



FY24 CSP Partner Go-to-Market Playbook

Modern work solutions, guidance, and resources for CSP Partners

Welcome to the FY24 CSP Partner Go-to-Market Playbook

To support our shared business objectives and foster growth in FY24, we have put together this playbook to help optimize your customer outreach, maximize impact, and drive profitability. The material is meant to be straightforward and centers on Microsoft Modern Work solutions and FY24 solution plays specifically for your small- and medium-sized business (SMB) customers.

Here, you will find go-to-market (GTM) resources and tools to help you:

- ✓ **Be profitable and drive customer acquisition and grow revenue** when you showcase the value of our FY24 Microsoft Modern Work solutions.
- ✓ **Be relevant and stay at the forefront of Microsoft innovation and technology** when you get your customers AI-ready and on the path to Microsoft 365 Copilot.
- ✓ **Be trusted and transform how you go to market** with our FY24 Solution Play Marketing Kits, Microsoft 365 Lighthouse (including the new Sales Advisor feature), CSP Masters Program, and the Modern Work SMB Briefings.



Catalogue of content

01

Be profitable

Align business priorities with FY24 Solution Plays, acquire new customers, and expand reach

- FY24 Solution Plays
 - Secure Productivity
 - Converged Communications
- Microsoft 365
- Microsoft Teams
- Windows 365

02

Be relevant

Stay at the forefront of Microsoft innovation and technology

- Get your customers AI-ready
- Microsoft 365 Copilot

03

Be trusted

Transform how you go-to-market with professional development resources

- Microsoft 365 Lighthouse
- CSP Masters Program
- SMB Briefings

04

Go-to-market

Bring this content to life with to-customer resources

- Solution Play GTM Kits
- Digital Marketing Content on Demand
- Special product offers

This resource will be updated regularly. Be sure to bookmark aka.ms/FY24CSPPlaybook and check for updates.

Be profitable

Microsoft FY24 Solution Plays



Microsoft Solution Plays provide a strategic approach to address specific problems or challenges faced by customers. In FY24, our Modern Work Solution Plays are anchored on **Secure Productivity** and **Converged Communications** to help organizations safely run their business and empower teams to learn, create, and innovate together.

With a focus on transforming how you go-to-market, staying at the forefront of Microsoft innovation and technology, and being trusted in the industry, these solution plays provide a comprehensive approach to achieving business success in the upcoming year.

Leverage the power of our FY24 solution plays to **be profitable, drive customer acquisition, and grow revenue.**

Driving success together

Aligning business priorities for shared growth in FY24

Secure Productivity

Safely run your business from anywhere with a secure, comprehensive, AI-powered cloud solution that makes hybrid work, work.

Primary message

Build a foundation of secure productivity to get AI-ready

Hero products

- Microsoft 365 Business Premium
- Microsoft 365 E3
- Microsoft 365 Copilot

Business impact

Enable a new way to work with Microsoft 365 by building layered security foundation, simplifying endpoint management, and unleashing intelligent productivity.

Partner GTM motion

1. Acquire new customers to move to the cloud
2. Upsell from Microsoft 365 Business Basic or Standard to Microsoft 365 Business Premium

Converged Communications

Teams is the smart workplace. Transform your work with solutions that empower your team to learn, create, and innovate together through more productive meetings, communications, and collaboration.

Primary message

Unlock the future of work with Microsoft Teams, Teams Essentials, and Teams Phone

Hero products

- Teams and Teams Essentials
- Teams Phone
- Teams Premium (upsell)

Business impact

Empower your team with Converged Communications that enable you to collaborate and connect from anywhere; protect, control and manage data access; and unlock the future of collaboration.

Partner GTM motion

Acquire new customers with Teams Essentials plus Teams Phone.

Secure Productivity to-customer messaging

With Microsoft 365 Business Premium or Microsoft 365 E3 + Microsoft 365 Copilot, you can safely run your business from anywhere with a secure, comprehensive, AI-powered cloud solution that makes Hybrid-Work work.



Build a Zero-Trust foundation

Keep your data safe from unauthorized access when passwords are lost or stolen with multi-factor authentication

Defend against advanced cyberthreats and safeguard business data with enterprise-grade protection against phishing, ransomware, and data loss.



Simplify endpoint management

Easily enable remote desktop access for employees on any device, while you maintain central management and security of your users' desktops.

Control which devices and users can access your work data with options to block users from logging in from home computers, un-approved apps, or outside of work hours.



Unleash intelligent productivity

Save money and do more with Microsoft 365 by consolidating vendors and hybrid work apps into one platform.

Build your foundation for the next generation of AI with Microsoft 365 BP or E3 today. Available in the coming months, Microsoft 365 Copilot will unleash creativity, unlock productivity, and uplevel skills with—stay tuned for more details coming soon.

Converged Communications to-customer messaging

Teams is the smart workplace. Transform your work and learn, create, and innovate together through more productive meetings, communications, and collaboration.



Collaborate and connect from almost anywhere

Create an effective hybrid work culture by helping your team collaborate, communicate, and connect with others in a safe way.

Work together, chat together, organize together, and share together—all in one place with Microsoft Teams.



Protect, control, and manage access to data

Enable secure remote access to critical work apps from anywhere to keep your business productive all while reducing cost.

Easily secure and manage the devices that connect to your data, helping keep devices across iOS, Android, Windows, and Mac up to date and secure.

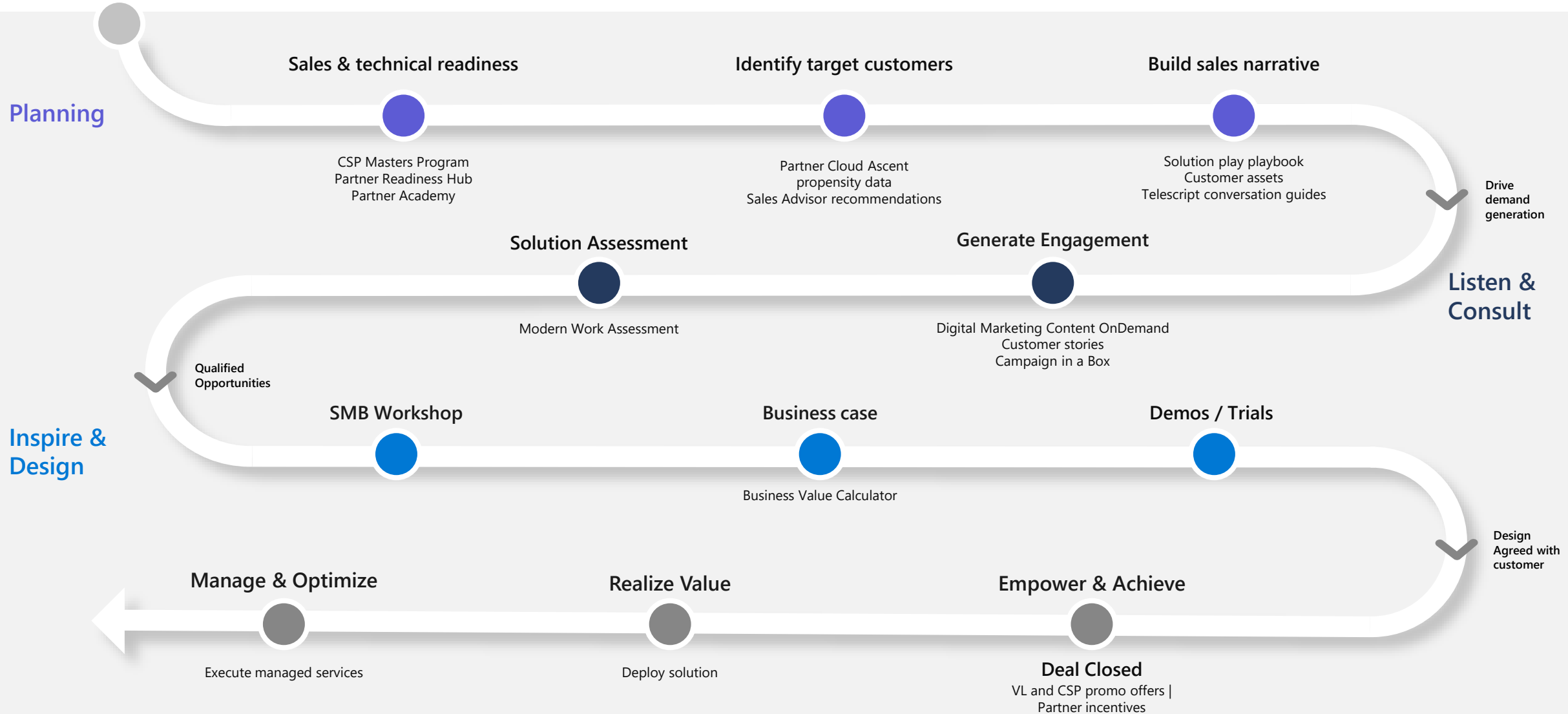


Unlock the future of collaboration

Make every meeting a productive one with Copilot in Teams, which provides real-time summaries of key discussion points and suggests action items.

