

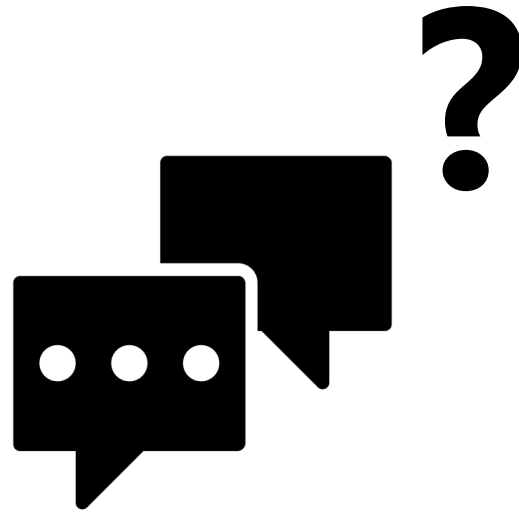


# Microsoft Switzerland Partner Townhall

28<sup>th</sup> of January 2021



# Teams Live Event Logistics



Chat and Q&A

# Agenda

## Microsoft Switzerland Partner Townhall

**09:30 – 09:35** Opening

Ralph Wirth

**09:35 – 09:45** Welcome to 2021 and H2 of FY21

Bertrand Launay

**09:45 – 10:10** Building a sustainable future together

Yves Fontana, Ladina Caduff, Alexandra Grozea & Martin Ceccon from EY-Parthenon

**10:10 – 10:20** Who are we and what we do for you?

Roman Zraggen from SoftwareONE

**10:20 – 10:30** Closing

Ralph Wirth

IAMCP

IAMCP After-Townhall event: Premium Support for Partners (in German, link sent in the chat)

# Welcome to 2021 and H2 of FY21

General Manager One Commercial Partner Microsoft Western Europe,  
Bertrand Launay

# The Microsoft partner opportunity in 2021

Microsoft 365

Microsoft Dynamics 365

GitHub

Microsoft Power Platform

Microsoft Azure

Security, compliance, and identity



Co-Selling & Mainstream



Consumption Growth



Partner Transformation



Partner for Social Impact



People Culture & Capabilities

# Building a sustainable future together

Customer Success Manager Microsoft Switzerland, **Yves Fontana**

Director Corporate Affairs Switzerland, **Ladina Caduff**

Partner Technology Strategist Microsoft Switzerland, **Alexandra Grozea**

Associate Partner EY-Parthenon, **Martin Ceccon**

# The goal for this short session is...

To learn why environmental sustainability is important to Microsoft

How EY, as a partner of Microsoft, is using tech to enable sustainability

What could be opportunities for you in this area

Provide feedback to us on your opinion and needs



**Becoming a carbon  
negative company**  
By Dr. Ladina Caduff





# Our Sustainability Strategy

Investing to build the leading platform for technology solutions to environmental challenges



# Our “moonshot plan” on carbon

**Carbon  
negative  
by 2030**

**Remove our  
historical  
carbon  
emissions  
by 2050**

**\$1 billion  
climate  
innovation  
fund**

# Swarm Intelligence – Worldwide Sustainability Community

2,500+ members from 100+ countries

Chapters | Teams & Newsletter Communications | Monthly Meetings | Leadership



**Speaker Series**

Monthly calls with sustainability professionals to educate and inspire employees



**Hackathon**

An intensive collaboration event bringing world changing new ideas to life



**Hub**

Platform for capturing, sharing and prioritizing improvements the company can make



**Actionbox**

Platform for turning ideas into action - connecting project needs with volunteers

