and Midmarket Cloud Solutions	Silver or Gold
Windows and Devices	Silver or Gold

Table 2: Competency requirements

Microsoft Partner Incentives

Global Rates	Pays on	FY19 H1	FY19 H2
Core - O365	billed revenue	8%	6%
Core - All other CSP products*	billed revenue	8%	8%
Azure Reserved VM Instances (RIs)	consumption	10%	10%

* Such as EMS, Windows Intune, CRM Online, Dynamics Cloud offerings, and Azure

Table 3: Global incentives

Partner Survey

Do you Qualify for Microsoft Indirect Reseller Incentives?

16 Page PDF in Yammer

[Access Form](#)

SCA Partner Microsoft Competency

To best understand how to we can help you grow your business through incentives, please let us know the following:

1. Company Name

2. Full Name

3. Email

4. What is your Microsoft Competency Status?

- We are Gold Certified
- We are Silver Certified
- We are getting our Competency
- We do not meet the requirements

Targeting Your CSP Opportunities

SCA Marketing Campaign				Seats or Consumption				Campaign Start Date				Cost Per Service Per Month				Your Monthly Revenue Assume 15% D365, 12% O365, 8% Azure				Annualized Revenue	Cumulative Annualized Revenue
Customer Name	Primary Contact	email Address	CSP Link	D365 ERP	D365 CRM	O365	Azure	D365 ERP	D365 CRM	O365	Azure	D365 ERP	D365 CRM	O365	Azure	D365 ERP	D365 CRM	O365	Azure		
Company A	Full Name 1	email1	Y	0	10	10	1					0	95	12.5	500	0	142.5	15	40	2370	2370
Company B	Full Name 2	email2	Y	10	25	100	1					70	95	12.5	500	105	356.25	150	40	7815	10185
Company C	Full Name 3	email3	Y	0	0	0	1					0	0	0	1100	0	0	0	88	1056	11241
Company D	Full Name 4	email4	Y	20	0	0	0					190	0	0	0	570	0	0	0	6840	18081
Company E	Full Name 5	email5	Y	20	0	0	0					190	0	0	0	570	0	0	0	6840	24921
Company F	Full Name 6	email6	Y	0	0	0	0					0	95	0	0	0	0	0	0	0	24921
Company G	Full Name 7	email7	NA	0	0	0	0					0	0	0	0	0	0	0	0	0	24921
Company H	Full Name 8	email8	NA	0	0	0	0					0	0	0	0	0	0	0	0	0	24921
Company I	Full Name 9	email9	NA	0	0	0	0					0	0	0	0	0	0	0	0	0	24921
Company J	Full Name 10	email10	NA	0	0	0	0					0	0	0	0	0	0	0	0	0	24921
Company K	Full Name 11	email11	NA	0	0	0	0					0	0	0	0	0	0	0	0	0	24921
Company L	Full Name 12	email12	NA	0	0	0	0					0	0	0	0	0	0	0	0	0	24921
Company M	Full Name 13	email13	NA	0	0	0	0					0	0	0	0	0	0	0	0	0	24921
Company N	Full Name 14	email14	NA	0	0	0	0					0	0	0	0	0	0	0	0	0	24921
Company O	Full Name 15	email15	NA	0	0	0	0					0	0	0	0	0	0	0	0	0	24921
Company P	Full Name 16	email16	NA	0	0	0	0					0	0	0	0	0	0	0	0	0	24921
Company Q	Full Name 17	email17	NA	0	0	0	0					0	0	0	0	0	0	0	0	0	24921
Company R	Full Name 18	email18	NA	0	0	0	0					0	0	0	0	0	0	0	0	0	24921
Company S	Full Name 19	email19	NA	0	0	0	0					0	0	0	0	0	0	0	0	0	24921
Company T	Full Name 20	email20	NA	0	0	0	0					0	0	0	0	0	0	0	0	0	24921