Let Copilot lighten the load. From summarizing long email threads to quickly drafting suggested replies, Copilot in Outlook helps you clear your inbox in minutes, not hours.

Solution play in action – the buyer journey



Introducing the FY24 Solution Play Partner Marketing Packages

Solution Play mini-marketing packages designed exclusively for your SMB customers help you optimize your customer outreach, maximize impact, and drive profitability. Each kit includes to-customer email content and OFT templates, one-page datasheet, and pitch deck.

Secure Productivity

Build a foundation of secure productivity to get AI-ready

Microsoft 365

Enable a whole new way to work

Build a foundation of secure productivity to get AI-ready

With Microsoft 365 Business Premium, you can safely run your business from anywhere with a secure, comprehensive, AI-powered cloud solution that makes hybrid work.

Its enterprise-grade device and app management ensures your business data is always safe and secure. And Microsoft 365 Business Premium can prepare your business for a whole new way of working that's flexible, efficient, and safe.

With Microsoft 365, you can work in a whole new way that's flexible, efficient, and secure. Whether you're working from the office, home, or on the go, Microsoft 365 Business Premium provides you with the tools you need to succeed.

Get AI-ready with Microsoft 365 Business Premium

Are you ready to transform how you work? Microsoft 365 Copilot is coming, and it can help you unleash creativity, unlock productivity, and speed up tasks. You'll gain efficiency by automating common tasks like scheduling meetings, taking notes, and more. Get AI-ready with Microsoft 365 Business Premium.

Build a Zero-Trust foundation

- Keep your data safe from unauthorized access with multi-factor authentication.
- Control which users can access data with granular protection against phishing, ransomware, and data loss.

Simplify endpoint management

- Easily enable remote access to your employees on any device while maintaining the security of your data.
- Control which users can access data with granular protection against phishing, ransomware, and data loss.

Enable a whole new way to work

Building a foundation of secure productivity to get AI-ready.

Transform how your business works with Microsoft 365

Supercharge productivity without compromising on security

With Microsoft 365, you can safely run your business from anywhere with a secure, comprehensive, AI-powered cloud solution that makes hybrid work.

Build a Zero-Trust foundation	Simplify endpoint management	Upgrade to Microsoft 365 Business Premium or E3 to work smarter	With Microsoft 365, you can safely run your business from anywhere with a secure, comprehensive, AI-powered cloud solution that makes hybrid work.
Keep your data safe from unauthorized access with multi-factor authentication. You can also defend against advanced cyber threats and safeguard business data with enterprise-grade protection against phishing, ransomware, and data loss. This helps you build a strong foundation for your business that you can rely on.	Easily enable remote desktop access for your employees on any device while maintaining the security of your data. You can also control which users can access your work data with granular protection against phishing, ransomware, and data loss. This helps you build a strong foundation for your business that you can rely on.	Upgrading to Microsoft 365 Business Premium or E3 gives you an integrated solution that can create a variety of AI-powered scenarios, all while bringing together interoperability and intelligence to help you increase, build, maintain, and complete more efficiently.	<p>Can you access your apps, tools, and message and call history from anywhere, so you can stay connected and productive whether you're at home, in the office, or on the go? Plus, with enterprise-grade security, you can communicate securely and reliably with your team and customers.</p> <p>Thanks to Microsoft Teams, we now have a single platform that facilitates telephony, presentations, and video conferences in one—a solution that is quick, simple, and stable.</p> <p>— Henrik Hausen, CEO, all4cloud</p>

Smart workplace with Microsoft Teams

Collaborate and connect from almost anywhere

- Shift seamlessly between devices and spaces without interruption to the flow of work.
- Make collaboration and communication easy and hassle-free with a consistent and intuitive Teams interface.
- Foster inclusive and interactive conversations for everyone, regardless of where they are or how they connect.

Protect, control, and manage access to data

- Discuss sensitive information with end-to-end encryption for 1:1 calls and group chats.
- Minimize distractions and juggle your employees from point-to-point with a consistent and intuitive Teams interface.
- Safeguard sensitive information, customer data, and control access to your data with secure collaboration.

Smart workplace with Microsoft Teams

Empower your team to learn, create, and innovate together.

Unlock the future of work today

Are you tired of juggling multiple platforms? Do you wish you had a more seamless way to communicate with your employees and customers?

Collaborating and communicating effectively—especially in today's hybrid work world—can make all the difference in the success of your business. The right solution can completely transform your hybrid work experience, helping you to reach more customers and grow your business with ease.

Do everything together in one place

Teams is the smart place to work. With Microsoft Teams and Teams Phone, you can effortlessly switch between chat and phone calls, so you can have more productive conversations and make faster decisions.

You can access your apps, tools, and message and call history from anywhere, so you can stay connected and productive whether you're at home, in the office, or on the go. Plus, with enterprise-grade security, you can communicate securely and reliably with your team and customers.

And coming soon, AI-powered features—like Copilot in Teams and Copilot in Outlook—will be available as an option within Microsoft 365, paving the way for even more seamless communication and collaboration.

Productive meetings, collaboration.

Unlock the future of collaboration.

With intelligent features specifically designed for efficiency, you can expect a significant boost in productivity. And get ready for Copilot to lighten your load. More details about this powerful tool will be available soon, but one thing is certain: Copilot in Teams has the potential to make a real impact for your team to learn, create, and innovate together like never before.

[Download now](#)

Converged Communications

Empower your team to learn, create, and innovate together with Microsoft Teams

Microsoft Teams

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— Henrik Hausen, CEO, all4cloud

Transform your work with solutions that empower your team to learn, create, and innovate together...

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[Download now](#)

Microsoft 365 is your comprehensive, secure, cost-effective and reliable solution providing real-time collaboration and secure work from virtually anywhere.

Microsoft 365 continues to evolve with new capabilities:

AI

Powerful intelligent productivity embedded in apps that create a whole new way to work.

Security

An easy-to-use device security solution to help protect against, detect, and respond to cyberattacks.

Collaboration Tools

New tech innovations across AI, payments, and collaboration tools to help small and medium businesses up their game.



Microsoft 365 suites offerings for SMBs

Microsoft 365 Business Basic

Cloud Services



Teams Exchange OneDrive SharePoint

\$6 per user/month

Microsoft 365 Business Standard

Cloud Services



Teams Exchange OneDrive SharePoint

Desktop Apps



Outlook Word Excel PowerPoint Publisher Access

\$12.50 per user/month

Microsoft 365 Business Premium

Cloud Services



Teams Exchange OneDrive SharePoint

Desktop Apps



Outlook Word Excel PowerPoint Publisher Access

Comprehensive Security



\$22 per user/month

Note: Not all features/product logos shown.