# A big opportunity



Big data



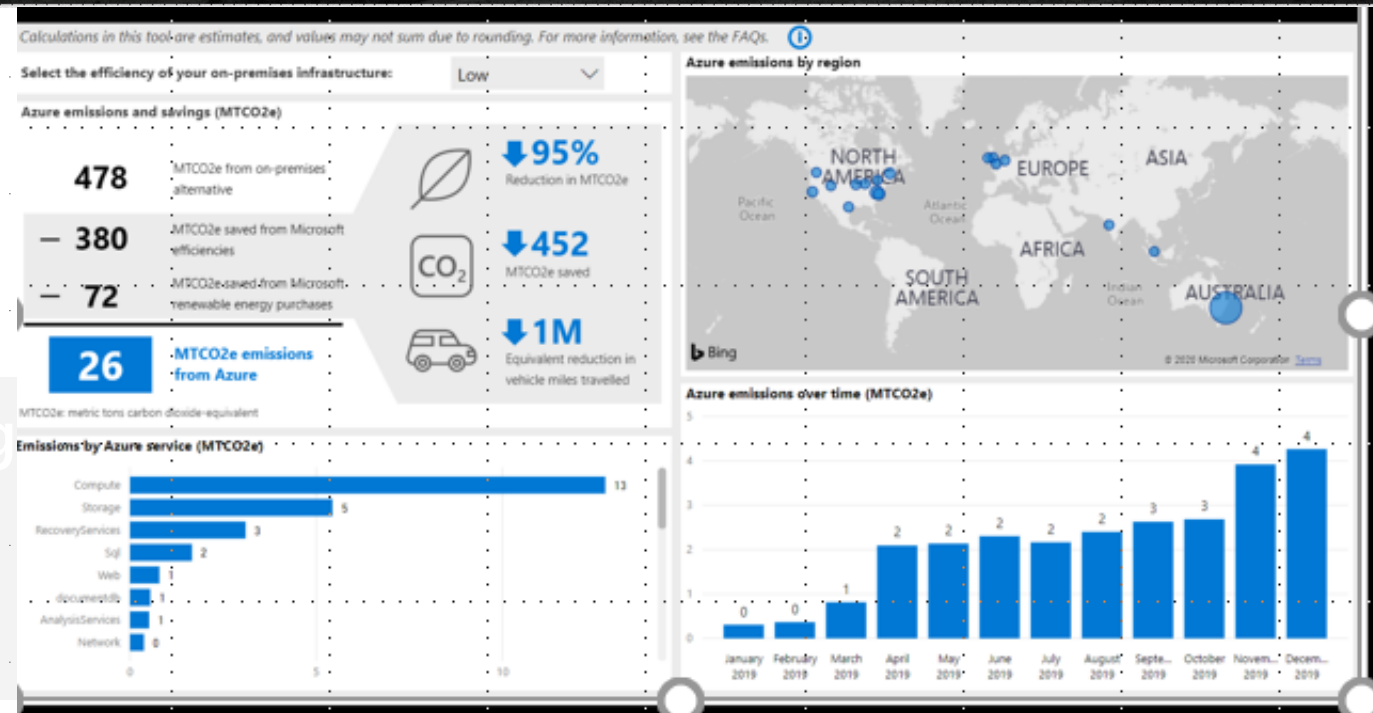
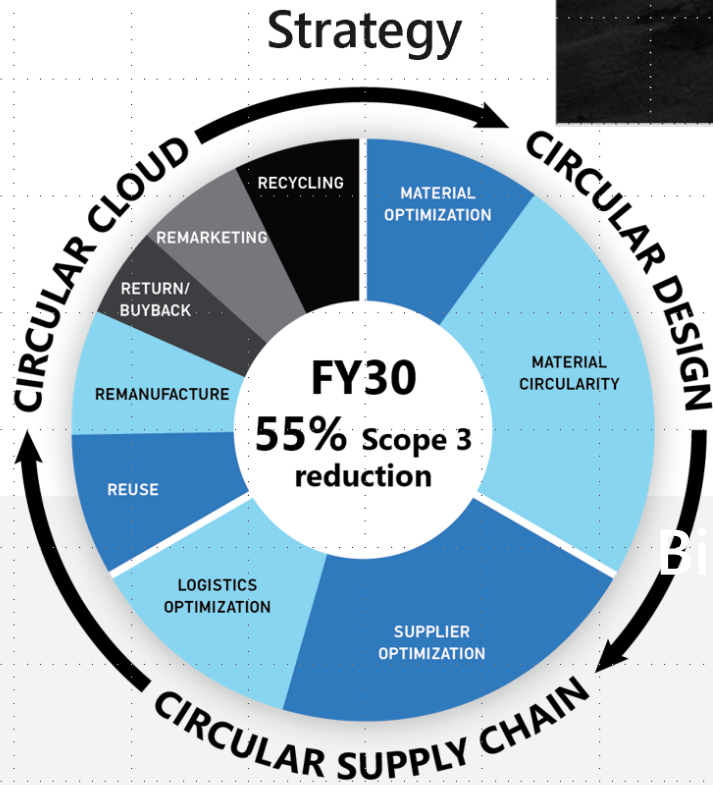
Big compute