- Template available through Yammer Site

90-Day Marketing Enablement Plan

Strategy

Digital
Presence

Inbound
Traffic Strategy

Outbound
Strategy

Lead
Conversion

30 Days

Focus Area	Objective	Guidance
Strategy	Define Your Marketing Team (Leader, Internal Staff, Contractors, Agencies)	Identify and assess the talent and resources you have available to dedicate to lead generation.
Strategy	Define Your Key Differentiators and Value Proposition	Identify three factors that make you special and unique and communicate why should customers and prospects work with you.
Digital Presence	Assess Your Current Website	Assess your current website infrastructure and logical design. Are you able to efficiently add pages, modify the navigation, update copy and content, and capture leads? Is your copy and content current? Are your pages properly configured and tagged for SEO?
Digital Presence	Assess Current Social Media Properties	Do you maintain LinkedIn, Facebook, and Twitter Pages? Are the copy and images current and accurate.
Digital Presence	Assess Current Blogging Platform	Do you have a blog? Can you effectively publish content?
Outbound Traffic Strategy	Assess CRM/Email Marketing Platform	What system do you use for email marketing? Can you effectively manage and segment your email database? Are you able to effectively create and publish marketing emails?
Outbound Traffic Strategy	Assess Current Customer Contact Database	Do you have current and complete contact information for my customers? How many contacts do you have for each account? Do you have contact information for different buyer roles (e.g. IT, Accounting, Sales, Operations)?
Outbound Traffic Strategy	Assess Current Prospect Contact Database	Do you have a list of prospects that you can market to? Is it sufficiently large and properly segmented to provide enough leads to meet your new business goals?
Lead Conversion	Define Lead Conversion Process.	Do you have a defined process for qualification and assignment when a lead converts?

60 Days

Focus Area	Objective	Guidance
Strategy	Define Solution Focus Areas	Based on your customer profiles, what cloud campaigns will you leverage (Dynamics 365 Business Central, Office 365, or Azure options)
Digital Presence	Update Your Website Sitemap and Navigation with Cloud Solution Pages	Create and map new pages to support your cloud go-to-market focus areas. If necessary, modify your sitemap with a cloud section to organize them. Define and publish appropriate copy, visual content, video content, and include a call-to-action for visitors.
Digital Presence	Update or Create Social Media Accounts and Blog	Update existing social media pages with cloud content and sign up for new accounts so you are covered on LinkedIn, Twitter, and Facebook. If you don't have a blog page, sign up for a free WordPress Account or use the landing page option of Project ODO.
Inbound Traffic Strategy	Define Social Media Publishing Process	What is your process for sharing/publishing content on LinkedIn, Facebook, and Twitter? If you don't have one, sign up for Project ODO!
Inbound Traffic Strategy	Define Blogging Publishing Process	What is your process for publishing blog posts? If you don't have one, sign up for Project ODO!
Outbound Strategy	Update CRM/Marketing Automation Platform	If your current systems do not meet your new requirements, sign up for Project ODO and/or at least a minimal email marketing platform (like Constant Contact, MailChimp, or ResultsMail).
Outbound Strategy	Clean and Enhance Customer Contact Database	Identify and remove duplicate or "dead" contacts. Update contacts with current contact information. Add additional contact who would be buyers or influencers for your focus solutions.
Outbound Strategy	Clean and Enhance Customer Prospect Database (Optional)	If you have new business goals, ensure you have a large enough number of profiled prospect contacts to create sufficient leads.
Lead Conversion	Define Landing Page Development Process	Identify the platform that you will use to create and host landing pages and forms to capture lead information. If you are unable to do this yourself, SCA can help!

