

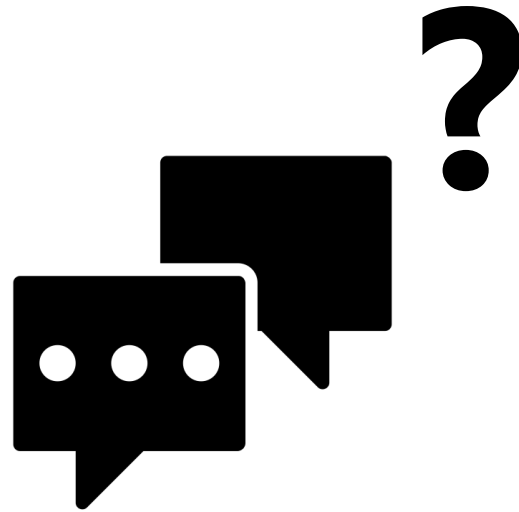


Microsoft Switzerland Partner Townhall

24th of June 2021



Teams Live Event Logistics



Chat and Q&A

Agenda

Microsoft Switzerland Partner Townhall	
09:30 – 09:35 Opening	Thomas Winter
09:35 – 09:45 Introducing Catrin Hinkel	Catrin Hinkel & Thomas Winter
09:45 – 10:00 Capacity Gap	Matthias Gessenay from Corporate Software
10:00 – 10:15 Successful collaboration	Martina Moertner & Peer Kirschke
10:15 – 10:25 Who are we and what we do for you?	Michael Teniz from ALSO
10:25 – 10:30 Closing	Thomas Winter

IAMCPC After-Townhall event



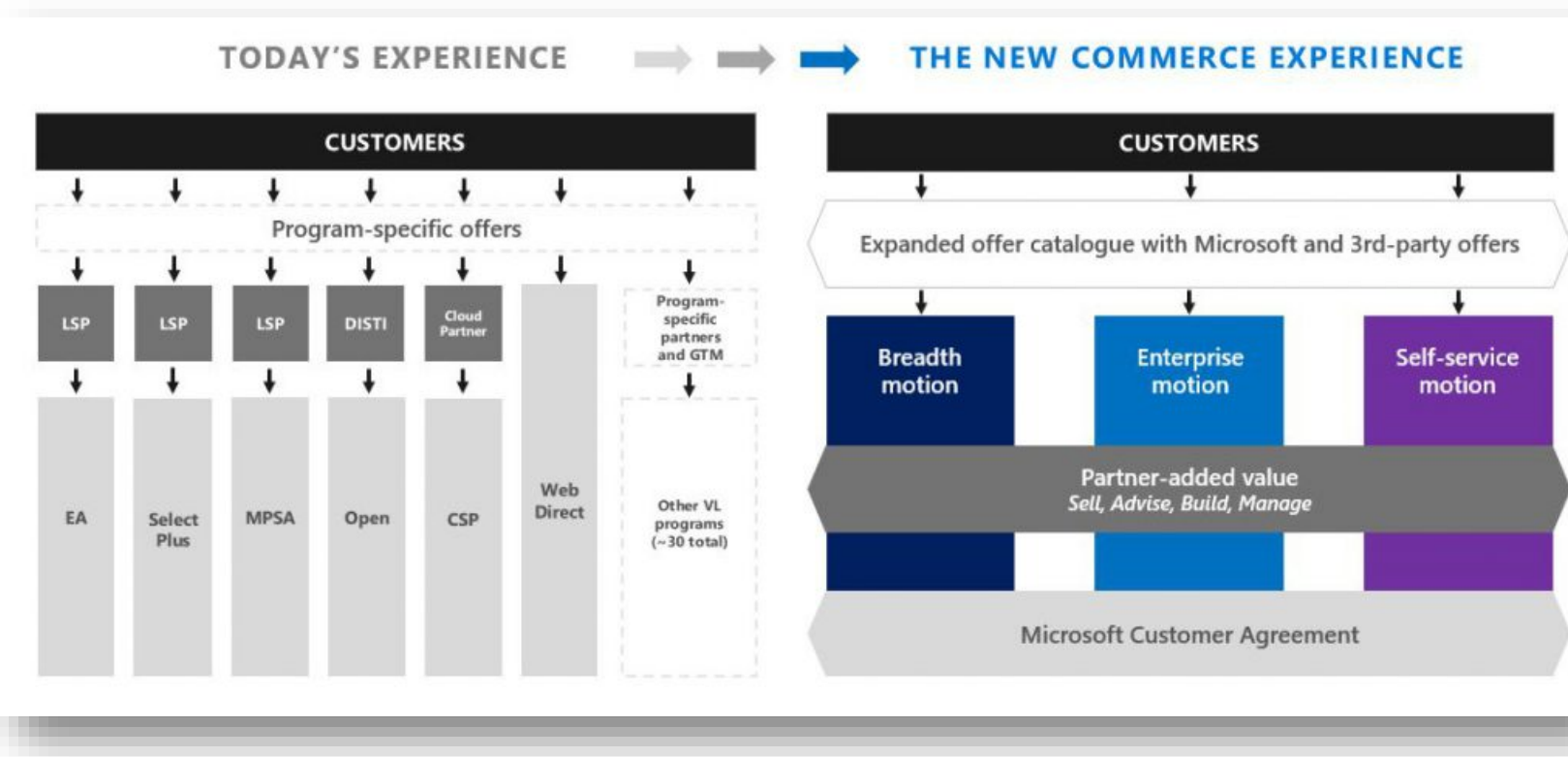
Topic	Speaker(s)
10:30 FY21 reflections & FY22 outlook	Thomas Winter (Microsoft) & Marco Rast (IAMCPC)

