

Microsoft Switzerland Partner Townhall

30th September 2021



Agenda

Topic	Speaker
09:30 Welcome & FY22 Strategy	Thomas Winter
09:45 Partner Incentives	Michael Heimberg
10:00 Windows 365 – How it translates into business opportunity	Stefanie Thommen
10:15 PR & Comms update	Tobias Steger Marsel Szopinski



Welcome & FY22 Strategy

GPS Lead Microsoft Switzerland
Thomas Winter

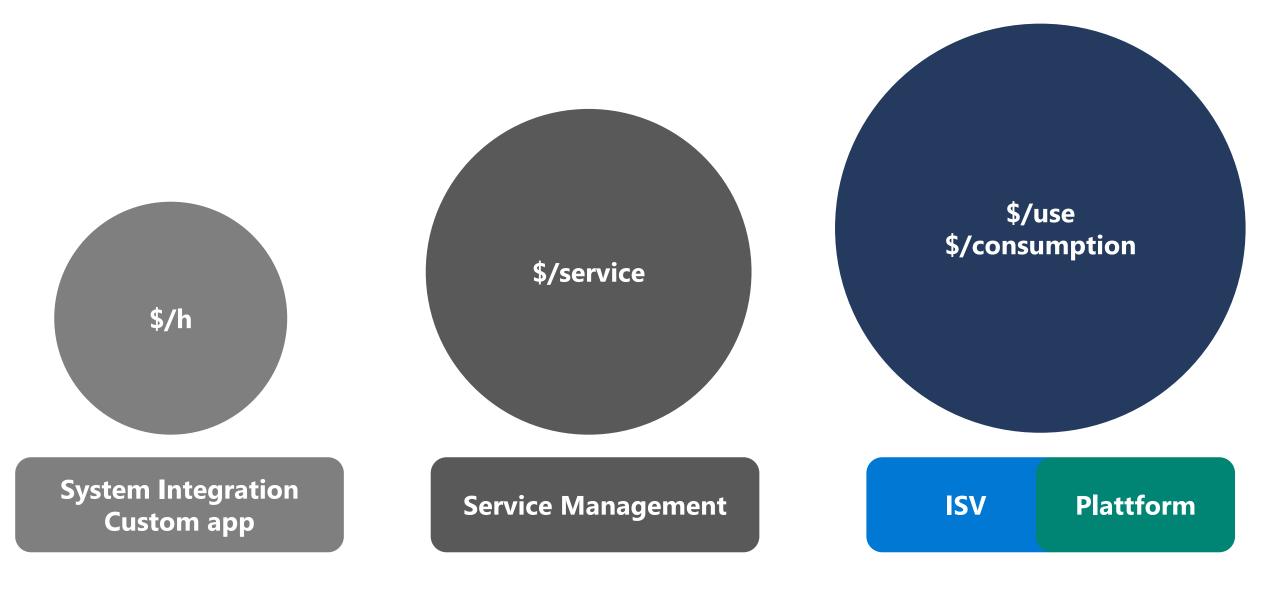




Satya Nadella
Chairman and Chief Executive Officer
Microsoft

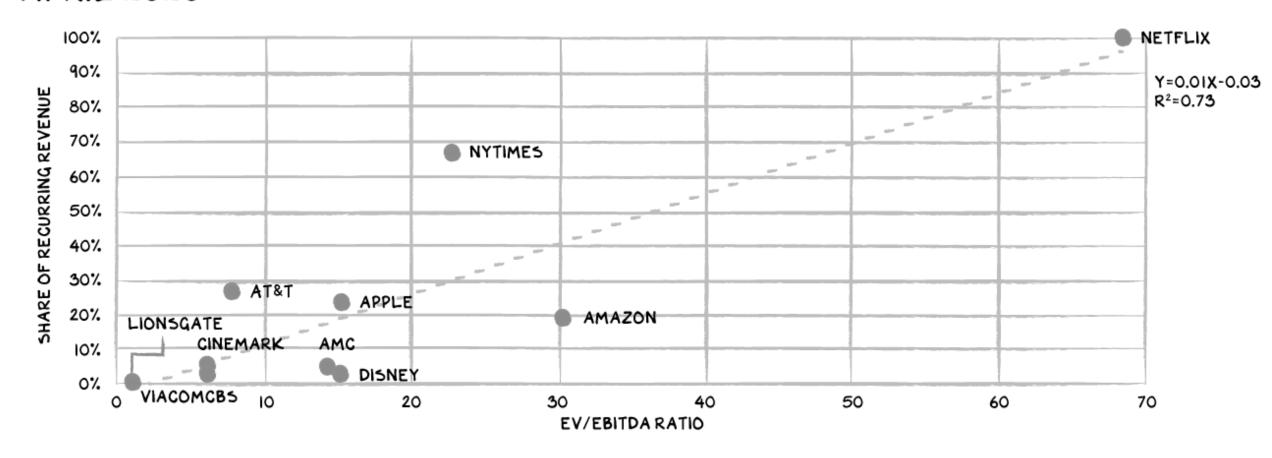
"When it comes to our partners, we believe in two truths. First, we a That means creating new opportunity for you across every sector and every country. And second, we collectively are successful when the world around us is successful. "