Price is subject to change based on subscription term, currency and region

Microsoft 365 Business Premium

Your path to increasing profitability



Meet customer needs for increased security



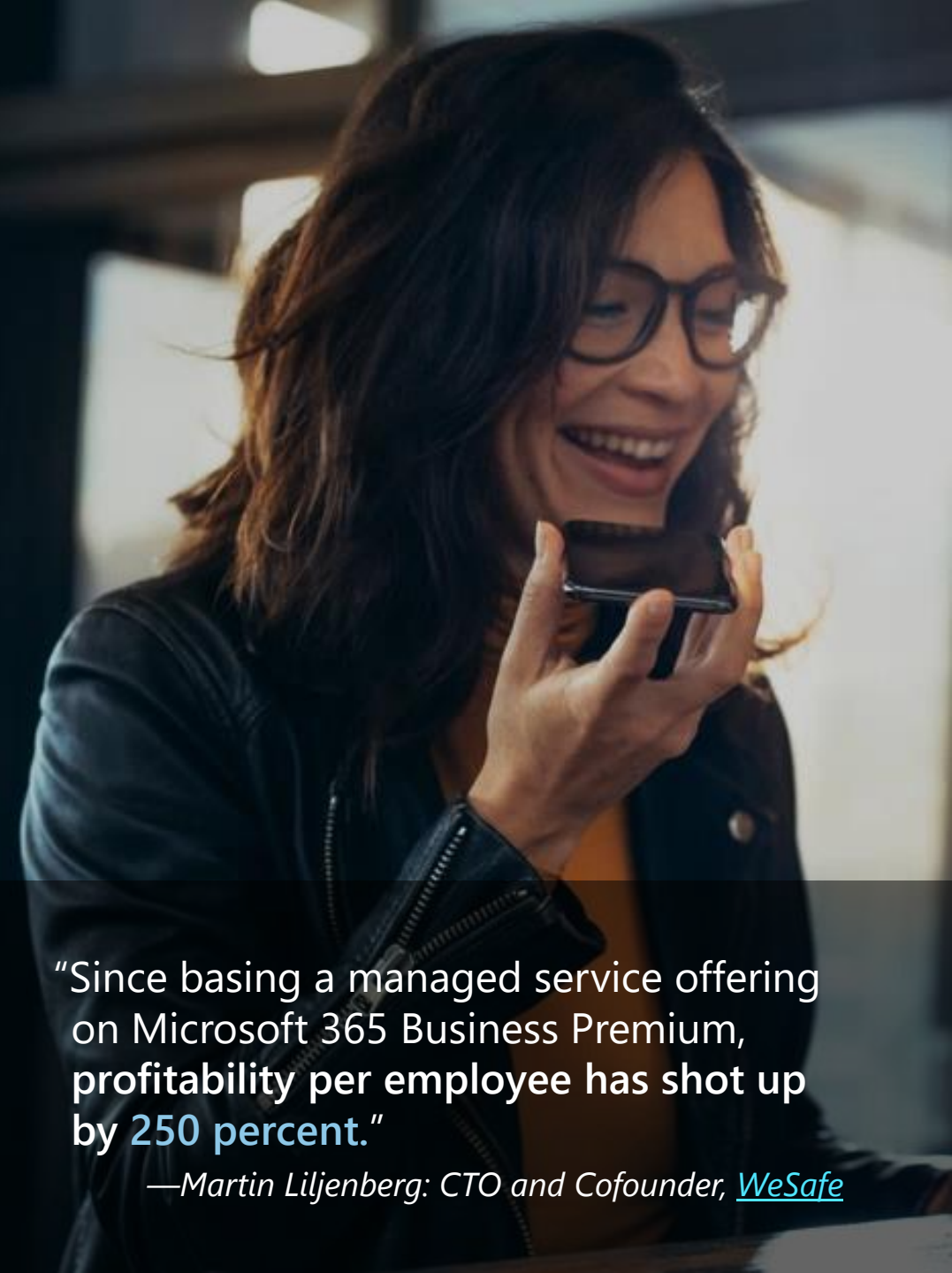
Manage with ease with Lighthouse/RMM



Standardize on one solution across the SMB stack



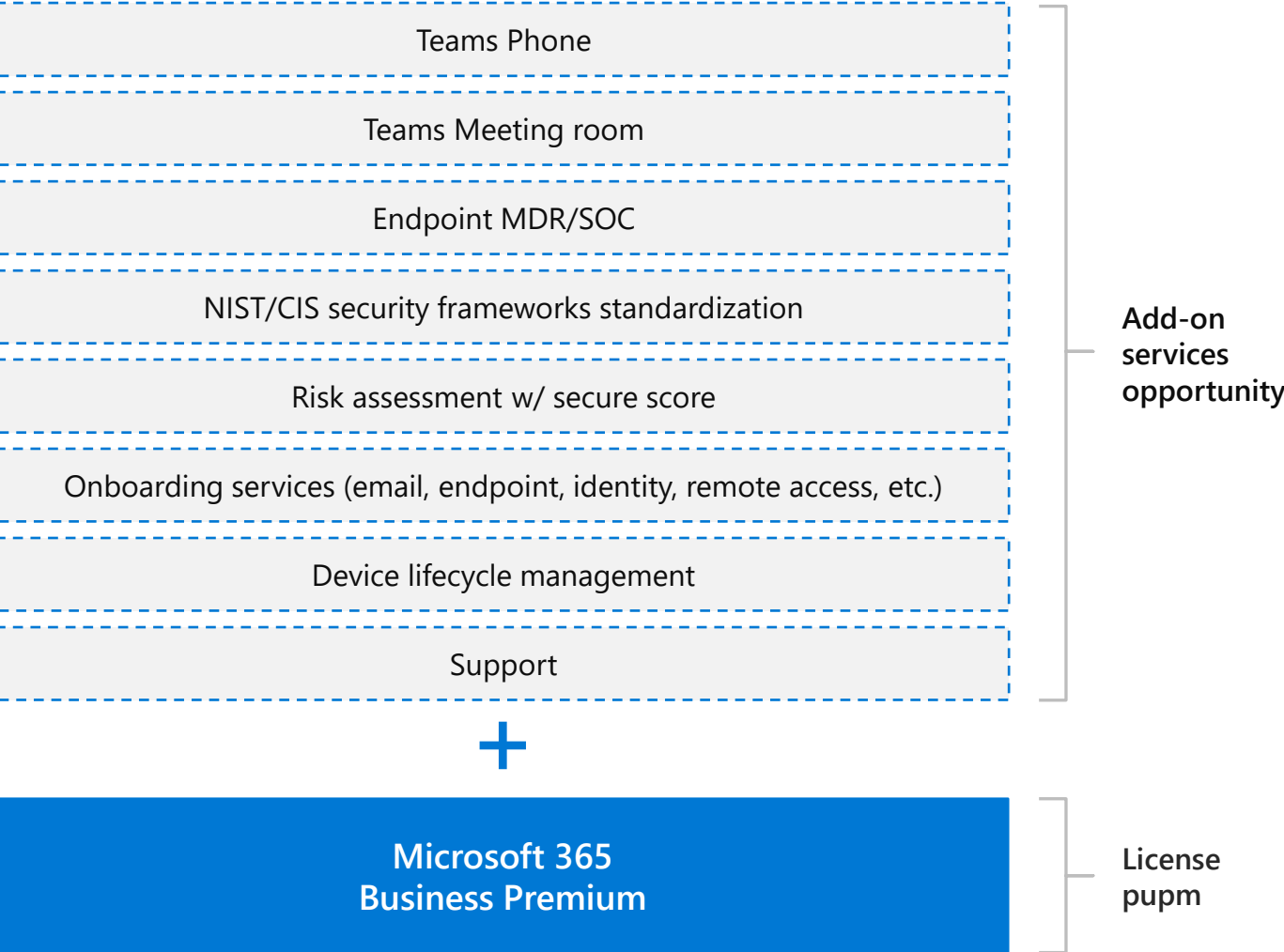
Create ongoing revenue with managed services



"Since basing a managed service offering on Microsoft 365 Business Premium, profitability per employee has shot up by 250 percent."

—Martin Liljenberg: CTO and Cofounder, [WeSafe](#)

Microsoft 365 Partner opportunity



\$116
per user
per month

SMB Partner Revenue
Opportunity with
Microsoft 365

2022 Modern Work Partner Total Economic Impact™ study, a commissioned study conducted by Forrester Consulting on behalf of Microsoft

Retain and upsell your customers

01

Consolidate IT
spend and increase
security

Business Basic and Business
Standard customers

02

Position the value of a
modern collaboration
solution

On-prem and Exchange
Online customers

03

Reinforce solution value,
drive usage and consider
next steps

Business Premium customers

Upsell

Renew

Standalones as pathways to upsell customers to Microsoft 365 suite



60%

of partners surveyed shared that most SMB customers start with a small standalone software deployment and then incrementally add more solutions and services over time.¹

1. [Meeting the Changing Software Technology Needs of SMBs, Forrester Consulting, September 2022](#)

Microsoft 365 Business Basic to Business Premium

This document is an upsell guide for partners, comparing Microsoft 365 Business Basic and Microsoft 365 Business Premium. It includes a table of features and a list of discovery questions.

