

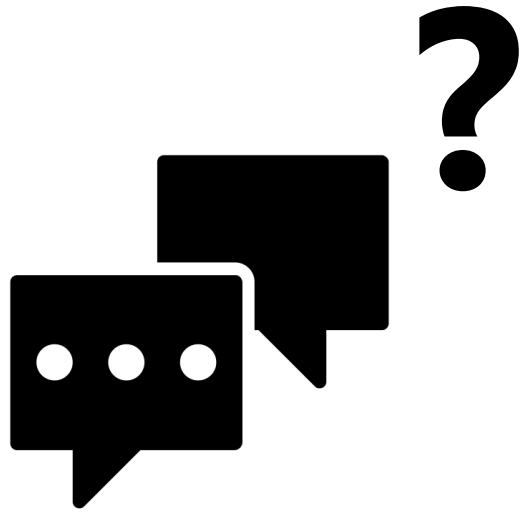


Microsoft Switzerland Partner Townhall

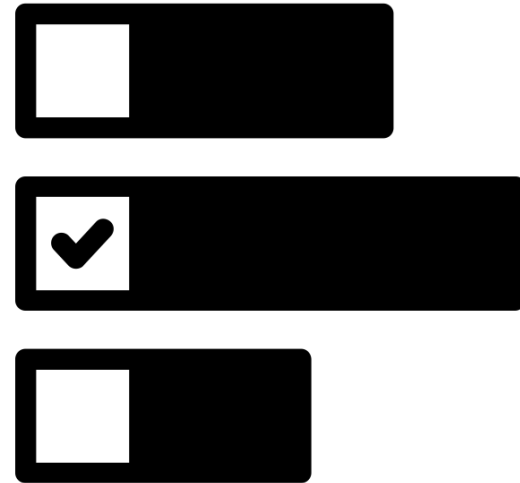
24th of June 2020



Teams Live Event Logistics







Chat and Q&A



Feedback survey

Agenda

Topic	Speaker
13:15 Swiss Partner Communication in FY21	Thomas Winter 
13:35 Inspire 2020 & Partner of the Year Awards	Maruscha Heyner 
13:50 IAMCP (International Association of Microsoft Channel Partners)	Patrick Püntener 
14:05 Closing statements	Thomas Winter 

Swiss Partner Communication in FY21

OCP & SMC Lead Microsoft Switzerland, Thomas Winter

Swiss Microsoft Partners Events

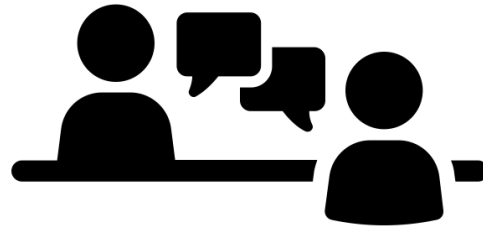


Going all digital in FY21

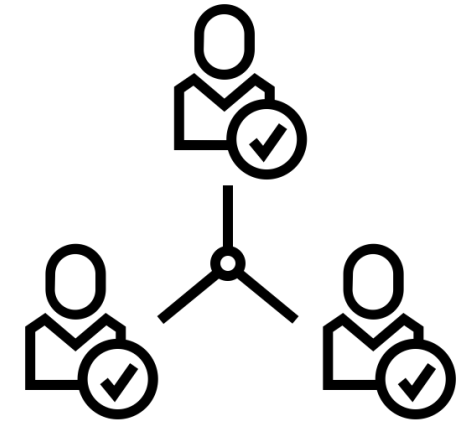
Swiss To-Partner-Communication Drivers



More regular engagements



Closer dialogue with partners

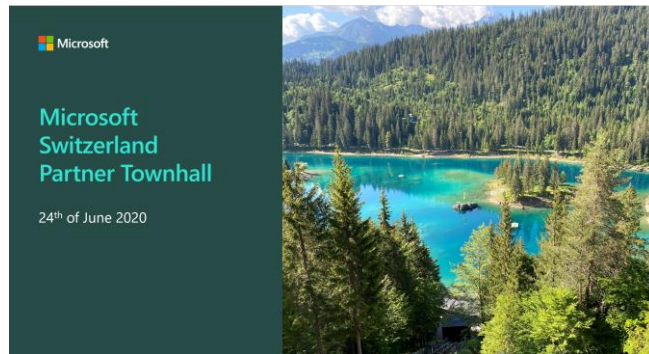


Scalable distribution of relevant information

Swiss To-Partner-Communication

Live engagements

Partner Townhalls



Monthly townhalls (via Teams Live Event) for all Swiss partner representatives

Goals:

- Share insights and information about the latest developments
- Foster the exchange between Microsoft and Swiss Partner (always includes a Q&A session)
- Dive in solution and procedural topics of interest (incentives, tools, co-selling, lead sharing)

Partner Roundtables



Executive roundtables:

- Conducted monthly by Thomas Winter
- Aimed towards partner executive leads

Partner Communication Network (PCN):

- Conducted monthly by Tobias Steger
- Aimed towards partner marketing and communication leads

SMB roundtables:

- Conducted every first Thursday of the month by Janaina Poeta Frey
- Aimed towards partner operating in the SMB segment

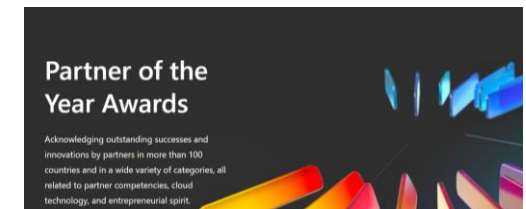
Workload centric roundtables:

- Community led
- Reconnect to overall program

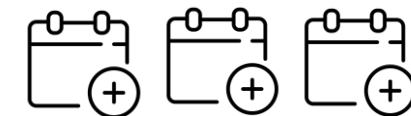
(Digital) Events



Inspire 2020 (21.-22.07.2020)



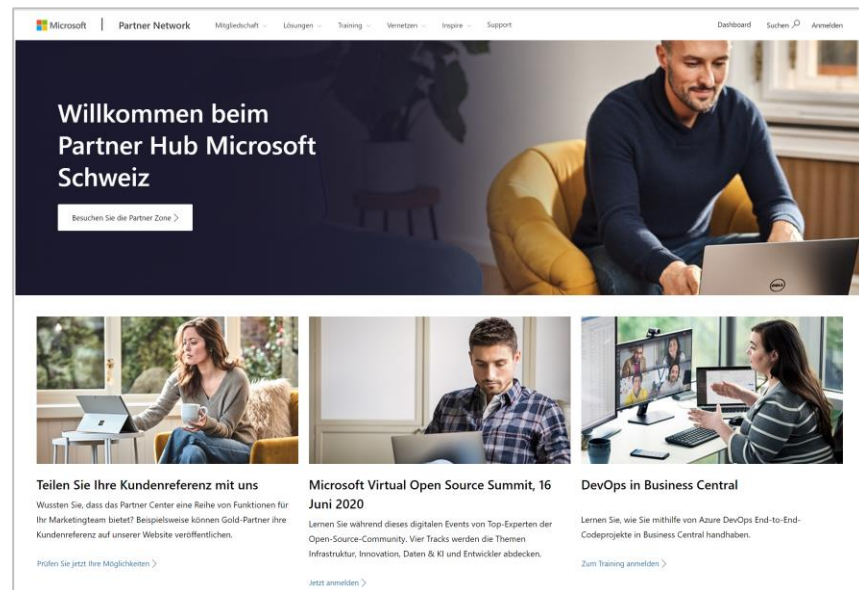
Partner of the Year Awards 2020



Other events (PLE, Microsoft Build, Microsoft Ignite, SPEx...)

Swiss To-Partner-Communication Platforms & Newsletter

Partner Hub



Microsoft | Partner Network | Mitgliedschaft | Lösungen | Training | Veranstaltungen | Inspire | Support | Dashboard | Suchen | Anmelden

Willkommen beim Partner Hub Microsoft Schweiz

[Besuchen Sie die Partner Zone >](#)