Big markets



Big challenge



**EY – how Technology  
enables Sustainability**  
By Martin Ceccon



## Our carbon negative commitment contains 7 key components

# EY will be carbon negative in 2021

We will **reduce our absolute emissions by 40%** across Scopes 1, 2 and 3 by FY25, against a FY19 baseline, consistent with our **1.5°C Science Based Target**, approved by the Science Based Targets initiative (SBTi), enabling EY to reach **Net Zero in FY25**.

### EY WILL ACHIEVE THIS BY:

- 1 Reducing **business air travel** emissions (-35% by FY25)
- 2 Reducing **office electricity** usage & procuring 100% renewables
- 3 Structuring our **electricity supply contracts**
- 4 Using nature-based solutions & carbon-reduction technologies to **remove or offset more carbon than we emit**, every year

### AND WE'LL GO EVEN FURTHER BY:

- 5 Our teams calculate, then work to reduce the amount of carbon emitted in carrying out their work for the **client**
- 6 Requiring 75% of our **suppliers**, by spend, to set **Science Based Targets by no later than FY25**
- 7 Solutions that help **clients** profitably decarbonize their businesses and provide solutions to other sustainability challenges and opportunities

# Business Opportunities how Tech enables Sustainability



## Building management

Platform-based real estate portfolio analytics for emission reductions and CO<sub>2</sub> risk management



## Energy

200 initiatives based on several technologies, with ~60% AI based and ~30% direct positive impact on sustainability



## Software services

SimCorp's move to the cloud reduces CO<sub>2</sub> by 73% from its data infrastructure, decarbonizing their operations and client services