We invite you to a “~~fire~~ pool side chat” with Thomas Winter Partner Leader Microsoft Switzerland.

- Interactive format, in German, to deepen the topic dealt with in the Microsoft Switzerland Partner Townhall
- Possibility to ask your questions directly to Microsoft and receive first-hand answers
- Exclusive for IAMCPC members, but the **first two** After-Townhalls are open to **everyone**

Participation via Teams Link sent in the chat

Optimizing our purchasing motions for customers and partners



The screenshot shows a Microsoft Partner Network blog post titled "Optimizing our purchasing motions for customers and partners" by Dan Truax. The post includes a photo of a woman working at a computer and a list of three primary areas of focus:

- **Putting customer needs first** to ensure the best purchasing experience and outcomes.
- **Creating clarity on our primary purchasing motions**, which are aligned to support customers' needs.
- **Recognizing the partner opportunity in every motion** to help customers get the most value from their technology investment.

Let's take a closer look at each of these areas, and what they mean for partners.

Optimizing our purchasing motions for customers and partners

	Breadth motion	Enterprise motion	Self-service motion
Wholesale pricing*	◆	◆	◆
Partner Earned Credit (PEC)**	◆	◆	◆
Transacting partner incentive (CSP)***	◆	◆	◆
Azure Partner Admin Link (PAL) incentive	◆	◆	◆
Partner value-added services Monetization opportunities	◆	◆	◆
Economics of the purchasing motions	deals up to: 2.4K users and/or \$1M ACR annualized	EA-like economics	Web advisor fee

*Commercial seat-based online services will receive wholesale pricing up to 2400 seats
 **Partner Earned Credit on all CSP Azure deals
 ***See "Economics of purchasing motions" line below for Breadth motion

How Partners Can Drive ‘Higher-Value’ Workloads And Services

[Microsoft Channel Chief Rodney Clark On How Partners Can Drive ‘Higher-Value’ Workloads And Services \(crn.com\)](https://www.crn.com/news/channel-programs/microsoft-channel-chief-rodney-clark-on-how-partners-can-drive-higher-value-workloads-and-services)

“CSP is our hero licensing motion as we move forward in the future.”

What are going to be some of the key themes at Inspire?

- One is **cloud innovation**— It’s everything from Azure to edge integration to M365 and D365.
- The second theme is **business growth**—what we’re doing to **accelerate co-sell**, how we are engaging in our different **industry clouds**.
- Third is **trust and security**. We’re going to have heavy messaging around zero-trust

Microsoft Channel Chief Rodney Clark On How Partners Can Drive ‘Higher-Value’ Workloads And Services

Speaking with CRN ahead of the Microsoft Inspire 2021 conference next month, Clark discusses the major partner opportunities ahead in cloud and security, as well as the company’s continuation of internal use rights and ‘significant’ investments in digital skilling for partners.

By [Kyle Alsapach](#)

June 15, 2021, 05:53 PM EDT

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A key focus area for Microsoft’s channel organization in the coming year will be on helping solution providers to drive sales and services that are “higher value” for customers, leading to greater profitability for partners, according to Microsoft Channel Chief Rodney Clark.