Microsoft 365 Business Basic	Microsoft 365 Business Premium
Cloud Services	Cloud Services
Desktop Apps	Desktop Apps
Advanced Security	Advanced Security

HOW TO UPSELL: START WITH DISCOVERY QUESTIONS

- Do you know that approximately 10% of all cyberattacks are targeted at small businesses?
- How do you help ensure customer work and customer data is not accidentally leaked?
- How do you help ensure compliance work and customer data is not accidentally leaked?
- How do you have a process to ensure data retention and compliance requirements?
- Do you have a process to ensure data retention and compliance requirements?
- Do you have a process to ensure data retention and compliance requirements?

FOLLOW THE SALES JOURNEY BELOW

DISCOVERY QUESTIONS	REVIEW THE SOLUTIONS	HIGHLIGHT DIFFERENCES	COMPARE & CONTRAST
Do you know that approximately 10% of all cyberattacks are targeted at small businesses?	Use the customer being presented to you to identify the right solution for your customer.	Use the comparison table to highlight the differences between the two solutions.	Use the comparison table to highlight the differences between the two solutions.

This document focuses on the security features of Microsoft 365 Business Premium compared to Business Basic. It includes a table of features and a list of discovery questions.

Microsoft 365 Business Basic	Microsoft 365 Business Premium
Security Features	Security Features

HOW TO UPSELL: START WITH DISCOVERY QUESTIONS

- Do you know that approximately 10% of all cyberattacks are targeted at small businesses?
- How do you help ensure customer work and customer data is not accidentally leaked?
- How do you have a process to ensure data retention and compliance requirements?
- Do you have a process to ensure data retention and compliance requirements?
- Do you have a process to ensure data retention and compliance requirements?

This document focuses on the cost savings of Microsoft 365 Business Premium compared to Business Basic. It includes a table of features and a list of discovery questions.

Microsoft 365 Business Basic	Microsoft 365 Business Premium
Cost Savings	Cost Savings

HOW TO UPSELL: START WITH DISCOVERY QUESTIONS

- Do you know that approximately 10% of all cyberattacks are targeted at small businesses?
- How do you help ensure customer work and customer data is not accidentally leaked?
- How do you have a process to ensure data retention and compliance requirements?
- Do you have a process to ensure data retention and compliance requirements?
- Do you have a process to ensure data retention and compliance requirements?

Microsoft 365 Business Premium upsell guides

Microsoft 365 Business Standard to Business Premium

This document is an upsell guide for partners, comparing Microsoft 365 Business Standard and Microsoft 365 Business Premium. It includes a table of features and a list of discovery questions.

Microsoft 365 Business Standard	Microsoft 365 Business Premium
Cloud Services	Cloud Services
Desktop Apps	Desktop Apps
Advanced Security	Advanced Security

HOW TO UPSELL: START WITH DISCOVERY QUESTIONS

- Do you know that approximately 10% of all cyberattacks are targeted at small businesses?
- How do you help ensure customer work and customer data is not accidentally leaked?
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FOLLOW THE SALES JOURNEY BELOW

DISCOVERY QUESTIONS	REVIEW THE SOLUTIONS	HIGHLIGHT DIFFERENCES	COMPARE & CONTRAST
Do you know that approximately 10% of all cyberattacks are targeted at small businesses?	Use the customer being presented to you to identify the right solution for your customer.	Use the comparison table to highlight the differences between the two solutions.	Use the comparison table to highlight the differences between the two solutions.

This document focuses on the security features of Microsoft 365 Business Premium compared to Business Standard. It includes a table of features and a list of discovery questions.

Microsoft 365 Business Standard	Microsoft 365 Business Premium
Security Features	Security Features

HOW TO UPSELL: START WITH DISCOVERY QUESTIONS

- Do you know that approximately 10% of all cyberattacks are targeted at small businesses?
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This document focuses on the cost savings of Microsoft 365 Business Premium compared to Business Standard. It includes a table of features and a list of discovery questions.

Microsoft 365 Business Standard	Microsoft 365 Business Premium
Cost Savings	Cost Savings

HOW TO UPSELL: START WITH DISCOVERY QUESTIONS

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Microsoft 365 Exchange Online to Business Premium

Microsoft 365 Business Premium Offer



Get your customers AI-ready with a secure productivity solution to safely run their business from anywhere with a secure, comprehensive, AI-powered cloud solution that makes hybrid-work work.

Offer: Receive 15% off annual commitment for New-to-Microsoft Cloud customers

Geographies: Canada, CEMA, France, Japan, Korea, LATAM, West Europe

Timing: Begins August 1, 2023

For more details: <https://aka.ms/SMBPartnerPortal>

Resources for CSP Partners

Develop your Get AI-ready Campaign with CSP campaign:

Partner BOM at SMB Partner Portal
<https://aka.ms/CSPGetAI>

Do More with Less with SMB campaign:

Partner BOM at SMB Partner Portal
<https://aka.ms/SMBPartnerPortal>

Do More with Less Workshop content to customers at aka.ms/SMBWorkshopPartnerPortal

Demonstrate the value of Microsoft 365 Business Premium:

Partner Playbook at
aka.ms/M365BPPartnerPlaybook

Attach Microsoft Defender for Business:

Partner BOM at aka.ms/MDBPartnerKit
Live and on-demand partner webinars
<https://aka.ms/M365MDBSeries>

Manage SMBs with Microsoft 365 Lighthouse:

Lighthouse documentation at aka.ms/M365LighthouseDocs
Activate M365 Lighthouse at aka.ms/M365LighthouseOnboard

Build your CLM practice with Sales Advisor:

Partner BOM at aka.ms/ProjectOrland
Sign up for Project Orland public preview at <http://aka.ms/ProjectOrlandNextSteps>

Close with M365 E3 Offer:

[M365 E3 DMWL CSP Offer FAQ](#)
[M365 E3 DMWL Offer in CSP summary](#)
[Partner Center Announcement](#)

Pitch Microsoft 365 E3:

[DMWL ME3 landing page for partners](#)
[1:Many DMWL E3 Workshop content](#)
Campaign in a box for [ME3 Core E SKU](#)
[Snackable 10 min video](#) on value of ME3

Leverage Forrester studies in customer conversations:

Meet The Changing Tech Needs of SMBs: [Study](#), Infographic, and On-Demand Webinar
Modern Work Total Economic Impact Study: aka.ms/MWForresterTEI2022

Microsoft Teams Essentials



Microsoft Teams Essentials is a subscription that gives you the best of Teams in an affordable package

Instant meetings | Chat and collaboration | Office and storage

Teams Essentials provides you with the ability to:

Meet your customers' demand for better online meetings

Improve team productivity and collaboration with an affordable, solution

Grow your business with a full-featured platform

Which Teams plan is right for you?

Microsoft 365 suites for SMBs

Microsoft Teams Essentials

Cloud Services



Teams

\$4 per user/month

Microsoft 365 Business Basic

Cloud Services



Teams Exchange OneDrive SharePoint

Web and Mobile Apps



Outlook Word Excel PowerPoint

\$6 per user/month

Microsoft 365 Business Standard

Cloud Services



Teams Exchange OneDrive SharePoint

Desktop, Web and Mobile Apps



Outlook Word Excel PowerPoint Publisher Access

\$12.50 per user/month

Microsoft 365 Business Premium

Cloud Services



Teams Exchange OneDrive SharePoint

Desktop, Web and Mobile Apps



Outlook Word Excel PowerPoint Publisher Access

Comprehensive Security



Intune Azure Information Protection Azure AD Premium Windows Virtual Desktop Microsoft Defender

\$22 per user/month

Note: Not all features/product logos shown.