## Professional services - agriculture

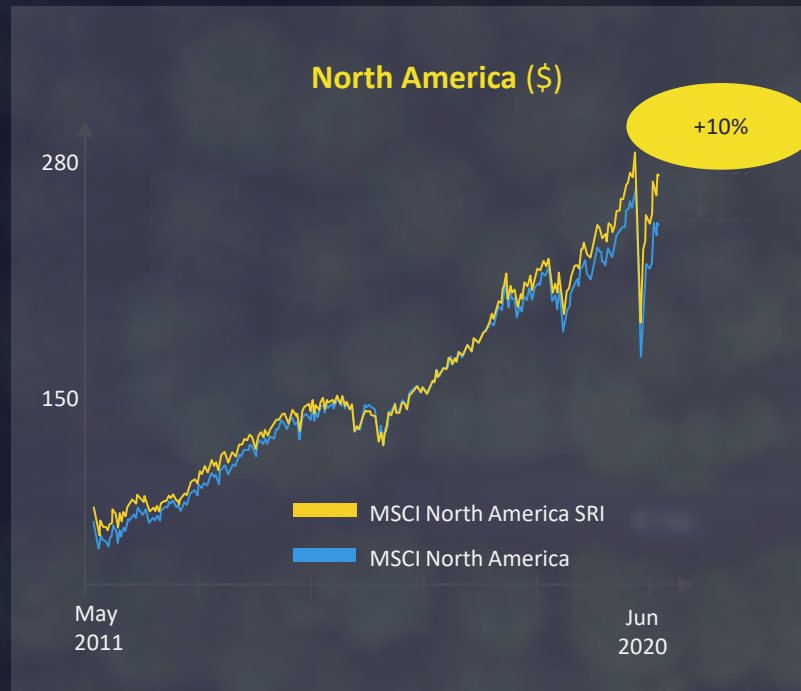
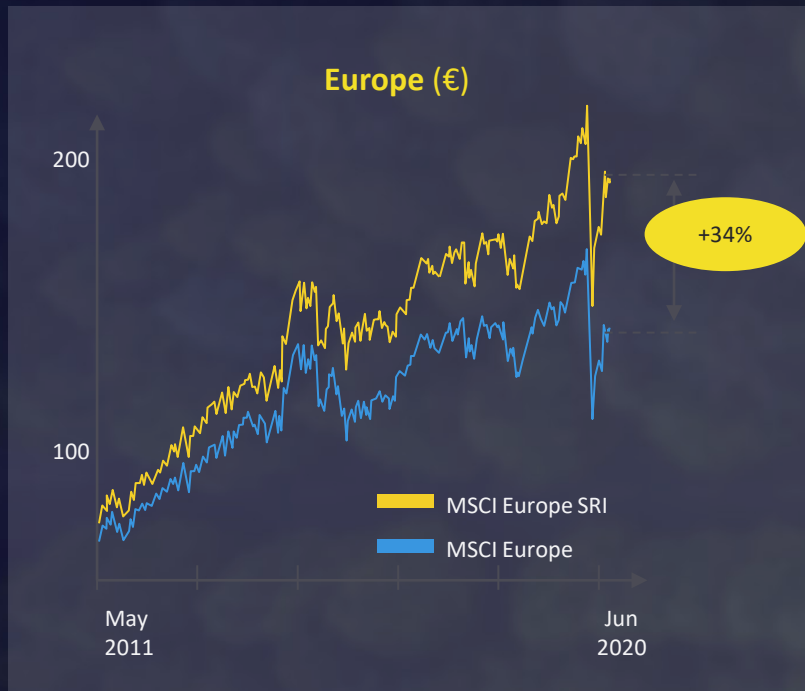
Integra's Smarteye uses IoT and analytics to realize higher crop yields up to ~13% reducing the environmental footprint in total



## Manufacturing

A new cloud-based IoT solution from Danfoss enabled CO<sub>2</sub> reduction by ~30% as well as efficiency improvements in energy, food loss

# Sustainability pays off: performance of MCSI SRI vs broad MSCI Index





**YOU and Microsoft in  
Sustainability**  
By Alexandra Grozea



# Driving sustainability with customers

Examples for key pre-sales steps the partners can take to kick off sustainability initiatives



## Step 1: Prepare

**Understand why sustainability is important** to you and your customers

### KEY ACTIONS & RESOURCES

- Think of possible existing products or services or build new
- Pre-qualify customer, some use cases can be found here: [Sustainability guide](#)



## Step 2: Discover

**Find out where customers are** in their sustainability journey

### KEY ACTIONS & RESOURCES

- Initiate a customer conversation
- Introduce customers to potential opportunities using the [Sustainability Executive Playbook](#)



## Step 3: Envision

**Engage customers in sustainability sessions** to share ideas and explore opportunities

### KEY ACTIONS & RESOURCES

- Set up a customer sustainability workshop to learn more about customer needs
- Follow-up with the Microsoft Sales teams



## Step 4: Validate

**Define solutions and pathways**

### KEY ACTIONS & RESOURCES

- Review the [Sustainability Executive Playbook](#)
- Leverage existing project validation methodologies and **add sustainability dimension**



## Step 5: Initiate project

# A broad ecosystem of partners offer sustainability solutions



Find more [partner solutions >](#)