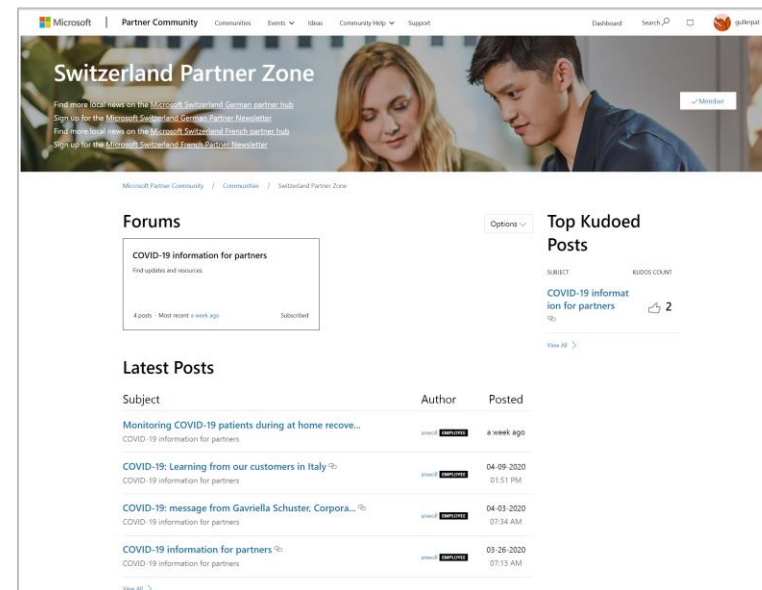
Teilen Sie Ihre Kundenreferenz mit uns
Wussten Sie, dass das Partner Center eine Reihe von Funktionen für Ihr Marketingteam bietet? Beispielsweise können Gold-Partner ihre Kundenreferenz auf unserer Website veröffentlichen.
[Profilieren Sie jetzt Ihre Möglichkeiten >](#)

Microsoft Virtual Open Source Summit, 16 Juni 2020
Lernen Sie während dieses digitalen Events von Top-Experten der Open-Source-Community. Vier Tracks werden die Themen Infrastruktur, Innovation, Daten & KI und Entwickler abdecken.
[Jetzt anmelden >](#)

DevOps in Business Central
Lernen Sie, wie Sie mithilfe von Azure DevOps End-to-End-Codeprojekte in Business Central handhaben.
[Zum Training anmelden >](#)

One-way communication
Global and local content
Updated monthly
[Link](#)

Partner Zone



Microsoft | Partner Community | Communities | Events | Ideas | Community Help | Support | Dashboard | Suchen | gallet | gallet

Switzerland Partner Zone

Find more local news on the Microsoft Switzerland German partner hub
Sign up for the Microsoft Switzerland German Partner Newsletter
Find all local news on the Microsoft Switzerland French partner hub
Sign up for the Microsoft Switzerland French Partner Newsletter

Microsoft Partner Community / Communities / Switzerland Partner Zone

Forums

COVID-19 information for partners
Find updates and resources.
4 posts · Most recent a week ago · [Subscribed](#)

Latest Posts

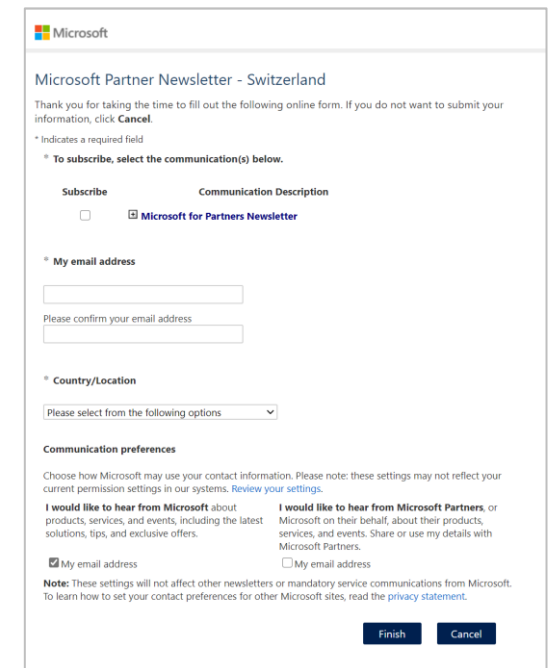
Subject	Author	Posted
Monitoring COVID-19 patients during at home recovery... COVID-19 information for partners	[Profile]	a week ago
COVID-19: Learning from our customers in Italy COVID-19 information for partners	[Profile]	04-09-2020 01:51 PM
COVID-19: message from Gaviella Schuster, Corpora... COVID-19 information for partners	[Profile]	04-03-2020 07:34 AM
COVID-19 information for partners COVID-19 information for partners	[Profile]	03-26-2020 07:13 AM

Top Kudoed Posts

COVID-19 information for partners
2 kudos
[View All >](#)

Two-ways communication
Organized in **groups** and **forums**
Platforms to discuss topics of interest (general and specific questions)
[Link](#)

Partner Newsletter



Microsoft Partner Newsletter - Switzerland

Thank you for taking the time to fill out the following online form. If you do not want to submit your information, click **Cancel**.

