Your Guide to Microsoft’s Cloud Solution Provider Program
Something for everyone

When Satya Nadella became Microsoft’s chief executive officer, he proclaimed the company would be “the platform and productivity company for the cloud-first, mobile-first world.”

Since that time, Microsoft developed the Microsoft® Cloud Solution Provider (CSP) program in an effort to work with partners and fulfill its corporate mission to “enable every person and every organization on the planet to achieve more.”

Recognizing that partners come in all shapes and sizes, Microsoft provided two distinct models for its CSP program:

Direct — For partners that already have support and billing capabilities, or are willing to invest in building out your infrastructure, it might make sense for you work directly with Microsoft.

Indirect — For partners that want to invest gradually in developing the systems, tools and staff needed to take full advantage of the cloud, Microsoft is partnering with key distributors throughout the world, which can help you with value-added services, support and billing.

Introduction

IDC forecasts the cloud services market will grow to well over $500B by 2020. It will also produce a projected $256B in managed services by 2018, according to a MarketsandMarkets study. The reason the cloud has been so successful is fundamentally simple: Cloud computing services achieve enormous economies of scale because they use shared resources. Dozens or even hundreds of customers are served with small increments in processing, memory and storage resources. This results in far lower cost per customer.

The shift to selling cloud services required many significant changes, including repeated billing, extended commission programs, new operations, new sales and marketing strategies, and more. Many IT Service Providers (ITSPs) still had significant barriers to entry.

Let’s take a look at how Microsoft helps you overcome them.
Microsoft CSP offerings

As a CSP, you’ll include the full stack of Microsoft online solutions in your sales.

Windows 10

Windows® 10 Enterprise E3 gives small businesses access to enterprise-grade security and control capabilities through a simple, per-user, subscription licensing model aligned with other cloud services and designed for partner-managed IT.

Office 365

Office 365® plans for business include services such as Skype for Business web conferencing and Exchange Online hosted email for business and additional online storage with OneDrive for Business.

Many Office 365 plans also include the desktop version of the latest Office applications, which users can install across multiple computers and devices.

The fully installed applications include Word, Excel®, PowerPoint®, OneNote®, Outlook®, Publisher and Access®.

Microsoft Dynamics 365

Microsoft Dynamics® showcases the unification of current Microsoft Dynamics CRM and Enterprise Resource Planning (ERP) cloud solutions into one cloud service with new purpose-built applications and built-in insights and intelligence.

With core business apps focusing on sales, field service, customer service, project service automation, marketing and operations, analytics from Cortana® Intelligence and Power BI™, and the productivity power of Office 365, this new approach is more than a game changer. It will be the framework that will help grow your business.

Enterprise Mobility + Security (EMS)

With the addition and expansion of new innovative and holistic security solutions, Microsoft renamed its Enterprise Mobility Suite to Enterprise Mobility + Security to more accurately communicate its value.

EMS starts with identity protection capabilities to secure access at the “front door” of your company’s apps and data. Azure® Active Directory® Identity Protection uses billions of signals to provide risk-based conditional access to applications and critical company data, including the option of multifactor authentication. EMS also helps you manage and protect privileged accounts with Azure Active Directory Privileged Identity Management so you can discover,
restrict and monitor identities and their access to resources.

**Smarter defense**

EMS provides deep visibility into user and data activity. This helps identify attackers in your organization using innovative behavioral analytics and anomaly detection technologies — on premises with Microsoft Advanced Threat Analytics and in the cloud with Azure Active Directory and Cloud App Security.

Threat intelligence is enhanced with the Microsoft Intelligent Security Graph driven by vast data sets and machine learning in the cloud. And Microsoft Intune Mobile Application Management (MAM) helps prevent data loss on mobile devices with the ability to manage the Office mobile apps without device enrollment.

**Microsoft Azure**

CSP enables partners to own the customer lifecycle and relationship for Microsoft Azure®. That means you’re empowered to manage sales, own the billing relationship, provide technical and billing support, and be the customers’ single point of contact. In addition, CSP provides a full set of tools, including a self-service portal and accompanying APIs to easily provision, manage and provide billing for customers and subscriptions.

CSP partners build stronger relationships with their customers by managing the end-to-end experience:

- **Sales** — Bundle services with unique solutions or resell Azure while controlling the pricing, terms and billing.
- **Value-added services** — Leverage CSP to add managed services and/or third-party applications in addition to Azure services.
- **Provisioning** — Directly provision customers and subscriptions and manage services through new portals and accompanying APIs.
- **Management** — Manage all of your customers’ subscriptions across services through multitenant capabilities.
- **Billing** — Microsoft bills the partner directly for all customer usage; you own all downstream billing to your customers.
- **Support** — Become the front-line support for customers to ensure business continuity.
Making more money as a CSP

Customers require complete solutions. You partner with Microsoft to cost-effectively provide those high-quality cloud services and combine them with your own managed and project services. Since you can’t be all things to all people, you’ll also want to incorporate services from trusted partners, such as your direct partner, to complete your customer solutions.

Before the subscription

Before a customer purchases subscriptions, it will need help planning how to most effectively implement your solution in its environment. You should be selling:

• Initial consulting
• Application inventory and evaluation
• Solution architecture/cloud service selection
• Information architecture/capacity planning
• Security planning with cloud integration design
• Application transition planning
• Environment transition planning

With the subscription

Once they’ve purchased subscription services, your customers will want to put them to productive use. Your adjacent provisioning, deployment and training services will get them the most rapid start possible:

• User transition training
• Cloud/hosting service provisioning
• System migration
• Data archiving
• Data migration
• User deployment and rollout

After the subscription

Post-implementation is where we return to monthly recurring revenue and discuss ways to assure that cup continues to "runneth over." Three fundamental elements will require ongoing adjacent services and support: the application, the data and the users.
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