Opportunity Scale



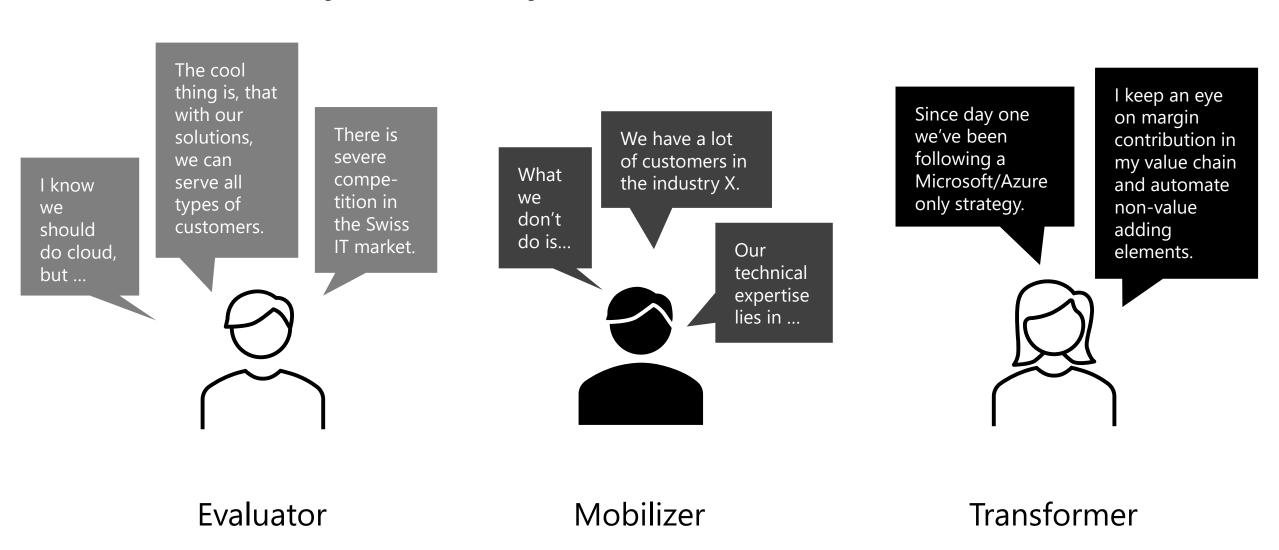
EV / EBITDA VS. SHARE OF RECURRING REVENUE

APRIL 2020



SOURCE: PROF G ANALYSIS OF SEEKING ALPHA DATA.

The three storylines of my discussions with MS Partner



"Customers are getting the exact experience that you intentionally or unintentionally designed for them"

@Tiffani_Bova

Some questions for your next leadership workshop

What is your industry expertise?

What is your solution expertise?

What is your intellectual expertise?

What is your differentiation?

Why do your customers buy from you?

Where do you make money today / tomorrow?

What are your cost drivers?

Where can you build non-linear scaling ventures?



Your opportunity with Microsoft



Build on the success of others

https://partner.microsoft.com/de-ch/campaigns/cloud-practice-playbooks





Anwendungsinnovation

Erfahren Sie mehr über die Gelegenheit, ein Geschäft für Cloud-Anwendungsentwicklung und -Modernisierung aufzubauen oder zu erweitern.





Geschäftsanwendungen

Microsoft Geschäftsan

↓ Jetzt herunterlader



Unternehmen beim Au



Cloudinfrastruktur

ementieruna. und Sicherheit der



Modernisierung und Migration in die Cloud

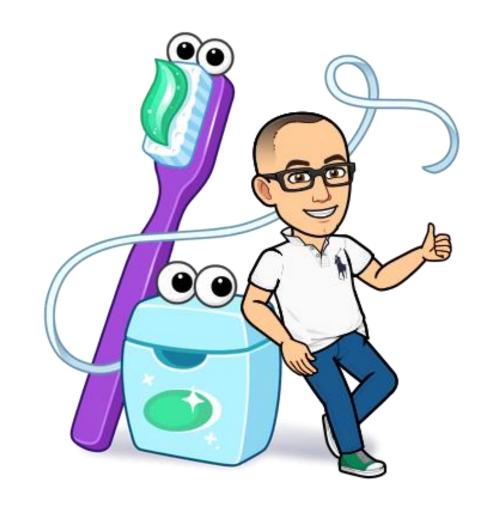
Nutzen Sie die digitale Transformation, indem Sie Menschen, Daten und Prozesse in der Cloud vernetzen.