* Indicates a required field

* To subscribe, select the communication(s) below.

Subscribe	Communication Description
<input type="checkbox"/>	<input checked="" type="checkbox"/> Microsoft for Partners Newsletter

* My email address

Please confirm your email address

* Country/Location
Please select from the following options

Communication preferences

Choose how Microsoft may use your contact information. Please note: these settings may not reflect your current permission settings in our systems. [Review your settings.](#)

I would like to hear from Microsoft about products, services, and events, including the latest solutions, tips, and exclusive offers.
 My email address

I would like to hear from Microsoft Partners, or Microsoft on their behalf, about their products, services, and events. Share or use my details with Microsoft Partners.
 My email address

Note: These settings will not affect other newsletters or mandatory service communications from Microsoft. To learn how to set your contact preferences for other Microsoft sites, read the [privacy statement](#).

[Finish](#) [Cancel](#)

One-way communication
Sent monthly
[Link](#)

Swiss To-Partner-Communication

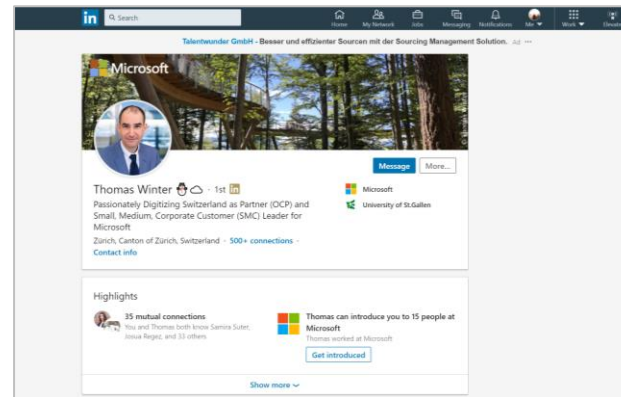
Additional channels

Podcast



One-way communication
Bi-weekly podcasts consisting
of partner interviews

LinkedIn



Two-ways communication
Updates about Microsoft and business
relevant topics

[Link](#)

IAMCP Switzerland



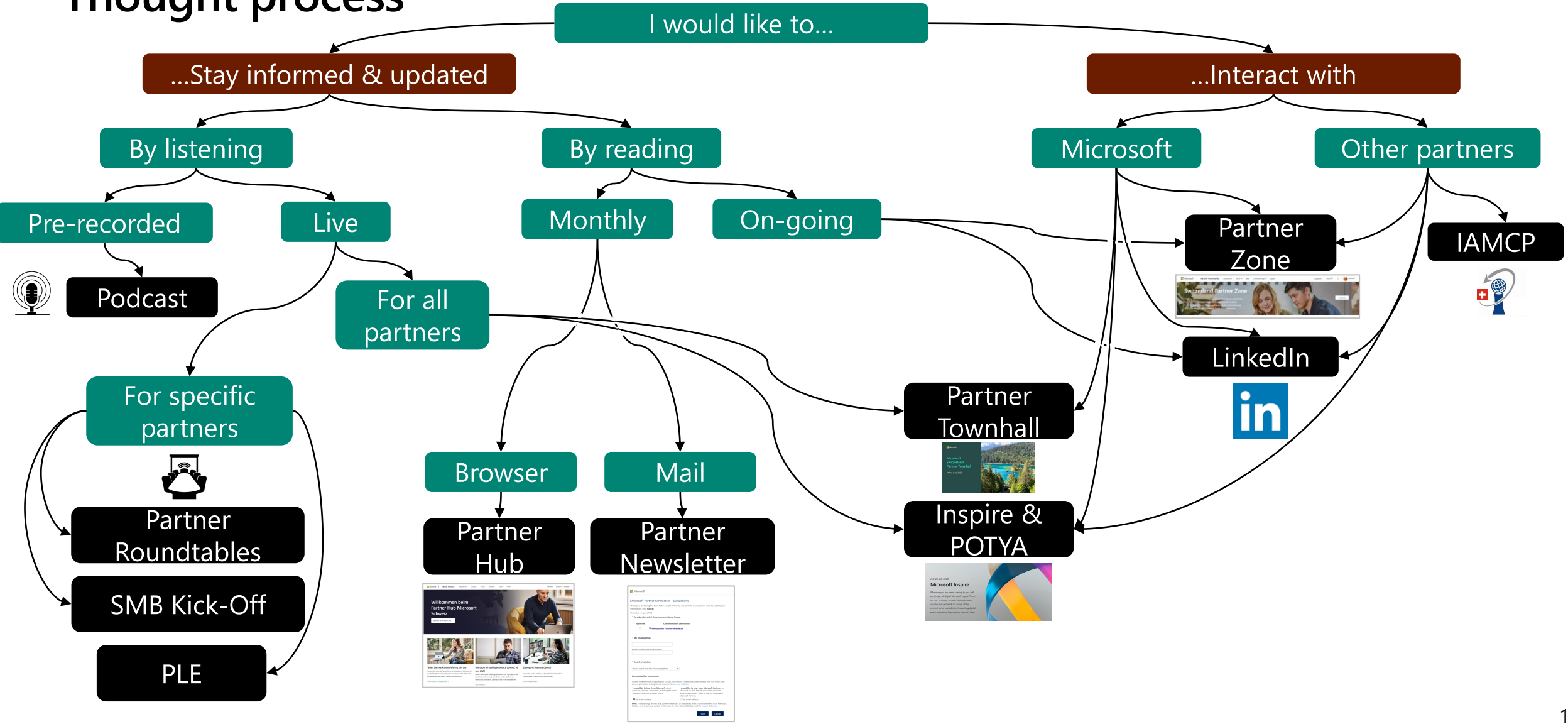
Swiss Chapter of the "International association of
Microsoft channel partners"

