



MC SMS&P Offsite FY17 Hosting Strategy



9th of September 2016



Today we have 2
choices of our future:
make it happen or
let it happen.

FY17 HSP MC KEY PLAYS AND PRIORITIES

GROW SPLA

- **Managed HSP partners focus:**
 - HSP MPN optimization (93)
 - COSN acceleration (32 partners)
 - **Core products** (SQL, WS, RDS)
- **SPLAR** to grow unmanaged partners
- **SAM SPLA** structured management
- **Accelerate Funds to drive demand**
- **PS framework to generate value**
- **Hostspark** to leverage whitespace
- **Best practices** transfer
- **Corp programs and funds**

SCALE CSP

- **Market Makers** (home.pl, Softline, OVH, Orange)
- **Balanced Recruitment to improve geo and product coverage:** O365, Azure, CRM, EMS
- **Syndication to CSP** transfer (60 K NSA in FY17)
- **Self-onboarding** to assure quality (32/FY17)
- **Drive CSP on CA** (MPN partner list)
- **HSP partners transfer to CSP**
- Focus on **consumption and usage** (Maximize workshops)
- **Accelerate established** partners network
 - GTM campaigns (Accelerate Funds)
 - HEX migration to O365 (320 K seats)
- **Partners assessment** and evaluation vs. business plans

BUILD AZURE, CRM, EMS

- **Hybrid scenarios through Hosters**
- **COSN to MACH** (100%)
- **Azure Stack (H2 FY17)**
- **Azure through Cloud only MSP**
- **CSP Azure, EMS Accelerare Program**
- **Land „Azure in SMB” guidance**
- **PDU leveraging for HSP partners**

Key plays – Managed partners

Managed partners – top performers and highly potential partners for growth

1. Form proper managed space: **select top performers** with opportunity to growth service catalogue and **highly potential partners** with opportunity growth their core services
2. **Building trustworthy relationships** with managed partners to identify their strategy, treats and weaknesses for better cooperation with Microsoft
3. **Develop services roadmap** in order to implement catalogue enhancement for transformation from IaaS provider / reseller to PaaS (SaaS) provider for *strategic products**
4. **Pitch and Win hybrid story** implementation with partners in order to drive Azure, EMS and CRM Online revenue for **sell-in and sell-thru scenarios**
5. **Partner Business planning**: commitments and COS – agree on expectations
6. **GTM planning, execution and follow-up / Maximize execution**

Work on: readiness for sales (pitch perfect, pipeline management, customer lifecycle management), it pros (SQL, WS2016, SC, Azure Stack, Azure, EMS)

Strategic products

1. **WS2016.** Scenarios for implementation market: Windows Azure Pack, Shielded VMs, vDC, docker boxes etc
2. **SQL2016.** Scenarios for implementation: Multitenant DB (SQL as a Service), Secure DB, High Available DB, BI, Hyperscale DB
3. **RDS.** Scenarios for implementation: Desktop as a Service, Hybrid Desktop as a Service
4. **Azure Stack.** Nominate for TP and early adoption program
5. **Azure:** sell-in storage, BCDR and IaaS for Hosters: sell-thru hosters managed BCDR and security