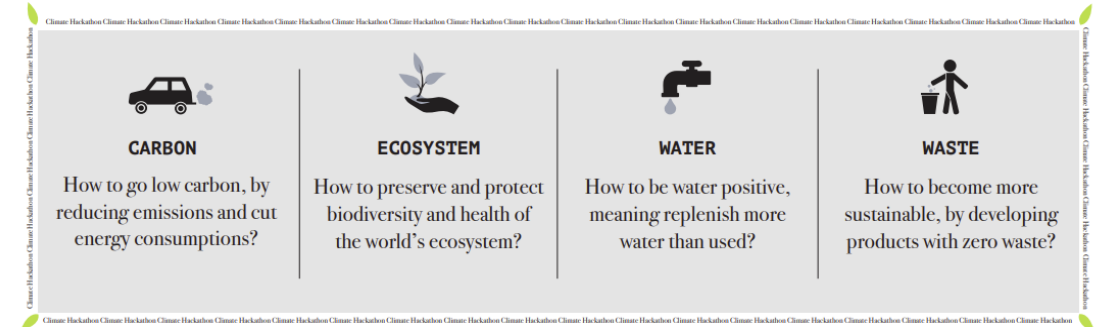
# Sustainability Climate Hack



## CLIMATE HACKATHON

22-26 MARCH, 2021

HACK THE CLIMATE  
- FOR A SUSTAINABLE WORLD  
JOIN THE MOVEMENT #HACKTHECLIMATE



In February we will publish information about the organizations that will set this hackathon's stage, with cases about some of their challenges. Tough and inspiring cases are promised.

The choice of technology – when the solutions are to be developed – is optional. Although we take the opportunity to inform that temporary Microsoft Azure passes will be available. Just sayin'.

Sign up your team and join the movement: [The Climate Hackathon of 2021](#).

[Climate Hackathon: Hack the climate - for a sustainable world! - Devpost](#)



Get started  
now



Reimagine your business processes



Reduce your environmental  
footprint with smart technology



Work with customers to  
accelerate progress

[Learn more >](#)