Clark, now a few months into the channel chief role, spoke with CRN this week in advance of Microsoft’s new fiscal year and Inspire 2021 partner conference next month. Microsoft’s fiscal 2022 begins July 1, and Inspire is scheduled as an all-digital event for July 14-15.

[Related: [Microsoft Azure Vs. AWS: 5 Partners On Why Azure Is ‘Superior’](#)]

A 23-year veteran of Microsoft, Clark became the company’s corporate vice president of global channel sales [on April 1](#), succeeding Gaviella Schuster as channel chief. Most recently, Clark had served as corporate vice president for IoT and mixed reality sales at Microsoft.

Introducing Catrin Hinkel

Country General Manager Microsoft Schweiz

Capacity Gap

CTO and CO-founder Corporate Software, Matthias Gessenay



Corporate Software

Focus on Employees – CoSo Academy



IaaS PaaS
Azure SaaS



About us

- Corporate Software accompanies its customers in the discovery of **new areas and drives innovative projects** forward.
- In addition, CoSo itself is in constant development and allows its employees and customers to participate.

Talents

- One of our cornerstones is **finding and promoting talent**. Be it as an employee, in cooperation or with customers. To this end, we invest specifically in time, coaching and training.
- We are looking for employees during or shortly after their studies, flooding them with opportunities. We let them **take on responsibility extremely early** on.



You can have the best strategy in the world, but if you can't execute it, it doesn't matter. Execution comes down to culture, and that's critical.

DR MICHAEL PARKE

Assistant Professor of Organizational Behavior,
London Business School





Culture

- For coaching and passing on the **CoSo-Culture**, there are Coaches with the appropriate experience.
- We have **heroes**, no bosses who go ahead and pull the talents with us.

Training

Ask an Expert!



- We invest a lot of time in further training. Since we have 15 trainers, we do a lot of trainings and the Talents can benefit from all of these trainings.
- We take all talents and consultants to big events like Ignite to learn from the source.
- We organize internal hackathons / team events to promote this way of working and the exchange with one another.



We go ahead to enable the next step, with customers as with employees.

Impact

- High motivation
- Long term satisfaction
- Sustainable relationship with customers, partners and employees

Key Takeaways

- Trust your talents, let them take on responsibility early
- Invest in training
- Align with your culture

- We're hiring ;-)