90 Days

Focus Area	Objective	Guidance
Inbound Traffic Strategy	Define Blogging Strategy	Will you write (or contract for) custom blogs or leverage publisher/partner content (like Microsoft and Stratos)? Or some mixture of both?
Inbound Traffic Strategy	Define Social Media Content Strategy	Will you create (or contract for) custom content or leverage publisher/partner content (like Microsoft and Stratos)? Or some mixture of both?
Outbound Strategy	Define Campaign Strategy	Will you create (or contract for) custom content or leverage publisher/partner content (like Microsoft and Stratos)? Or some mixture of both?
Outbound Strategy	Define Campaign Execution Process	Will you run and manage campaigns internally or outsource to an agency or leverage an SCA program?
Lead Conversion	Define Calls to Action	For some partners, “contact us to learn more” is sufficient, but if you able to develop offer more value-added CTA’s like assessments, workshops , or POC’s, you may be more effective in converting leads.

Picking Your O365 and Azure Plays

Office 365

- Get your customers to accept the Mutual CSP Link
- Existing Customer Base

Microsoft Azure

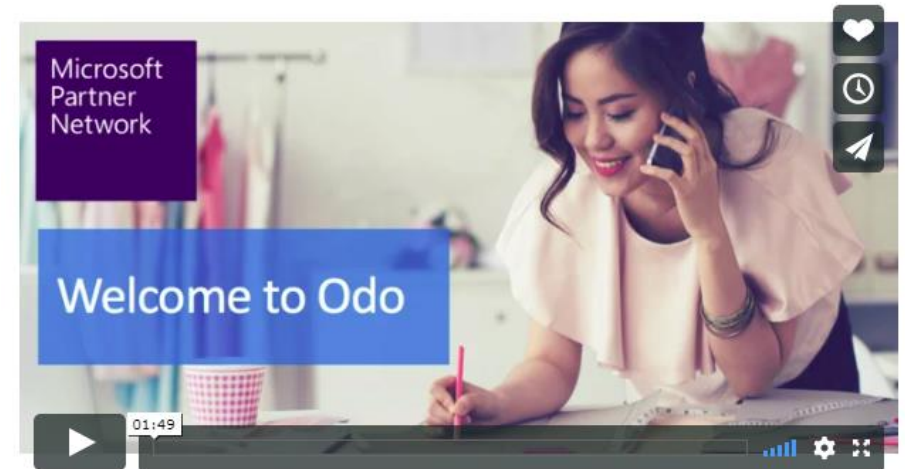
- Azure Site Recovery and Backup for your Dynamics Customers
- Existing Customer Base

Introducing ODO

Partners who have used similar programs have reported the following results:

- A 225% increase in sales leads
- Annual revenue attribute of 40%, and
- Improved relationship and engagement with prospects.

<https://www.contentmx.com/odo/>



ODO DEMO

Your Channels

- Office 365 SMB ↗ ✕
- Azure: Moving Data to the Cloud ↗ ✕
- Office 365 Mid-Market ↗ ✕
- + Add Channel
- Turn On Automated Posting
- Modify Profile

My Engagement

Last 30 days / Last 7 days

Items Shared	1
Emails Sent	1
Downloads	1

Total Activity - 2,945 ▾

My Lead Scores

Level 1	0
Level 2	1
Level 3	0
Level 4	0

How are we doing?