**Thank you**

We would like to hear more – please share your feedback



**Who are we and what do we do for you?**

**Channel Sales Leader DACH – ONEClub SoftwareONE, Roman Zgraggen**

# SoftwareONE

EMPOWERING COMPANIES  
TO TRANSFORM





# Your SoftwareONE ONEClub CH Partner Team

**Roman Zraggen**  
ONEClub Lead DACH



**Daniel Jeremic**

Senior Partner Account Manager



**Gionata Vogt**

Partner Account Manager



**Oscar Ronc**

Partner Account Manager



**4**

Employees Partner Team  
Switzerland

**16**

Employees ONEClub  
Regional DACH Team

**5**

Languages covered  
DE, FR, IT, EN, ES

**1**

SoftwareONE Global  
Partner Community

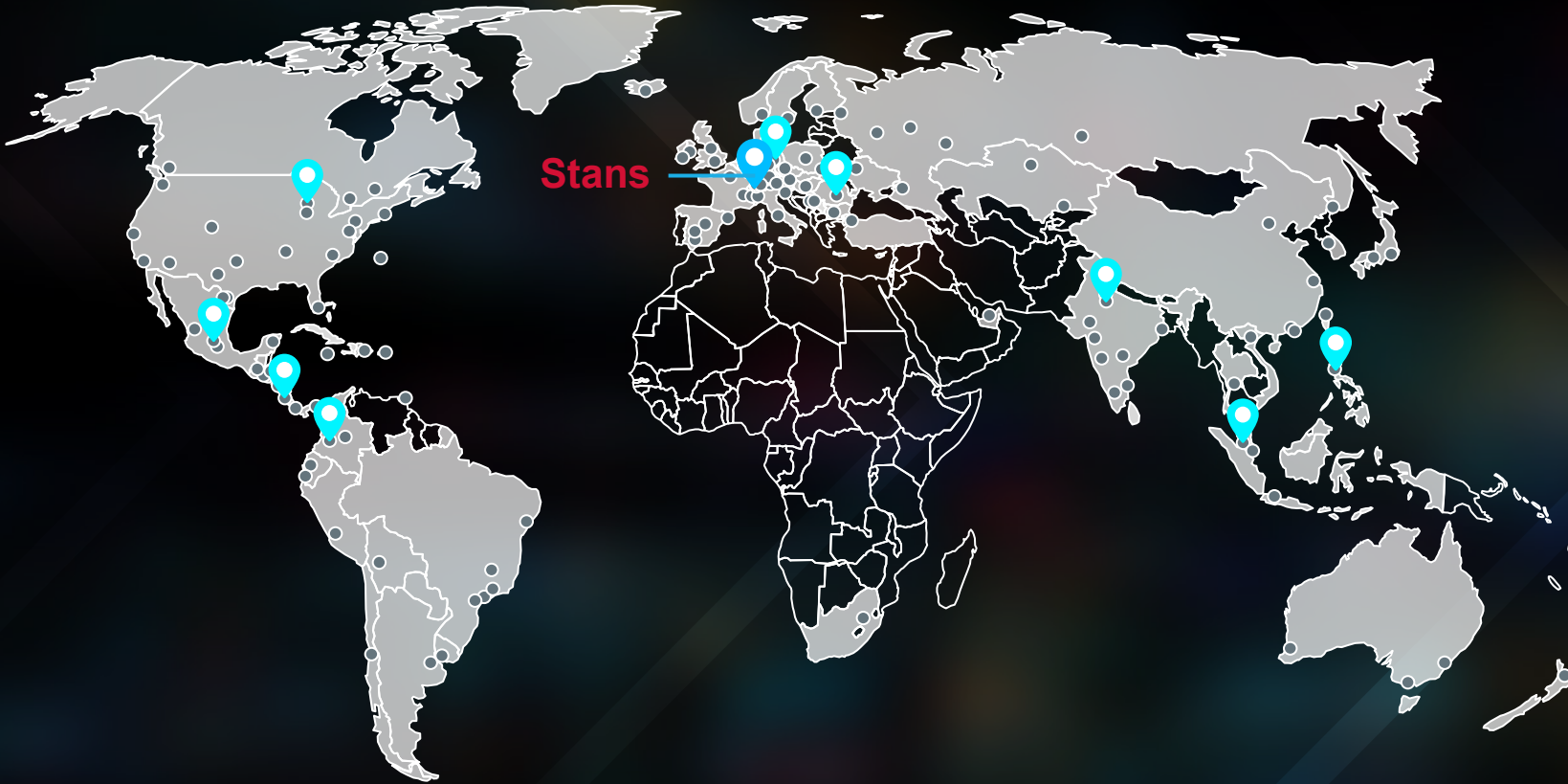
**100%**

Partner Focused

**300**

Technology Consultants in  
DACH

# 30+ YEARS AS A TRUSTED PARTNER



**9** Global/Regional Delivery Centers  
**2** Security Operation Centers

**24x7** support in  
**13** languages

Local presence  
in **90** countries



**65,000**  
Customers  
~50% Enterprises  
~50% SMEs



**12,000+**  
Software Lifecycle Mgmt.,  
FinOps Services,  
Technology Managed  