Successful collaboration

Martina Moertner, Account Executive

Peer Kirschke, Azure ECM



Fresh start



Being an Account Executive at Microsoft

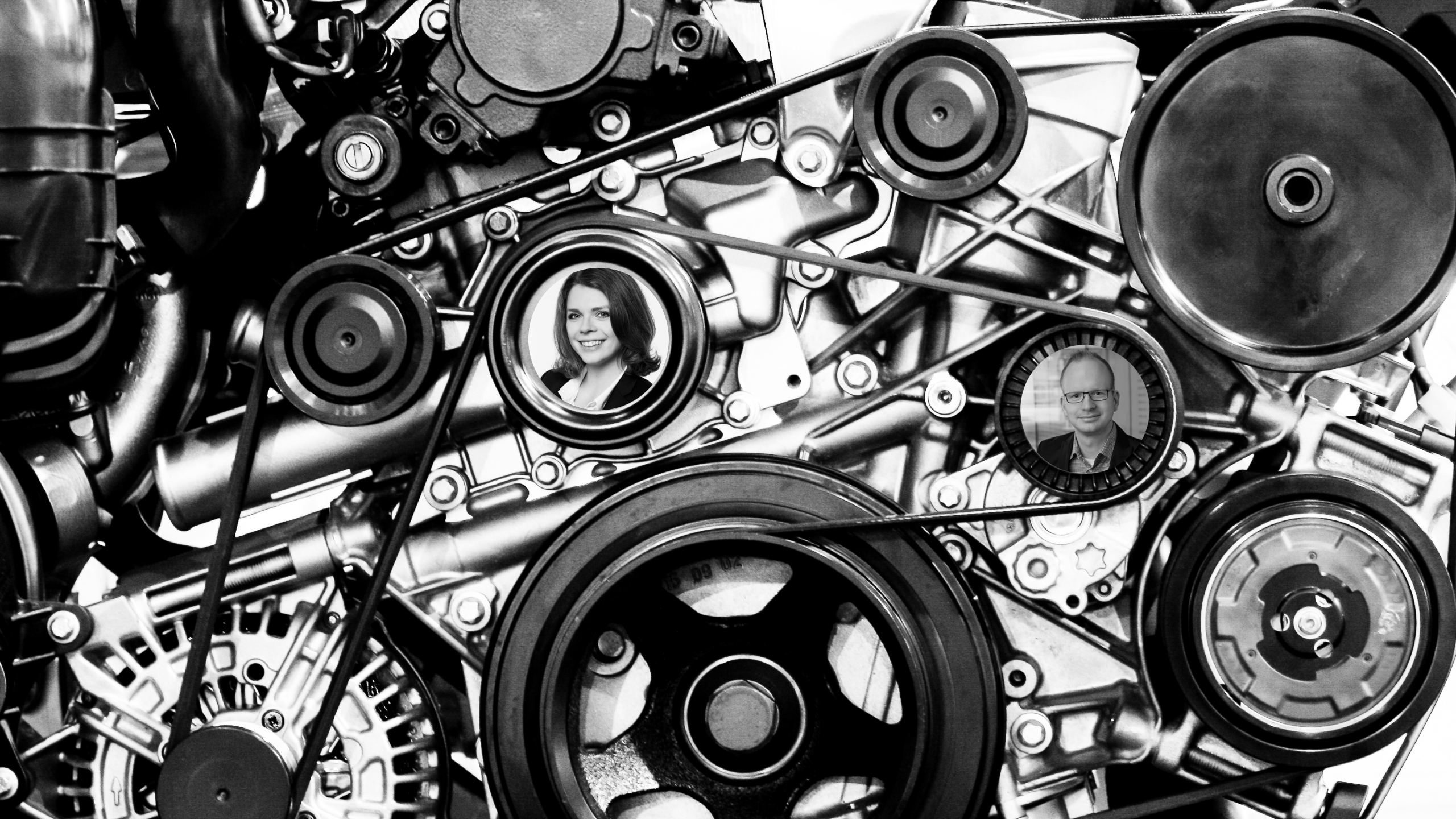
- From **selling** to building **strategic partnership**
- Meeting **variety** of **new stakeholders (IT/BDMs)**
 - E.g. Sustainability, POS Lead, Finance, Head Start-ups, Board level
- **Building trust / credibility**
 - Understand their **industry**
 - Fulfil a **need** → **transformation**
- **To transform them, we need - Partners**
 - Industry solutions (IP)/references
 - Partners for implementation/ transformation, etc.
 - Consultancy
 - Disruption & innovation (e.g. Start-up)
 - Etc.



Being an ECM at Microsoft



-
- Better together!
 - Drive **change & advocate** the Partner Eco-System
 - Empower the sales organization to identify right partners for customers objectives, customers challenges and complement the Vision of the Future
 - Increase velocity, accelerate
 - Generate the **Win-Win-Win Condition**
 - Hosting Events
 - Co-Develop **Account Plans** and ensure Partner inclusion
 - **Coach** Partners on how to effectively co-sell with Microsoft
 - Drive for **Partner Center adoption** and sales execution
 - **Land** your message





How to best prepare for a PLE

- **OCP → Catalyst**
- **Quick understanding**
 - Who are you? - ISV / Transformation / Devices / Start-up
 - Deal reg? Dual credit? → direct profit or indirect profit
 - Customers – which engaged? Blockers?
- **Customer need that is addressed + BDM?**
 - Targeted to **industry**
 - What makes it **different**?
 - If **competition** – how can we position/argue for you?
 - **Easy to share**
 - App source up to date?
 - PDF that we can share without e.g. average deal size
 - **References** similar industry e.g. iSolutions: AMAG – Webinar / Case
 - Cases that could fit to customer e.g. Codit: Agrola – Heater case
- **Outside of the box engagement ideas**




Kunde:
 Migrol AG
 Industrie:
 Detailhandel
 Mitarbeiter:
 1000+ employees
 Standort:
 Schweiz
 Produkte und Dienstleistungen:
 Microsoft Dynamics 365 Sales
 Microsoft Dynamics 365 Customer Service
[Lesen Sie die vollständige Story hier](#)