Partner-to-Partner communication and exchange
Builds on existing Microsoft initiatives
(More details by **Patrick Püntener**)

[Link](#)

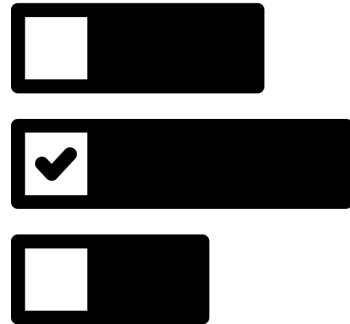
Swiss To-Partner-Communication

Thought process

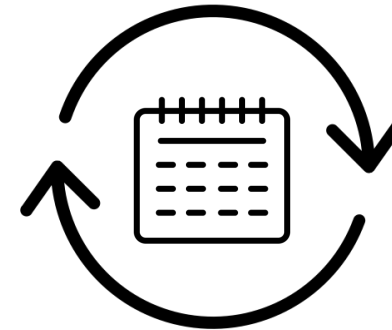


Swiss To-Partner-Communication

Next Steps



Collect the feedback
of the survey



Establish a regular (monthly)
exchange cycle between Microsoft
and Swiss Partners

Success



Inspire 2020 and Partner of the Year Awards

Maruscha Heyner



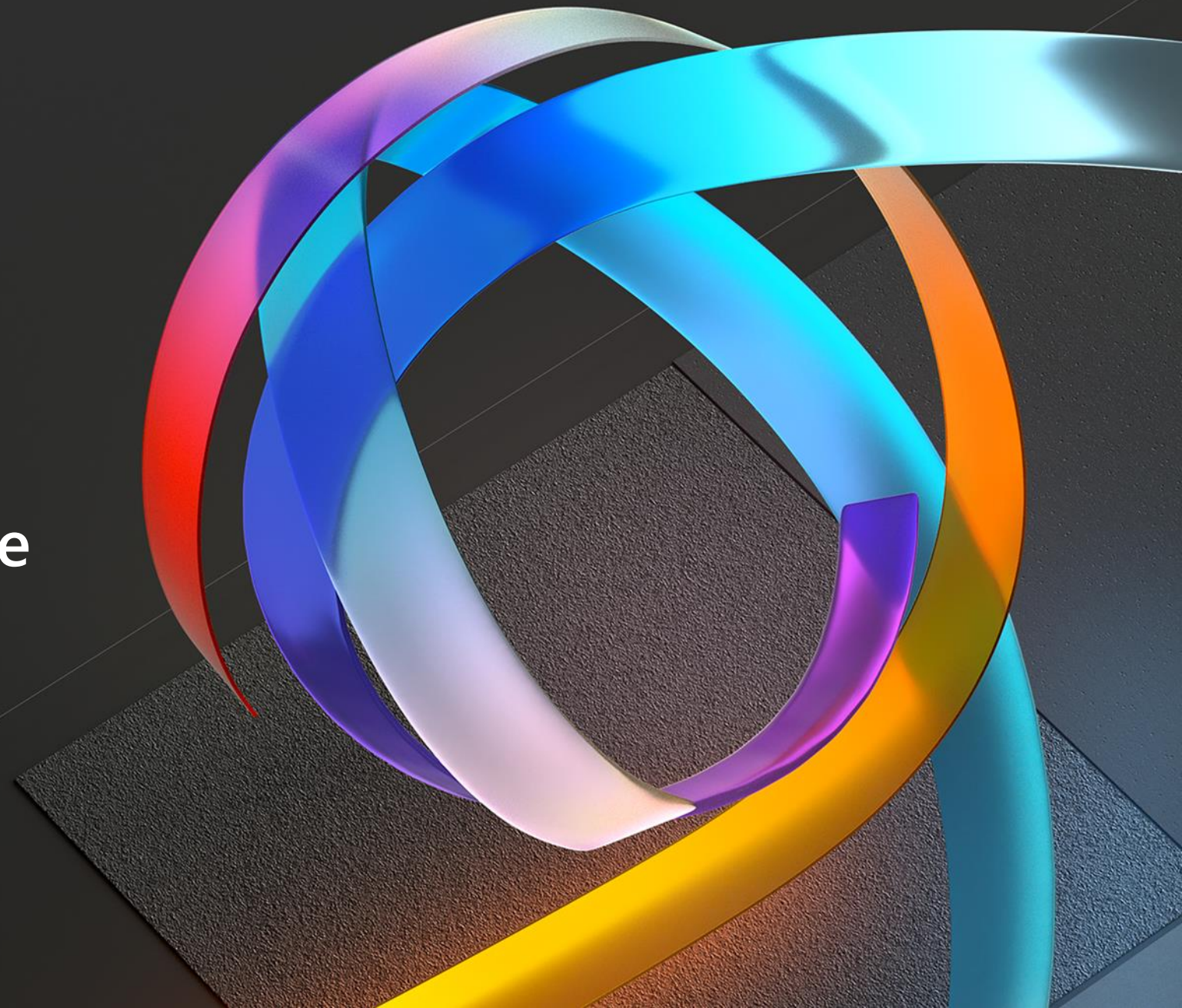
Microsoft Inspire

July 21–22 | Digital event

New Event – Same Name

Visit <https://aka.ms/swissinspire>

[Register now at no cost](#)



Global Inspire (Swiss time)

Tuesday, July 21, 17 h –
Thursday, July 23, 16 h

Creating Connections

- Connect with other partners, industry leaders and Microsoft experts
- Drive your business forward

Empowering possibilities

- Presentations by senior leadership
- Product demonstrations
- Expert-led training sessions

Celebrating together

- Experience the One Microsoft Community spirit
- Recognizing, rewarding and celebrating achievements

[Learn more](#)

**Connect.
Empower.
Celebrate.**

aka.ms/swissinspire

Microsoft Inspire