Hello World

Hi Jeff, Let's Get Started

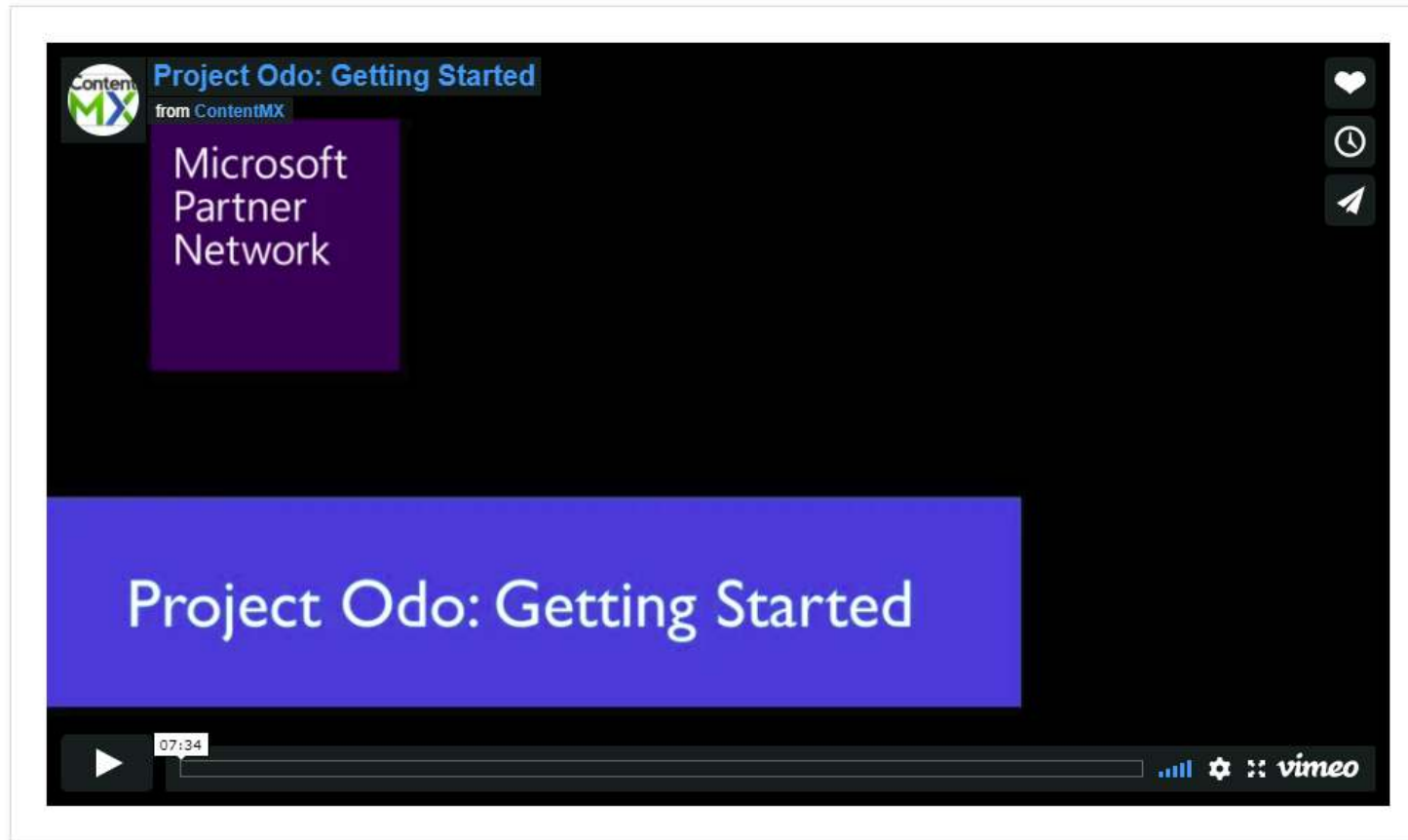
Welcome to Odo. Please use the selector on the left to add one or more channels that fit your interests. Each channel features new content every week.