"Mit der neuen Cloud-Lösung haben wir nun erstmals eine umfassende Sicht auf unsere Kunden, ihre Vorlieben und ihr Kaufverhalten. Das ermöglicht uns eine personalisierte Produktvermarktung ebenso wie einen besseren Kundenservice, um unsere Kunden langfristig an uns zu binden."
 - Melanie Rohrer, Projektleiterin bei der Migrol AG

Situation:
 Die Migrol AG betreibt in der Schweiz rund 310 Tankstellen. In einem unumkämpften Markt mit wenig Spielraum bei der Produktgestaltung setzt das Unternehmen der Migros-Gruppe auf einen ausgezeichneten Kundenservice als Differenzierungsfaktor – und braucht dafür ein digitales System, was dies ermöglicht. Die Anforderungen: eine umfassende Sicht auf die Kunden erhalten, um zielgerichtet mit ihnen zu interagieren und diese schlussendlich besser zu betreuen.

Lösung:
 Nach einem Auswahlprozess entschied sich Migrol für Microsofts Standardsoftwarelösung „Dynamics 365 Sales“ aus der Cloud – und für ELCA und ihr 50-köpfiges, sehr erfahrenes CRM-Team als Umsetzungspartner. Innerhalb von sechs Monaten war die neue CRM-Lösung einsatzbereit.

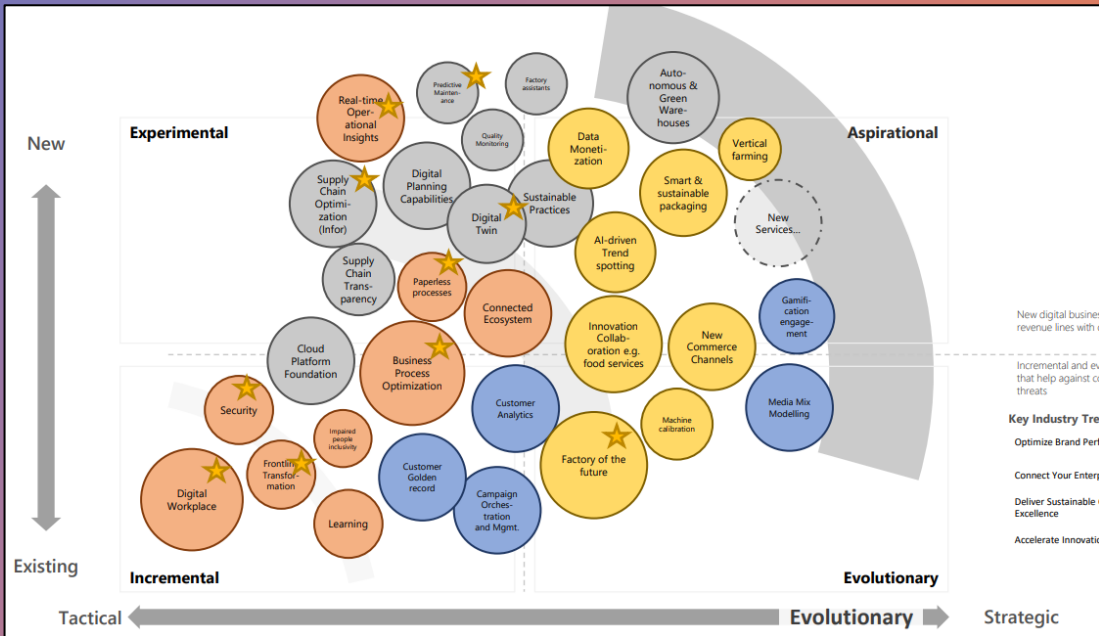
Einfluss:

- Umfassende Kundensicht
- Zentrales, effizientes Datenmanagement
- Schnellere, automatisierte Reporting-Prozesse




How do we do it?

- Alignments / trend sessions / lunches / quick-chat / etc.
- Demo
- Easy to share QR code
- Horizon Planning
 - High level strategy
 - Get areas / use cases / timeline / budget confirmed
 - Partner Horizon Planning with Sell-With organisation



We are here to jointly win

- **Funding/Support:** ECIF? AMP? CSA? Fasttrack?
- Looping you in with the **CSAM** (Customer Success Managers)
- **Joint pushes** via different stakeholders → e.g. jointly pushing from on-prem to cloud
- **Register deals** → everyone at Microsoft is looped in





It's a joint work

- Keeping each other **in the loop**
- Tell us where you **are** at or are **stuck** → **enabling?**
- **Jointly** tackling
- It's all about collaboration & teamwork

Who are we and what we do for you?

