



Cloud Solution Provider program evolution and Open License program changes

Expand your cloud opportunities and deliver a better customer experience



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The new commerce experience platform from Microsoft will make the move to the cloud easier.

Greater standardization of offers and terms gives customers greater choice and flexibility in how/where they buy, while giving partners greater opportunity to sell/upsell to a larger set of existing and new customers.

Delivering on our customer promises



Faster time to value with solutions from Microsoft and partners



Increased flexibility without compromising control



Optimize costs and unlock new savings



Built on a foundation of trust and security

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1



Software licenses in the Cloud Solution Provider program

Transition SMB customers from the current way they buy licenses and subscriptions to the new commerce experience. Open License program moved to CSP Perpetual as of Nov '20.

CSP Perpetual = smoother and easier purchase: **NO waiting 24-48 hours for a certificate** then going to the VLSC to get the keys and downloads. CSP Perpetual allows you have the keys and downloads right away.

2



Open License program changes

Moving away from the Open License program is an important step of the new commerce journey. **The last day to transact offers in the Open License program is December 31, 2021.**

Customers can continue purchasing software licenses alongside cloud services with the help of a partner in the Cloud Solution Provider program.

3



Transition customers

Continue with availability of Software Assurance, License + Software Assurance in Open Value/Open Value Subscription programs.

4



Partner profitability

Partners' shift to the Cloud Solution Provider program and Microsoft cloud offerings will be the earning opportunity; partners can increase profitability by wrapping Microsoft offers in their own value-added services*.



What this means for partners



More opportunities in the cloud

The **future is in the cloud**. Through investments in our commerce experience platform and in the Microsoft Partner Network, we are making it easier for partners to help their customers move to the cloud and take advantage of new offers.

Our new commerce experience:

- ✓ Enables partners to expand their business with continuous selling
- ✓ Develops enduring business through value-added services
- ✓ Reduces costs while accelerating their customers' success



Accelerate customer success with the Cloud Solution Provider program

The **Microsoft Cloud Solution Provider program** is the primary partner sales motion for small and medium business (SMB) and small corporate customers within the new commerce transformation.

Partner benefits:

- ✓ Partners can create and deliver differentiated offers to customers, using the Microsoft cloud portfolio and third-party solutions alongside their own value-added solutions and services
- ✓ The FY21 Cloud Solution Provider program incentives, coupled with a partner's value-added services, enable greater profitability and margins for partners.
- ✓ **Predictable recurring revenue**