Odo

Help

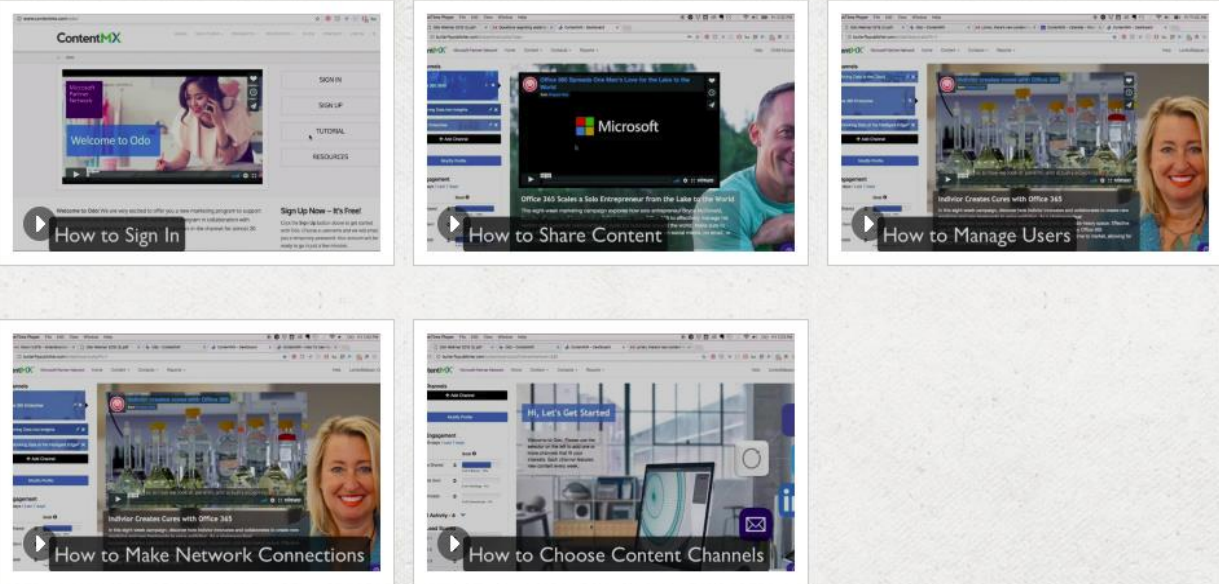
How ODO Works

Watch this tutorial video to see how Odo will provide you with high quality content to share with your customers and prospects. The content is ready to go and can be published in just a few clicks.



Working with ODO

WATCH THESE VIDEOS TO LEARN HOW TO MAKE ODO A VALUABLE PART OF YOUR MARKETING - EVERY WEEK.



SCA Managed O365 and Azure Campaign

- Request an ODO Account
- Assign SCA Users
- Getting Started/Self-Serve
- Configure - \$100 Setup fee if you want our help
- Manage - \$25 Monthly fee if you want SCA to manage it

The CSP Relationship

To help provide you guidance in these fast digital times, I'm hoping to proactively search for opportunities to help you efficiently grow.

Do you know if you have O365 global admin rights? Or do you know who the global admin is at your company for O365 account?

By having your organization to accept us as your CSP Partner, I'll be able to provide guidance on how to leverage Microsoft Solution Stack.

Click to Accept Free Cloud Assessment – Embedded CSP Link

Picking Dynamics ERP and CRM Plays

Dynamics 365 Business Central

- Better Together
 - eBook
 - Email Templates
 - Landing Page for Conversion – Copy and Artwork
- Leveraging the Demo Page
- Free Cloud Assessment

Dynamics CRM

- [Engage The SCA/Velosio Team](#)

eBook – Better Together

Instructions:

You may change the copy in this package to best fit your needs and marketing stylesheet. This package includes:

- Brandable eBook PPT
- Email with images
- Email without images
- Landing page Content
- Images

<http://dynamics365partner.com/ebook-campaign-better-together/>



D365 – BC Better Together Campaign

THROUGH-PARTNER EBOOK CAMPAIGN: BETTER TOGETHER D365 AND O365

Use these assets to score with new and current customers by telling them about the power of combining Microsoft productivity with business management.

DOCUMENTS

Click to download



Instructions



Campaign Copy



Through-partner eBook

CAMPAIGN IMAGES

When image is open, right-click and select "save image as" to download.



Sample Email

Email with Link to Landing Page

SUBJECT: Win with customers by reinventing productivity

Hi CONTACT,

Are disconnected systems holding your businesses back? In a world of rapid change, businesses need to make every minute count and every customer engagement shine to stand out from the competition.