Head of Cloud ALSO, Michael Teniz




ALSO – the Company in a nutshell

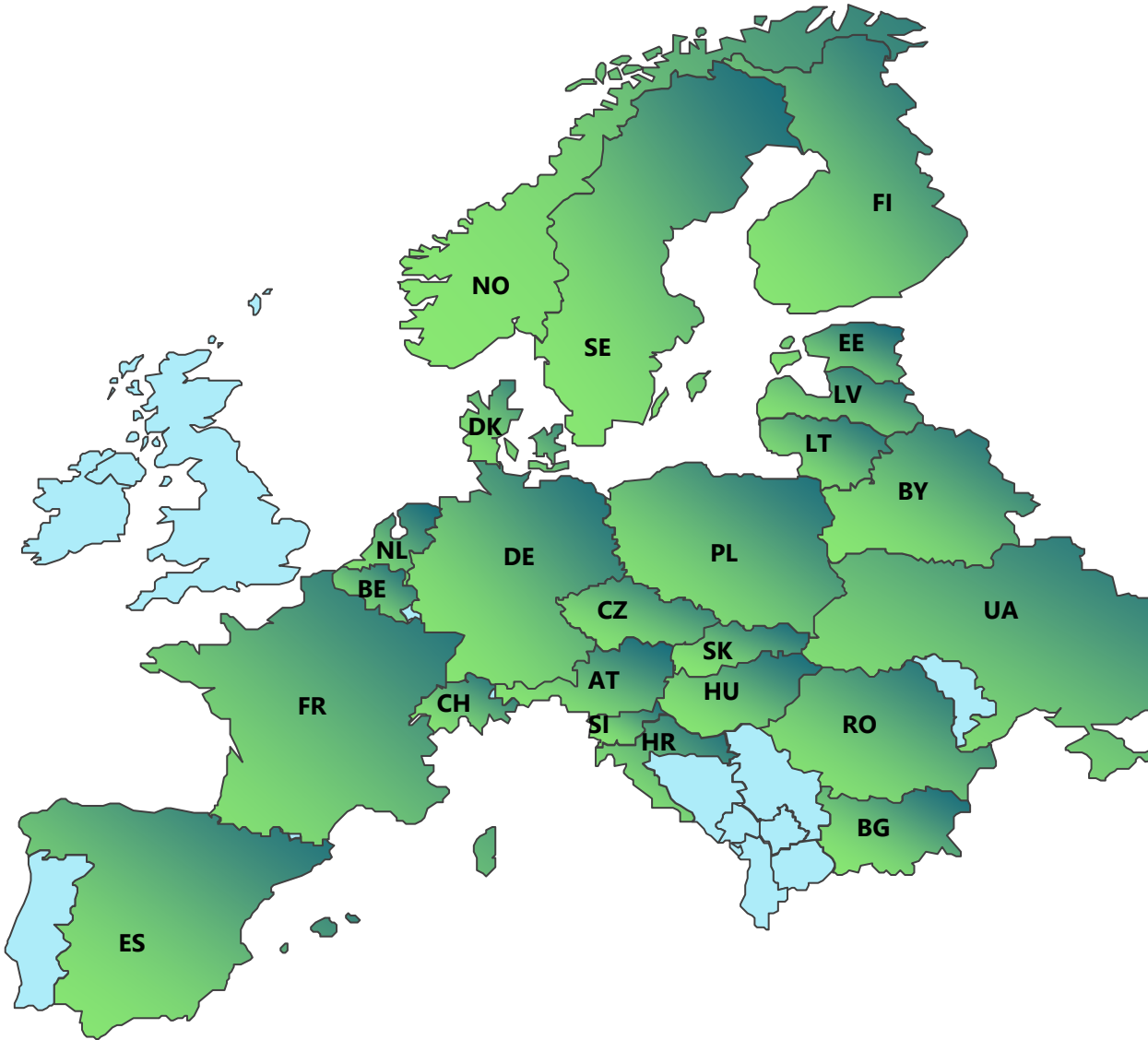


THE
TECHNOLOGY
PROVIDER



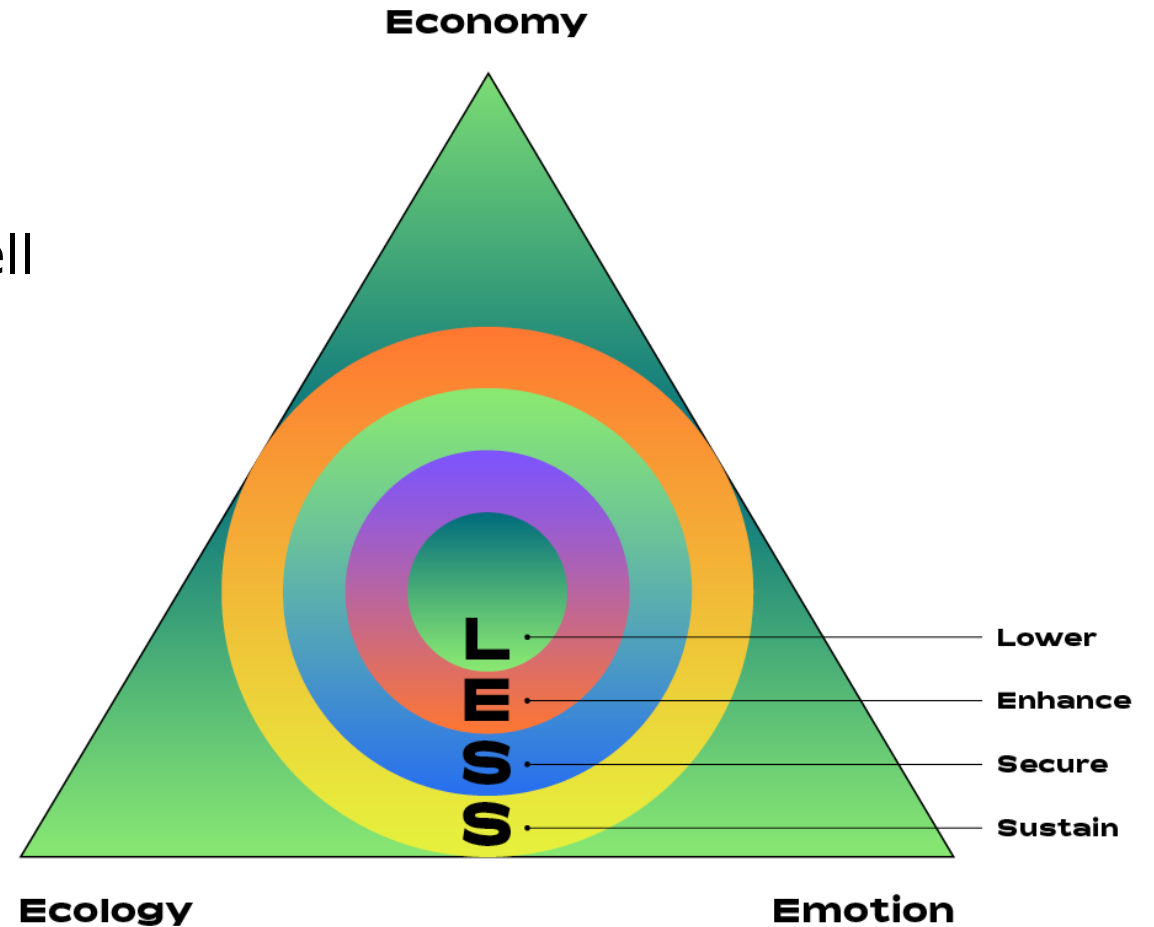
Also in Europe: 24 Countries

-  >4081 FTE's
-  >4M Unique Users
-  90 countries worldwide with PaaS Partners



sustainable engagement: Less STRATEGY

- ▶ Lower CO₂ footprint
- ▶ Enhance accountability
- ▶ Secure data traffic and privacy as well as our business
- ▶ Sustain skills and knowledge about the use of digital technologies in civil society, esp. children and young people