Price is subject to change based on subscription term, currency and region

Potential cost savings and business value

Cost savings categories	20,000 seats	1,000 seats	50 seats
Vendor license cost consolidation¹ Security, productivity, communication, workflow, etc.	\$2,880,000	\$144,000	\$7,200
IT admin and deployment savings IT software deployment and IT admin costs	\$5,460,000	\$273,000	\$13,667
Save with T&E cost displacement Travel/expenses/entertainment	\$9,984,000	\$499,333	\$25,000
Save on automation and process improvements Artificial Intelligence and automation services	\$7,719,000	\$386,000	\$19,333
Potential cost savings per year	up to \$26.0M	up to \$1.3M	up to \$58.0K

Results from the Microsoft ROI Calculator for the Phone Systems licensing combination

Results based on a multiple studies by Forrester Consulting, commissioned by Microsoft and with Microsoft research, visit roi.transform.microsoft.com or contact your Microsoft representative for estimates for your organization.

¹Forrester default value for voice capability used. ²Moving from upfront capital expenditures to operational expenditure for easier cash flow.

Microsoft Teams partner opportunity

Expected revenue opportunity for a new SMB customer is up by **17%** YoY.

32% of telecommunications decision makers report that they plan to implement a UC solution in the next 12 months.

24% of respondents are currently expanding their existing deployment.

Advisory and adoption components provide partners with a revenue uplift opportunity.

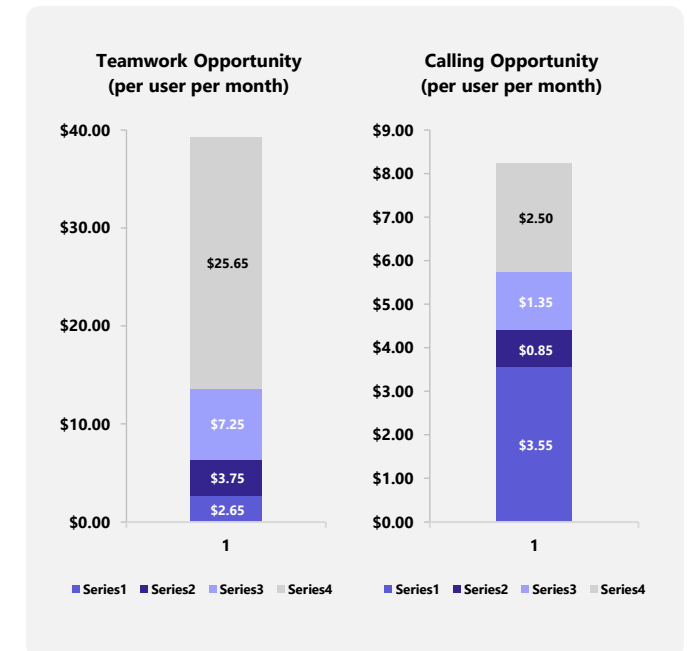
Partners can realize larger TAM and higher margins moving from deployment to **providing services and building custom IP**.

SMB Customer Revenue Opportunity by Solution Area

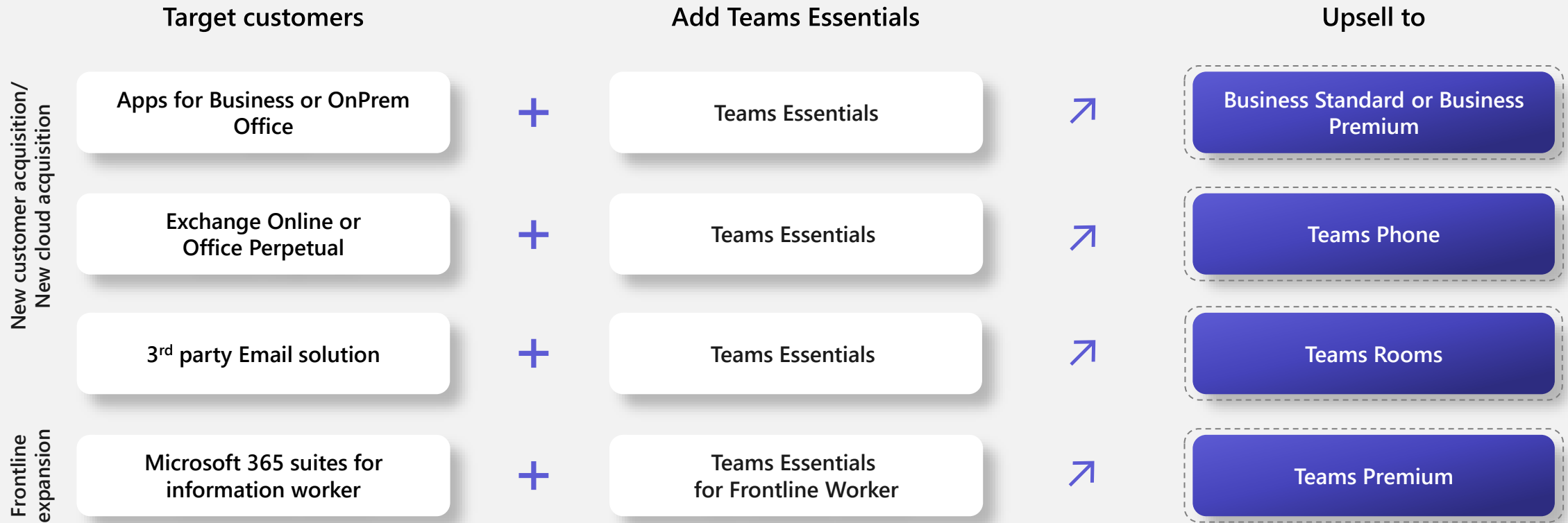
Solution Area	Total Per User Per Month	Blended Attach Rate	Expected Per User Per Month	YoY Growth (Expected)
Teamwork	\$48.05	26%	\$12.40	8%
Teams collaboration and solutions	\$39.30	23%	\$9.15	11%
Meeting Room	\$0.50	30%	\$0.15	-6%
Calling	\$8.25	38%	\$3.10	3%
Endpoint Management	\$28.60	42%	\$12.15	27%
Total	\$76.65	32%	\$24.55	17%

SMB Customer Revenue Opportunity by Partner Service

Partner Service	Total Per User Per Month	Blended Attach Rate	Expected Per User Per Month	YoY Change (Expected)
Deployment	\$9.45	72%	\$6.85	10%
Consulting services	\$5.20	59%	\$3.07	-4%
Business solutions	\$9.80	22%	\$2.18	18%
Managed services	\$52.20	24%	\$12.45	28%
Total	\$76.65	32%	\$24.55	17%



Team Essentials as the pathway for upsell



Teams Phone bundles for SMB

	Teams Essentials and Teams Phone with Pay-as-you-go Calling	Teams Essentials and Teams Phone with Domestic Calling	Teams Essentials and Teams Phone with International Calling	Teams Essentials and Teams Phone with bring your own carrier	Teams Phone with Pay-as-you-go Calling	Teams Phone with Domestic Calling	Teams Phone with International Calling	Teams Phone for bring you own carrier
List price per user per month (USD)	\$14 (users in UK/CAN ¹) \$15 (users in US/PR ² & all other service markets ³)	\$20	\$36	\$12	\$10 (users in UK/CAN ¹) \$11 (users in US/PR ² & all other service markets ³)	\$15	\$32	\$8
Promo price (available through 12/31/23 in US/PR/CAN/UK only)	\$10	\$16	\$32	\$8	\$8	\$14	\$30	\$6
Product ID	CFQ7TTC0MJ2C	CFQ7TTC0MJ3G	CFQ7TTC0MJ3X	CFQ7TTC0RC5R	CFQ7TTC0MJ20	CFQ7TTC0HL73	CFQ7TTC0MJ23	CFQ7TTC0LH0T
Scenario	Add new seat with 1P calling			Add new seat enabled for 3P calling	Add 1P calling to existing seat ⁴			Enable 3P calling for existing seat ⁴
Teams Essentials (AAD Identity)	•	•	•	•				
Teams Phone Standard	•	•	•	•	•	•	•	•
Phone number + unlimited inbound calling	•	•	•		•	•	•	
Included domestic calling minutes per user per month (pooled)		US/PR/CA/UK: 3,000 All other markets: 1,200	US/PR/CA/UK: 3,000 All other markets: 1,200			US/PR/CA/UK: 3,000 All other markets: 1,200	US/PR/CA/UK: 3,000 All other markets: 1,200	
Included international calling minutes per user per month (pooled)			600				600	

¹For users located in the United Kingdom or Canada (Zone 1 - UK/CAN). Available for purchase in all calling sell-to markets except US/PR.