Customers



**1**  
Global Partner Program  
ONEClub for  
SI, MSP, ISV & VAR



**100+**  
Co-Sell Projects in DACH /  
year

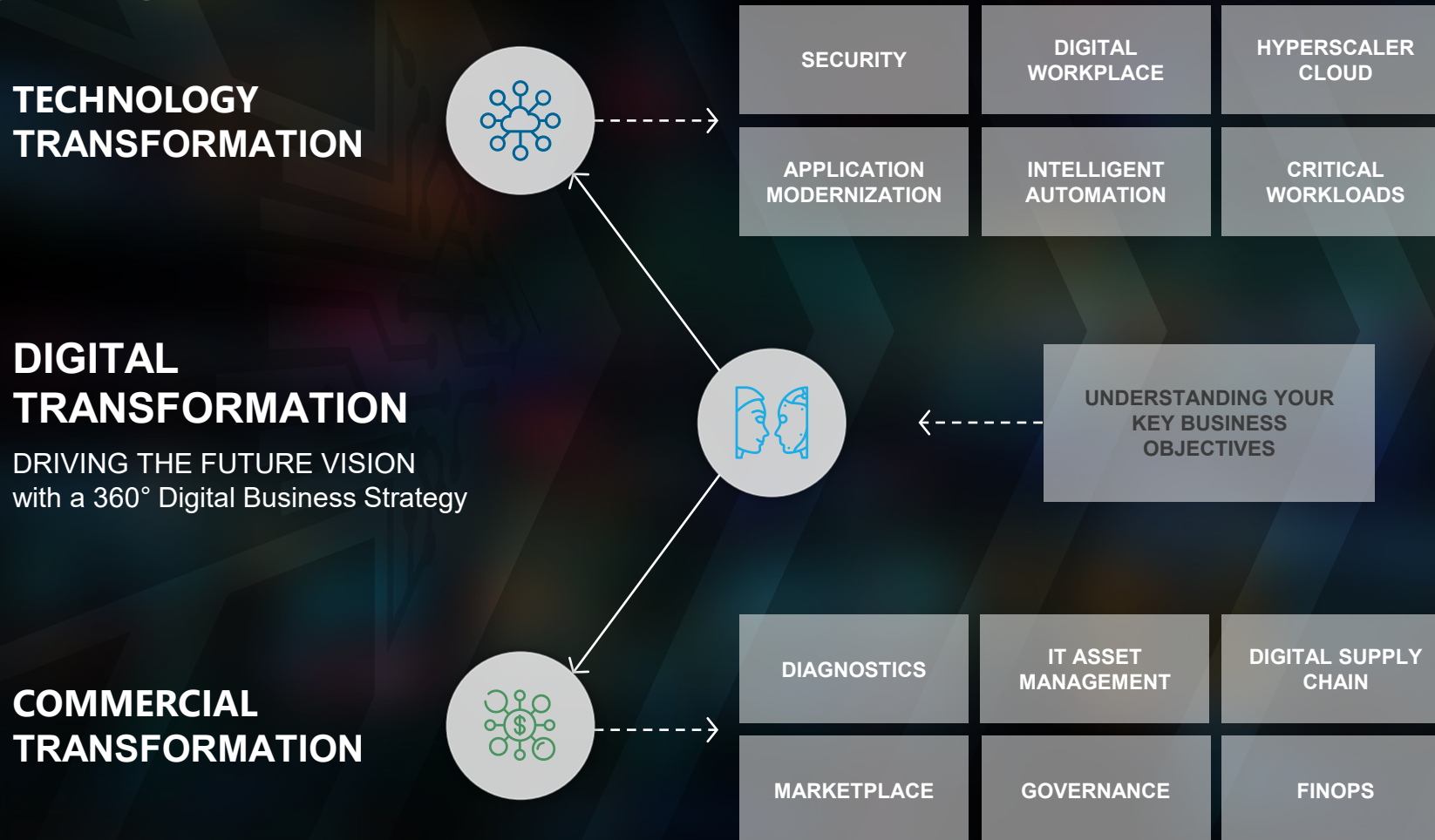


**7,500+**  
Software Publishers  
in the Marketplace



**790,000**  
Software & Cloud  
Transactions  
(2020)

# HOW WE HELP PARTNERS & CUSTOMERS REACH THEIR GOALS



# ONEClub Overview

- Cloud Journey
- Modern Workplace
- Future Datacenter
- Security
- Application Modernization
- CSP Direct to Indirect

- Datacenter Licensing
- SAM for Hosting
- Hybrid Cloud
- Datacenter Transformation
- Technical Assessments

- Cloud Journey
- Azure for ISV
- SaaS Business Models
- Application Modernization

- Channel enriches Service portfolio
- Joint activities in service projects
- Mutual engagements
- Lead Exchange

Partner Cloud



Partner Hosting



ISV



VAR assist & Co-Sell



Academy / Enablement



Pyracloud & Partner Marketplace

# What's in for you?



Enjoy personal & value added services by our experienced Partner Team



Let's talk about a potential collaboration & explore synergies – together we can achieve more!