Please enjoy our complimentary eBook, *Reinvent business productivity with Microsoft Dynamics 365 and Microsoft Office 365*

Imagine what you could do when you upgrade to a cloud-based, all-in-one business management solution...

- Connect people, processes, and systems
- Work from anywhere, wherever business takes you
- Improve customer interactions
- Simplify reporting and making better decisions

COMPANY NAME is now delivering Microsoft Dynamics 365 Business Central, a comprehensive management system that helps businesses manage financials, sales, service and operations easier and faster from day one.

Please enjoy our complimentary eBook, *Reinvent business productivity with Microsoft Dynamics 365 and Microsoft Office 365*

[<link to landing page or attach> Download eBook »](#)



Leverage BC Sales Tools

Once you have landed the client meeting....

You can leverage the Dynamics 365 Partner website to help reduce the cost of sale with Role and Process Based Demos.

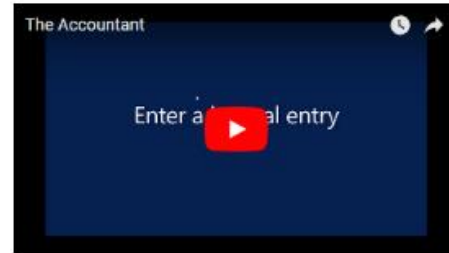
<http://dynamics365partner.com/dynamics-365-business-central-user-scenarios/>

The CTA would be to get specific features and functionality to solve your prospects pain points and create value in your services.

Role-Based Scenarios



The Owner



The Accountant



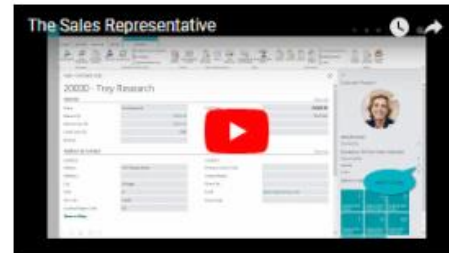
The External Accountant



The Bookkeeper



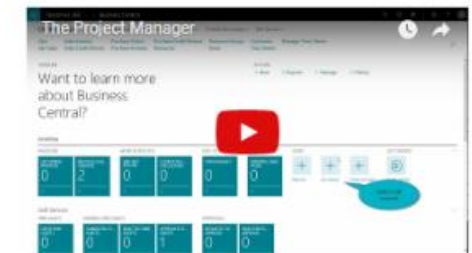
The Sales Manager



The Sales Representative



The Marketing Manager



The Project Manager

Process-Based Scenarios



Reconcile Bank



Setting Up a New Company



Drop Ship Sales Order



Intercompany Transactions



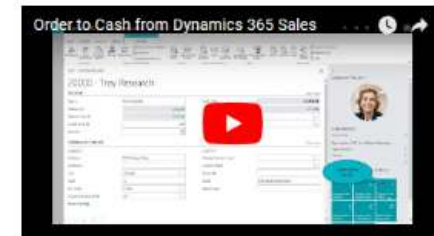
Manage Inventory



Opportunity to Quote



Procure to Pay



Order to Cash from D365 for Sales

Get your Campaign

- Segment your Customers
- Target your Market
- Position your Message

[Access Form](#)

SCA - Partner Marketing Campaigns

Accelerate your growth and initiate cloud transactions

1. SCA Marketing Campaign of Interest:

- D365 Business Central
- Office 365
- Azure Cloud

2. Company Name

Enter your answer

3. Full Name

Enter your answer

4. Email

Enter your answer

Next Events

- Microsoft Inspire – July 14-19 ~ Booth 1507
- Business Application Summit – July 22-24 ~ Partner Dinner Monday
- Nimble Partner Webinar – July 25 ~ Invite on Yammer
- SCA/SA Monthly CSP Meeting – August 2nd
- Business Central Workshops – In this Quarter! ~ Stay Tuned
- Directions North America – September 30 - October 3
- Dynamics UG Summit – October 15-18

Thank You

- Let's execute in FY19!