²For users located in the United States (incl. Puerto Rico) (Zone 1 – US). Available for purchase in US/PR only. Price includes applicable telco taxes.

³For users located in calling service markets other than US/PR/UK/CAN (Zone 2). Available for purchase in all calling sell-to markets except US/PR.

⁴M365 Business Basic/Standard/Premium or Teams Essentials (AAD Identity) (Also available for Enterprise and Frontline plans.)

[Click for pay-as-you-go/overage rates by country/region](#)

Announcing

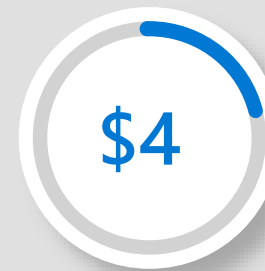
Teams Essentials + Teams Phone System bundle promotion

What's the deal?

Promotion details

Beginning July 17, 2023, CSP partners can use a new set of promotional discounts and packages to create new customer acquisition motions around calling with Teams Essentials plus Teams Phone (up to \$4 off pupm).

- Download the [Teams Essentials + Teams Phone partner opportunity deck](#)
- Learn more and find customer-facing materials on the [Modern Work for Partners - Teams Essentials](#) page



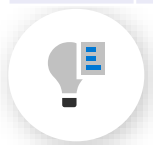
off Teams Essentials +
Phones System
bundle (\$8.00
USD/seat vs. \$12.00).

Questions?

[Download the promo FAQ](#)

Teams Essentials + Phone partner resources

	Learn	Market	Sell	Deploy
Teams Essentials	<ul style="list-style-type: none"> Teams Essentials partner opportunity presentation in English, Brazilian Portuguese, Chinese, French, German, Italian, Japanese, and Spanish Profitability Calculator Teams Essentials FAQ Teams Essentials data sheet Teams Essentials features one-pager Webinar: Enabling Hybrid Work Webinar: How to Build a Profitable Teams Practice 	<ul style="list-style-type: none"> Reseller email template Customer email template available in English, Brazilian Portuguese, Chinese, French, German, Italian, Japanese, and Spanish Social Media assets Teams Essentials – use cases Train-the-trainer kit 	<ul style="list-style-type: none"> Customer pitch deck available in English, Brazilian Portuguese, Chinese, French, German, Italian, Japanese, and Spanish One-page product overview to share with customers Customer overview pricing sheet Call center pitch (short) available in English, Brazilian Portuguese, Chinese, French, German, Italian, Japanese, and Spanish 	<ul style="list-style-type: none"> Webinar: Configure and Set Up Microsoft Teams Essentials Microsoft Mechanics overview video – share with customers to help plan configuration and setup Technical guide Technical setup – use cases Technical setup – screenshot walk-through
Teams Phone	<ul style="list-style-type: none"> Teams Phone partner opportunity presentation Teamwork Partner Skills and Enablement Dashboard Partner FAQ SMB Core Teamwork practice development guide Microsoft Teams Partner Guide for Calling and Meetings Service Provider Guide Teams Phone product page 	<ul style="list-style-type: none"> Flyers Email templates Day-in-the-life infographics Landing page Social Media assets Train-the-trainer kit 	<ul style="list-style-type: none"> Customer pitch deck Sales play card Teams Phone Demo Statement of work template Teams Phone Trial 	<ul style="list-style-type: none"> Adoption resources Adoption and change management partner guidance Microsoft Teams adoption marketing materials



Visit the [Teams Essentials Partner Portal](#) and [Teams Phone for SMB Partner Playbook](#) to learn more

Windows 365. Your Windows in the cloud.

Give every employee the tools to be productive, however they work, with Windows 365 Cloud PCs. Securely access personalized and familiar Windows apps, settings, desktop, and data on the device of their choice, from wherever they work.



Secure by design

Provide secure access to your organization's apps and data with a protected, compliant Windows experience on Windows 365 Cloud PCs.



Simple and productive on any device

Simply equip all your employees with Windows 365 Cloud PCs to help them perform at their best.



Do more with less

Easily deploy and manage Windows 365 Cloud PCs using your existing tools and team, maximizing your technology investment.

The total Windows 365 partner opportunity

Overall ROI on sales and services

After a net investment of \$327,000 in sales and marketing, practice and partnership management, administration, and training, Forrester's composite partner returned a net present value of \$579,000—an ROI of 177% over three years.¹



ROI
177%



Resale gross margin
10% in year 3



Services gross margin
39% in year 3



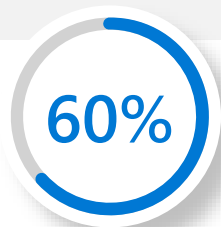
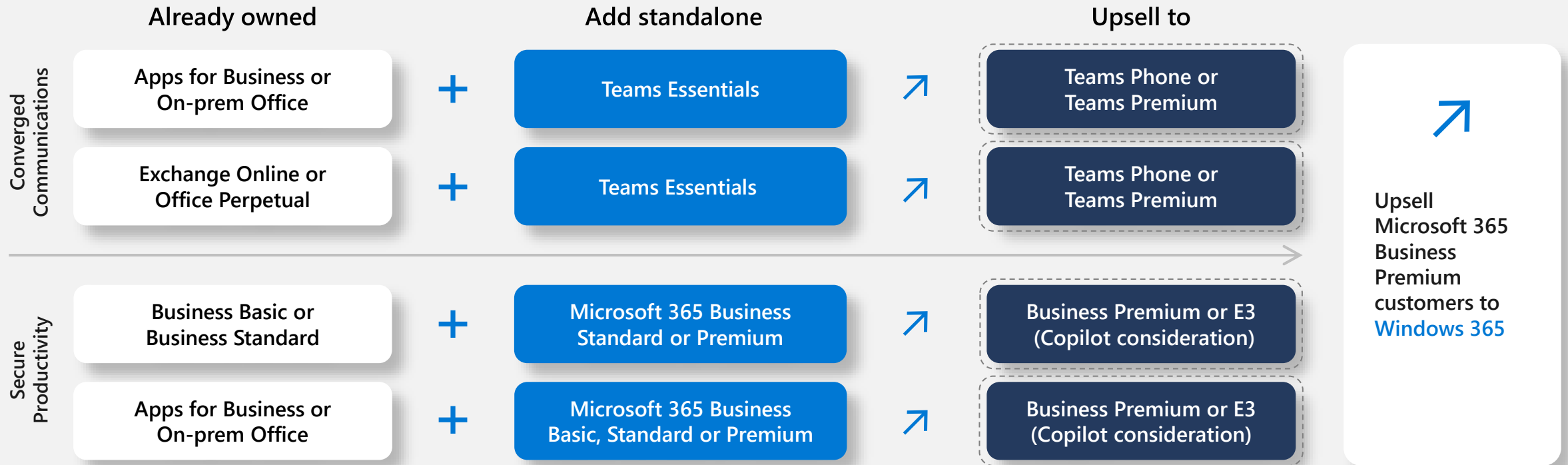
"[Windows 365] follows this paradigm of making IT simpler and more understandable, and therefore, it's something we cannot neglect. It enables us to capitalize on it and unlock opportunities."

—**Director of global modern workplace services**
European LSP/CSP/MSP partner

"We have this Windows 365 practice because there's been this hole in the market, especially for small and medium business customers, where they do need this [computing] solution, and it doesn't make sense to go to Azure Virtual Desktop. This fills that niche in the marketplace."

—**Managing partner**
North America CSP partner

Windows 365 pathways to upsell



of partners surveyed shared that most SMB customers start with a small standalone software deployment and then incrementally add more solutions and services over time.¹

1. [Meeting the Changing Software Technology Needs of SMBs, Forrester Consulting, September 2022](#)

Seller guidance

Seller guidance for upselling existing customers

Focus on customer targeting

Windows 365 upsell and cross-sell opportunities exist for Microsoft 365 Business Premium, Microsoft 365 E3, or Microsoft 365 E5 customers. We suggest looking for customers with high Intune usage or those on a device refresh cycle.