July 21–22, 2020 | Digital event

Swiss Inspire 2020 – aka.ms/swissinspire

Much more than just the Global Inspire

- 1:1 meetings
- Know before you join
- Breakfast Calls
- Swiss Session

Swiss Inspire Homepage – aka.ms/swissinspire

- Get registered: where do I register for what?
- Get personal: where and how do I ask for a 1:1 and what about Inspire Swag?
- Know before you join: how exactly does this virtual thing work?
- Global Partner of the Year Awards: what are the next steps for this year's awards?
- Swiss Partner of the Year Awards: how are these different and how do I take part?



Partner of the Year Awards



Global Partner of the Year Awards

- Over 45 submissions from Swiss partners
- Winners will be announced shortly prior to Inspire

Swiss Partner of the Year Awards

- All information available on July 21st on the Swiss Inspire Website
- Virtual celebration beginning of September
- Global entries will be considered

IAMCP

CYCL CEO & President of the Swiss Chapter, Patrick Püntener



IAMCP

Key facts



“International **A**ssociation of **M**icrosoft **C**hannel **P**artners”

1994

Year of foundation

100+

Chapters around the globe



IAMCP

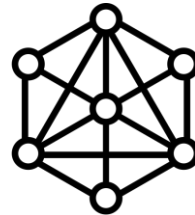
Why get involved?