Rely on our 24/7 Cloud Support, our Marketplace & Pyracloud Platform and Academy



Our technical experts are here to guide and support you and make your cloud journey a successful & confident one



Get access to our wide range of Webinars, Trainings and Information Content

# Get in Touch



Partner Marketplace: [partner.softwareone.com](https://partner.softwareone.com)  
Pyracloud Platform: [softwareone.com/en/pyracloud](https://softwareone.com/en/pyracloud)  
Partner Blog: [blog-partner.softwareone.com](https://blog-partner.softwareone.com)  
Partner Offering: [softwareone.com/oneclub](https://softwareone.com/oneclub)



[roman.zraggen@softwareone.com](mailto:roman.zraggen@softwareone.com)



[softwareone.com/oneclub](https://softwareone.com/oneclub)

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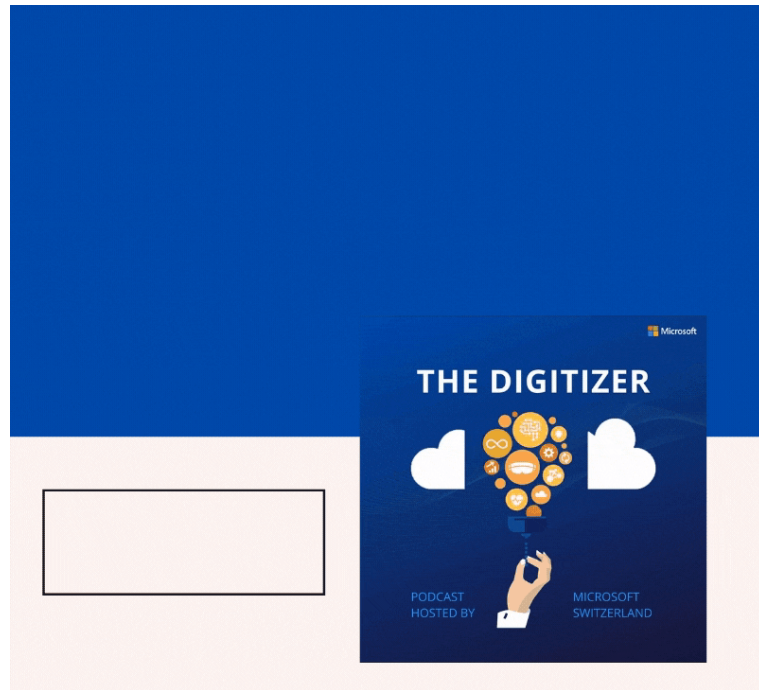
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# Closing

Senior Partner Marketing Advisor Microsoft Switzerland, Ralph Wirth



# The Digitizer



## The Digitizer

Thomas Winter, Philippe Maurrasse

Thomas Winter, Microsoft Switzerland Partner Lead, and Philippe Maurrasse, Microsoft Switzerland Channel Sales Lead, invite one Microsoft Partner in every episode to deep dive into their offering and how the joint value proposition benefits the customers.



More

# The Hosts



Thomas Winter,  
Microsoft Switzerland  
OCP Lead



Philippe Maurrasse  
Microsoft Switzerland  
Sell-With Lead

Want to be part of The Digitizer?  
Reach out to our producer Dilan (a-dikara@microsoft.com)

# Partner Townhalls

## Next dates

All info here: [aka.ms/chpartnertownhall](https://aka.ms/chpartnertownhall)

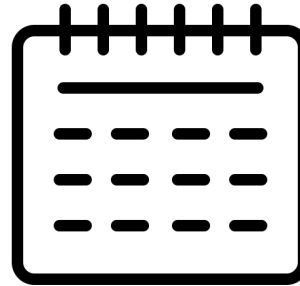
### February



25<sup>th</sup> of February

**14h30-15h30**

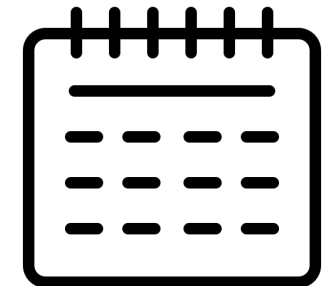
### March



25<sup>th</sup> of March

09h30-10h30

### April



29<sup>th</sup> of April

09h30-10h30

Topics:

Adriano Perolini: Dynamics 365 Project Operations, Fred Kessler: Leading Ecosystems - Creating Synergy and Scalability and Dominik Buchholz: Ingram Micro – who are we and what do we do for you?