our purpose

**We want to improve the quality of people's life
with the help of technology**

Examples of where we engage

Testing of air quality in classrooms and cities

Enabling (home) schooling for kids

with limited financial resources



ACMP

■ No IT Investment

▲ Comprehensive Reports

● WaaS Zero touch

▲ Private Catalogue

■ Simple API



● Own Brand

● SPLA Reporting

▲ ALSO Premium Support

■ >1600 Services

ACMP – Advanced Reporting

ALSO Cloud Marketplace



Middleware Plugins

- Azure Logic Apps
- Azure Functions



Data storage



Partner Journey with ALSO



READY-TO-USE SOLUTION



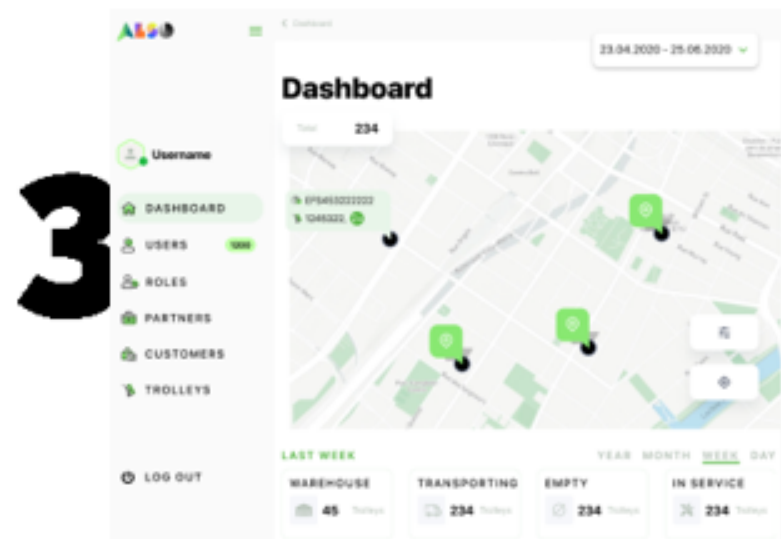
Smart & Secure Trolley

Electronic Lock
Handheld
Location Sensor



ALSO IoT Platform

IoT Connectivity
Asset/Device Management
Lock PIN
Location Tracking



Smart & Secure Application

Operations & Analytics

More TrainiNGS



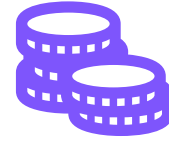
Microsoft

E-learning
ALSO Microsoft Plattform
Full Partner Journey
Certification



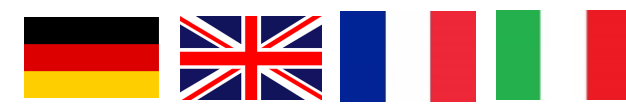
ISV

Internal Webinars
Trainigs
NFRs



Economy Share Enablement

EcoSystemizer
Storytelling
Digitaler Auftritt
M-a-a-S



 **Team**



www.alsocloud.ch

sales.ch@also.cloud

+41 41 266 16 10





**THE
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Closing

OCP Lead Microsoft Switzerland, Thomas Winter

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 Karatas
(dilankaratas@microsoft.com)

From 26 June, the following applies:



Clubs and discos open



Water parks open



Working from home a recommendation not a requirement



COVID certificate

Compulsory: clubs, discos and large-scale events

Voluntary: smaller events, sporting, cultural and leisure facilities, restaurants



Events



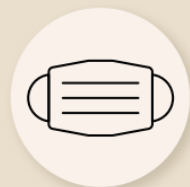
With certificate
No restrictions



Without certificate, but with seating requirement
Max. 1000 people



Without certificate, no seating requirement
Outdoors: max. 500 people
Indoors: max. 250 people



Requirement to wear masks



Lifted outdoors



Relaxed in the workplace (employer decides)



Relaxed at upper secondary and vocational schools (cantons decide)



Restaurants

Outdoors: no restrictions
Indoors: contact details from one person per group



Sporting and cultural activities

Outdoors: no restrictions
Indoors: contact details
Choir performances also allowed indoors

Still applicable:



Requirement to wear masks indoors: in restaurants and shops, on public transport and at events without a COVID certificate requirement



Private gatherings of up to 30 people (outdoors: 50 people)



Recommendation: Get yourself vaccinated!



Partner Townhalls

Next dates

All info here: aka.ms/chpartnertownhall

July



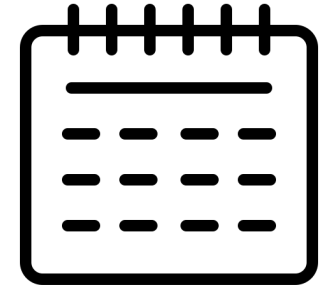
Inspire Keynote
IAMCP
Public Viewing
14 July in Luzern

August



Summer break

September



Fall relaunch