You can also target industries/businesses with temporary workers, high data security regulations, or BYOPC policies.

For more resources on customer targeting check out the Windows 365 Partner Portal.

Seller guidance for acquiring new customers

Focus on the transformative power of the cloud

Help customers adapt to a new way of working so they move from disconnected on-premises setups or multiple point solutions to one dynamic collaboration solution enabled in the cloud by Microsoft.

Show how consolidating technology investments into one subscription managed by a trusted technology provider transforms how to get work done securely from anywhere, while reducing costs.

[Access the Microsoft Transform Toolset.](#)



Announcing

Windows 365 CSP Promo

What's the deal?

Promotion details

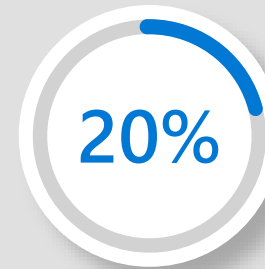
New introductory offer for existing Microsoft 365 Business Premium customers

20% off Windows 365 Enterprise (all configs) available on CSP channel-wide

Monthly term offer

Up to 300 seats

All geographies



off for existing M365
Business Premium
customers

[More details](#)

aka.ms/W365CSPpromo

Windows 365 resources for partners

- ✔ Continue building your Windows 365 practice with the resources available on the [Windows 365 Partner Portal](#).

There, you will find the Windows 365 Partner Playbook that provides practical guidance for partners on how to monetize the Windows 365 opportunity through your current customer base and how to attract new customers.

- ✔ Engage your customers in a digital Windows 365 experience using the [portfolio of Microsoft technology product demos](#). Partners have access to Internal Use Rights licenses through Partner Center. Learn more [here](#).



Be relevant

Stay at the forefront of Microsoft innovation and technology



Get ready to experience the power of **intelligent productivity** with Microsoft 365 Business Premium - the innovative solution that is transforming the way we work.

Learn how to grow your business and leverage the evolution of AI by reigniting interest with on-premises customers and upselling existing customers in advance of future game-changing capabilities in **Microsoft 365 Copilot**.

Get your SMB customers
AI-ready with **Microsoft 365**
Business Premium



Get ready to put the power of AI to work for your SMB customers

We know that adopting new technology can be challenging, so here are a few resources you can use to reach out to customers:

- 1) Read the recent [Microsoft 365 blog](#) post outlining all the new and upcoming innovations to help your SMB customers achieve more than ever before.
- 2) Download the [Get AI-Ready customer pitch deck](#) and [to-customer email templates](#) to engage your customers.



Next steps for Microsoft CSP Partners

Get AI Ready with Microsoft 365

01

Get AI Ready with Microsoft 365 Campaign BoM

- Get your customers AI-ready with M365 sales & marketing templates – customizable for your sales, campaigns and event needs.
- Download sales & marketing assets:

Sales deck:

<https://aka.ms/GetAISalesdeck>

SMB Portal:

<https://aka.ms/CSPGetAI>

02

Use the partner playbooks & customer content to reach SMBs

- Download content and get started with [SMB](#) and [Scale](#) workshops today.
- [AI Blog](#)
- [Business Premium](#)
- [Defender for Business](#)
- [Teams 2.1](#)
- [Loop Preview](#)
- [Do more with less](#)

03

Get trained with the CSP Masters Program

- [Master Sales trainings](#), sign up for digital events to gain useful insight into Microsoft tools and programs to enable sales growth and technical practices.
- [Master Technical trainings](#) Register and expand deployment, configuration, and management capabilities around Microsoft 365.
- Check out the [M365 SMB Masters Bootcamp](#) on-demand digital events covering sales and technical topics including partner tools and programs.

04

Accelerate with new promo & CSP Incentives

- [CSP Promos \(B SKUs & M365 E3\)](#)
- [Modern Work CSP Incentives](#)

Microsoft 365 Copilot resources for partners

New Product Value	Learn More	Licensing
Copilot for Microsoft 365	Introducing Microsoft 365 Copilot – your copilot for work - The Official Microsoft Blog	Pre-requisite: Microsoft 365 Business Standard Microsoft 365 Business Premium
Business Chat	Introducing Microsoft 365 Copilot – your copilot for work - The Official Microsoft Blog	Pre-requisite: Microsoft 365 Business Standard Microsoft 365 Business Premium
Microsoft Loop	Microsoft Loop: Collaborative App Microsoft 365 Loop TAP program: http://aka.ms/join-Loop-TAP-SMB	Available now in: Microsoft 365 Business Standard Microsoft 365 Business Premium
Teams 2.0	Request Payments in a Teams Meeting	Available now in: Microsoft Teams Essentials Microsoft 365 Business Basic Microsoft 365 Business Standard Microsoft 365 Business Premium
Teams Payments	Microsoft Teams Microsoft 365 Blog	Available now in: Microsoft Teams Essentials Microsoft 365 Business Basic Microsoft 365 Business Standard Microsoft 365 Business Premium
Microsoft Defender for Business – Mobile Threat Defense	https://aka.ms/SMBSecurityMarchBlog	Available now in: Microsoft Defender for Business Microsoft 365 Business Premium
Microsoft Defender for Business – Monthly Security Summaries	https://aka.ms/SMBSecurityMarchBlog	Available now in: Microsoft Defender for Business Microsoft 365 Business Premium

Be trusted

Transform how you go-to-market



Nurture and engage your customers, boost your Microsoft 365 technical expertise and sales potential, and grow your cloud solution practice with our tools and workshops designed to enhance technical expertise and sales capabilities for our SMB partners.

Microsoft 365 Lighthouse with the Sales Advisor feature, the CSP Masters Program, and the Modern Work SMB Briefings aim to optimize your customer outreach, maximize impact, and drive success together.

Microsoft 365 Lighthouse

Introducing the new Sales Advisor feature with AI-powered actionable insights and recommendations

The improved Microsoft 365 Lighthouse tool offers a solution that's transforming the way CSPs engage with their customers. With advanced features to proactively manage SMB customer relationships on a larger scale, Lighthouse simplifies tenant management, minimizes risks, and now delivers personalized recommendations with AI-driven insights from the new Sales Advisor (formerly Project Orland) capability.

Help your customers maximize their Microsoft 365 investment and deliver value consistently through every stage of the customer lifecycle with Microsoft 365 Lighthouse.



Sales Advisor helps deliver value at every stage of the customer journey



Acquire

Increase customer acquisition by utilizing trials and conversion conversations to effectively sell Microsoft 365.



Retain

Sales Advisor gives timely alerts to prevent potential churn, allowing for direct engagement to improve customer satisfaction and retention.



Grow

Identify customers ready for their digital transformation's next phase by analyzing their usage patterns and comparing them to similar customers.

Onboard to Lighthouse

Unlock the full potential of cutting-edge customer management and engagement tools today!

Additional resources for partners:

- [Microsoft 365 Lighthouse Partner page](#)
- [Overview of Microsoft 365 Lighthouse](#)
- Microsoft 365 Lighthouse Sales Advisor partner datasheet

Microsoft 365 CSP Masters Program



The Microsoft 365 SMB Masters Program is designed to enhance technical expertise and sales capabilities for our SMB and CSP partners.

Through live and on-demand webinars, along with immersive in-person training, the program has a proven track record in helping our partners boost customer acquisition and upsell proficiencies. Trainings cover Microsoft 365, Teams, device management, security, Windows 365, and Microsoft 365 Lighthouse, and other tools.

Leverage the CSP Masters Program to:

Learn more about how to position the value of Microsoft 365 and addressing customer questions and objections.

Expand deployment, configuration, adoption, and management capabilities.

Gain useful insight into Microsoft tools and programs to enable sales growth and technical practices.

Digital Events

Attend upcoming digital and on-demand events

[Sales bootcamp registration](#) | September 13, 2023

[Technical bootcamp registration](#) | September 27-28, 2023

[CSP Masters Program | On-Demand](#)

[Security Managed Services | On-Demand](#)

In-Person Training

Improve your professional development, together

Would you like to have an in-person Partner training for your team? Contact your local Microsoft representative to discover the local partner trainings available in your region or schedule one with co-op funds.