Direction and Navigation



- Direction and support on strategy, sales, marketing and technical enablement for partners of all sizes
- Assistance navigating and leveraging the Microsoft ecosystem

P2P Networking and Collaboration



- Peer collaboration and best practice expertise
- P2P networking with referral and alliance opportunities

Long-lasting business relationships



- Strong, long-lasting, reciprocal business relationships built on trust and mutual respect



IAMCP Switzerland

Who are we?

80+

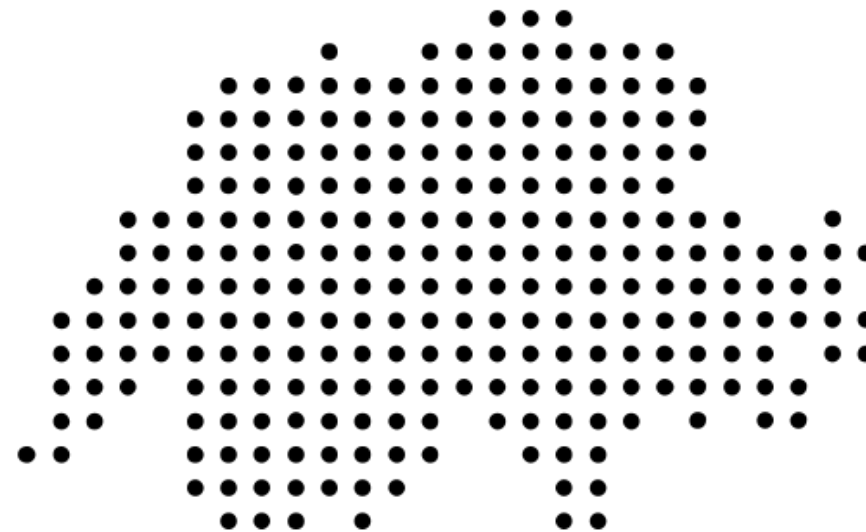
Current members

2005

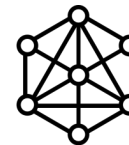
Year of foundation



Annual technology trends event (Future Trends ICT)



Events with exciting lectures on business-relevant topics (e.g. legal, M&A, succession plans, talent promotion, recruiting, Generation Z etc.)

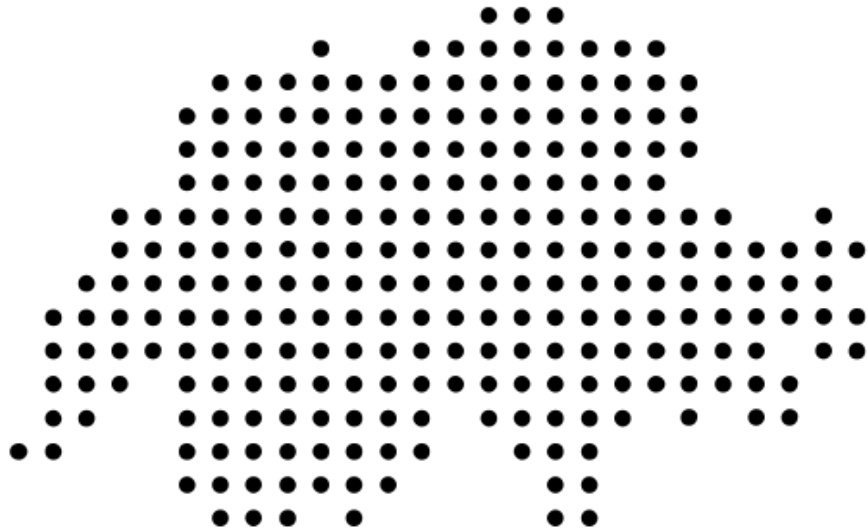


P2P networking



Common voice to Microsoft

IAMCP Switzerland Board



Josua Regez
iSolutions



Pascal Schmid
Netrics



Daniel Jäggli
Leuchter IT



Marco Iten
Alltron



Patrick Püntener
CYCL



Cello Spring
Advis



Marco Rast
Vision Inside



Peter Herger
Proffix



New strategic orientation of IAMCP Switzerland to make the communication between Microsoft OCP and Swiss Partners more efficient

Closer collaboration and exchange with Microsoft Switzerland

- Monthly leadership calls between IAMCP board and Microsoft OCP
- Working-student dedicated to the collaboration between IAMCP and Microsoft