Professional Badging

Earn your CSP Masters Sales and Technical Professional LinkedIn Badges



[Sales Professional](#)

[Technical Professional](#)

[Sales and/or Technical](#)

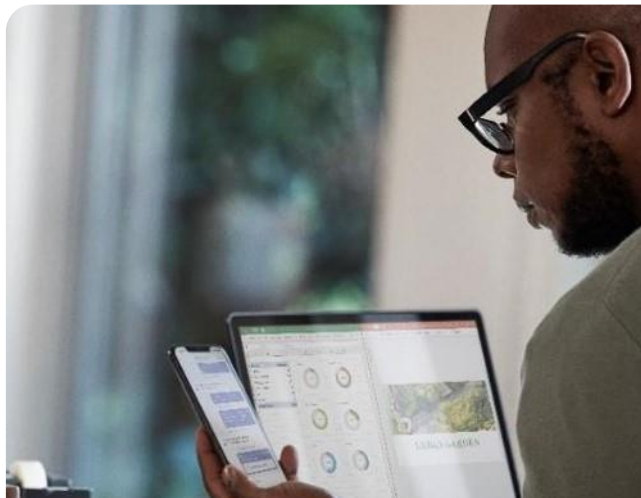
[Professional badge instructions](#)



Microsoft SMB Briefings

The Microsoft SMB Briefings are designed to provide Microsoft Partners with the demand-generation tools and resources needed to drive customer acquisition and growth. The full briefing experience includes customer invites, facilitator scripts, presentation materials, and instructions on how to set up a live demo environment.

Demand-generation events to drive new customer acquisition



Partners can earn incentives for running SMB briefings.

[Learn more>](#)

A CSP partner-led workshop experience

Organized with partner success in mind

90-minute 1:many interactive briefing



Microsoft 365



Microsoft Teams



Windows 365



Microsoft Defender

Open to selected CSP partners with Modern Work solutions or services.

[Learn more>](#)

Learn how Ingram Micro is driving new business with the SMB Briefings

[Read the story>](#)

Leverage the following resources to help you get started:

- [SMB Briefings Partner page](#)
- [SMB Briefings Overview](#)

Or, download the available briefing packages today:

- [Do More With Microsoft 365](#)
- [Microsoft Teams Essentials](#)
- [Teams Phone](#)
- [Windows 365](#)
- [Microsoft Defender for Business](#)

Go-to-Market

FY24 partner marketing resources



To advance our shared business objectives and foster growth in FY24, we have put together tailored mini-marketing kits exclusively designed for you to use with your SMB customers.

With ready-to-go marketing assets, messaging content, customizable campaigns, and integrated marketing resources, it's easy to transform how you go-to-market with a strategic and coordinated approach.

FY24 partner marketing resources

These Solution Play mini-marketing packages are available to help you optimize your customer outreach, maximize impact, and drive profitability.

The packages are exclusively designed for our SMB customers.



Secure Productivity to-customer resources

This kit includes:

- Two to-customer email templates—one focused on acquiring net-new customers and one focused on upsell
- To-customer one-pager for Microsoft 365 Business Premium
- To-customer one-pager for Microsoft 365 E3
- To-customer pitch deck

[Download the Secure Productivity
Partner Marketing Package](#)



Converged Communications to-customer resources

This kit includes:

- One to-customer email template focused on acquiring net-new customers
- To-customer one-pager
- To-customer pitch deck

[Download the Converged Communications
Partner Marketing Package](#)

Digital Marketing Content OnDemand

Increase productivity and generate demand online

The [Digital Marketing Content OnDemand](#) program enables partners to build and optimize their digital marketing strategy through consistent online engagement.

Business impact:

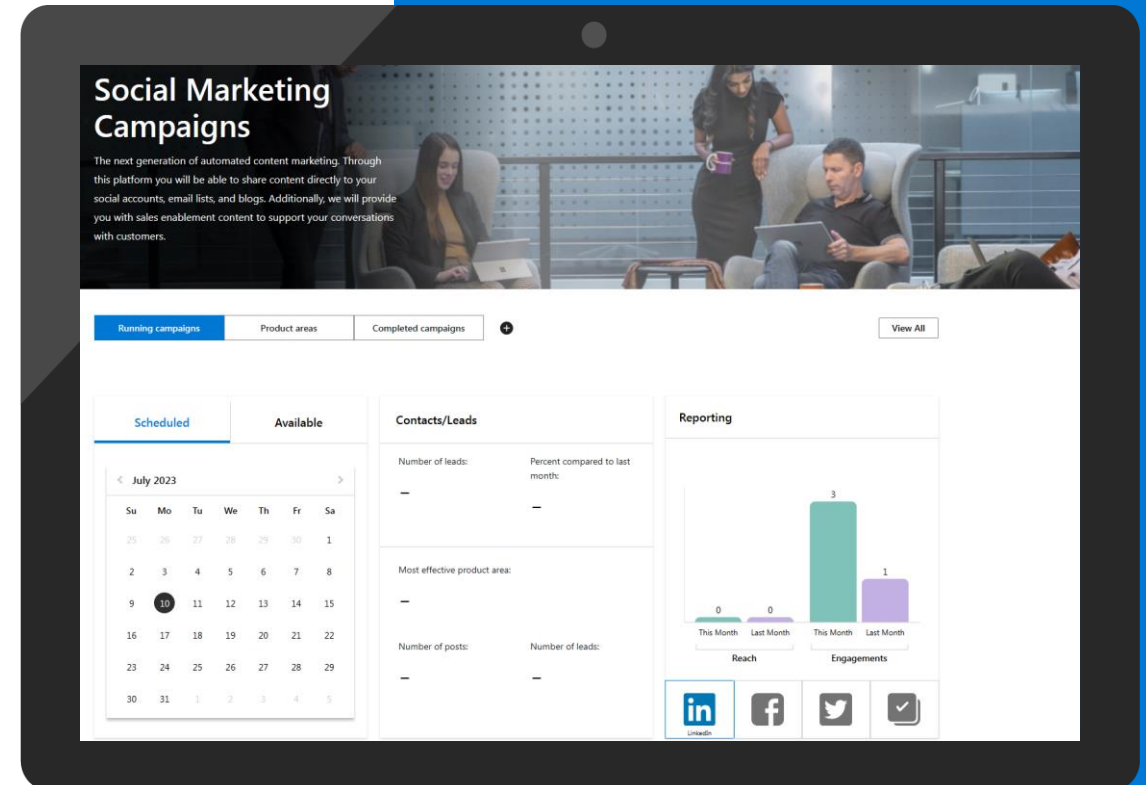
Gather leads directly from your social media accounts, push content to your company's social media accounts without any action from you, and leverage the pre-created emails, social posts, and other great content available.

What is included:

10-week digital campaigns that include to-customer content and to-partner resources.

Get started

<https://aka.ms/get.social>



New product offers summary

Solution plays	Special offers
Secure Productivity	<p>Microsoft 365 Business Premium acquisition offer</p> <p>Beginning August 1, 2023, new-to-Microsoft Cloud customers in select markets will receive 15% off Microsoft 365 Business Premium.</p>
Converged Comms	<p>Teams Essentials + Phone System bundle offer</p> <p>Beginning July 17, 2023, CSP partners can use a new set of promotional discounts and packages to create new customer acquisition motions around calling with Teams Essentials plus Teams Phone (up to \$4 off PUPM).</p>
Bonus Offer!	<p>Microsoft Windows 365 discounts for Microsoft 365 Business Premium customers</p> <p>Beginning July 1, 2023, CSP partners can attach Windows 365 Enterprise to existing Microsoft 365 Business Premium customers and receive a 20% discount in all markets.</p>



Your next steps...



Be sure to bookmark the FY24 CSP Partner Go-to-Market Playbook at aka.ms/FY24CSPPlaybook and check for updates regularly.



Visit aka.ms/SMBPartnerPortal for more information about how you can continue to supercharge your CSP business.



[Onboard to Lighthouse](#) to unlock Sales Advisor and our cutting-edge customer management and engagement tools.



Thank you!