Initiatives and offerings for Swiss Partners

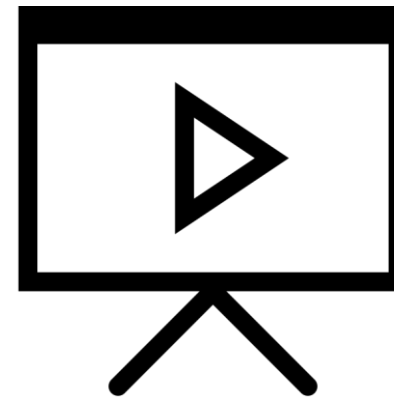
- Orchestration of the Microsoft support tools and offerings for partners
- Improved and more direct communication channels
- Voice and advocacy towards Microsoft for unmanaged partners

Exclusive "After Townhall" events, in **German**, for IAMCP Members to gain more insight into Microsoft's strategy and how to align as partner to be more successful



IAMCP Next

Meet us



Inspire Live Stream

22nd of July, from 16h30

Radisson Blu Hotel, Zurich Airport

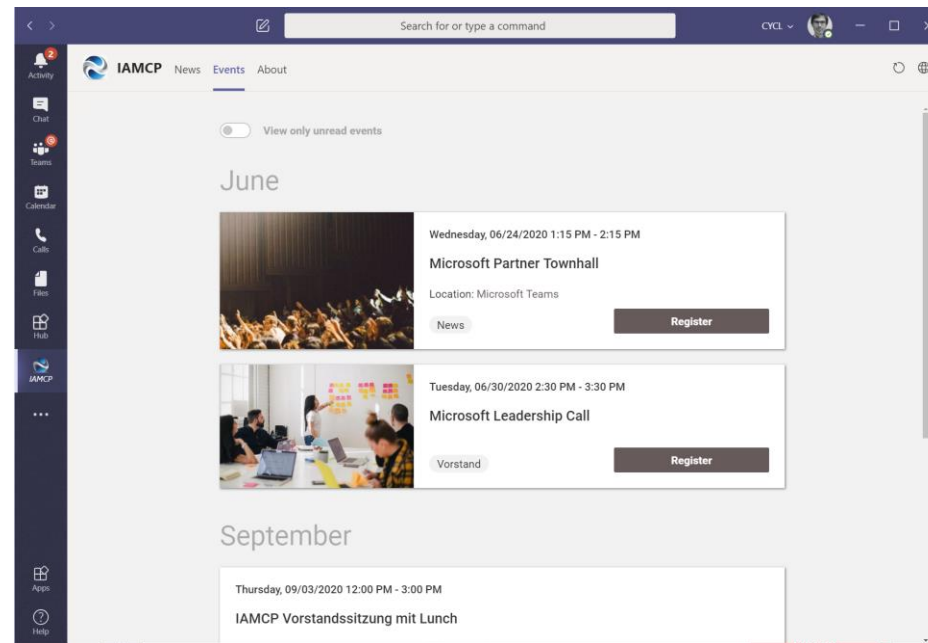
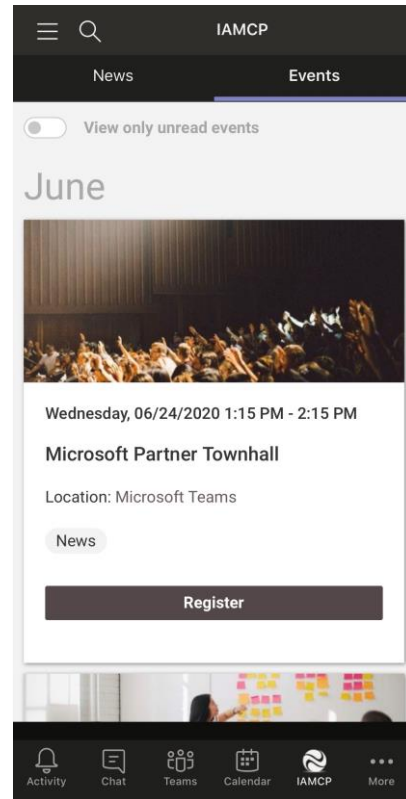
Special COVID-19 measures

Limited places



IAMCP Next

Become an IAMCP Member now and be part of IAMCP Next!



www.iamcp.ch

patrick.puntener@cycl.ch

Closing Statements

Thomas Winter

Partner Townhalls

Next dates

July



Inspire 2020
21st-22nd of July

August



27th of August
09h30-10h30

September



24th of September
09h30-10h30





Scan the QR code to fill out the [feedback survey](#)