Operational hygiene

- ✓ Solution in catalog
- ✓ Sharing
- ✓ Benefits activated
- Advanced spezialization





Partner Incentives

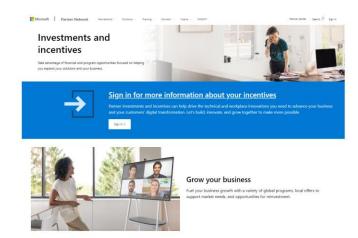
Michael Heimberg



Baseline Microsoft Incentives

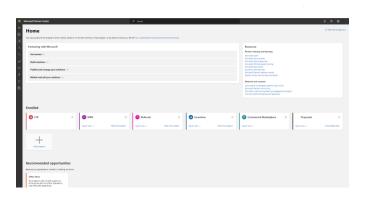
Contact partner support or your assigned PDM for additional information on how you can maximize your earning opportunity

Discover partner incentives



Microsoft Partner Incentives

Enroll in eligible programs



Partner Center

Grow your business



Microsoft Partner Network

WE Partner Training Calendar

Register for the next live incentive webinar



→ If you want to subscribe to the Swiss Partner Training newsletter please send an email to Gisela Ferreira, mentioning your preferred region (Romandie or Deutschschweiz) and you'll be added you to the respective

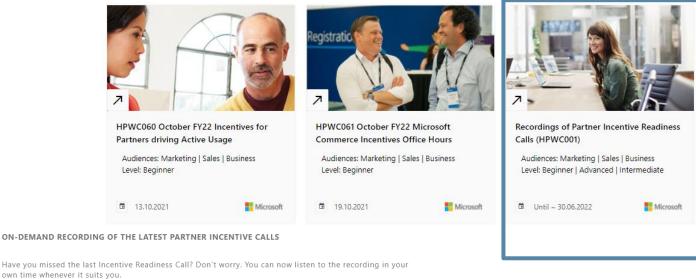
Languages

distribution list.

Formats

WE Partner **Training** Calendar

Register for the on-demand to watch the recording



Have you missed the last Incentive Readiness Call? Don't worry. You can now listen to the recording in your

Just select the most relevant session to you and register for the on-demand to watch the recording:

- CSP Indirect Reseller Incentives
- · Cloud Incentives driving Azure Consumption
- Co-op Marketing Funds Office Hours
- Cloud Incentives driving Active Usage
- Dynamics Partner Incentives

Events Cloud Incentives driving Active Usage Cloud Incentives driving Azure Consumption Select your topic... Co-op Marketing Funds Office Hours **CSP Indirect Reseller Incentives Dynamics Partner Incentives**

HPWC047 June FY21 Incentives for Partners driving Active Usage Recording of 09.06.2021 Register! Register here

Online Services Usage – M365 Incentive*



Rewards partners for helping customers successfully deploy and adopt Microsoft 365 workloads.



How to earn

To be eligible for participation, a partner must have an active MPN membership and agreement and perform all qualifying activities and registration requirements as stated in the Incentive guide before the incentive can be earned.

Competency	Active MPN Gold or Silver membership level in one of the eligible competencies: Cloud Productivity, Enterprise Mobility Management, Security		
Partner Center	Valid and complete identification, tax and banking information submitted and accepted by Microsoft		
Other	Eligibility and enrollment requirements below must be met by the last day of the month in which milestones are met. Partners must associate themselves through CPOR (Claiming Partner of Record) by workload before active usage reaches 10% to be eligible for the 15% milestone and prior to 20% to be eligible for the 40% milestone. To earn at the higher FastTrack rate level, partners must be invited to FastTrack Ready and meet separate eligibility requirements. Education customers are excluded.		
Program Term	October 1, 2021 – September 30, 2022		



Incentive rates

Incentives paid per rate card when milestones are achieved. Please note that the program will continue with 5 customer sizes and the below table is simplified for illustration purposes.

Rate	Small (150-499)	Medium (500-2,499)	Large (2,500+)
Premium Workloads	\$1,000	\$3,500	\$7,000
Core & Core Deployment Workloads FRP Only Accelerator Workloads	\$500	\$1,500	\$3,000

FRPs at 15% milestone earn 1.5x on all workloads except FRP Only Accelerator workloads

15% & 40% Milestones

Premium Workloads

- Teams Meetings
- Teams Phone System
- Intune

Core Deployment Workloads

- Microsoft Cloud App Security
- Microsoft Defender for Identity (MDI) formerly Azure ATP
- Microsoft Defender Endpoint (MDE) formerly MDATP

15% Milestone only

Core Workloads

- Teams Platform
- Microsoft Information Protection

FRP Only Accelerator Workloads

- SharePoint Online
- Azure Active Directory Premium
- Exchange Online
- Microsoft 365 Apps

Classified as Microsoft Confidential and program information is subject to change.

^{*}This asset is intended only for reference purposes, as a high level overview of the program. Do not blog, tweet, post photos, or otherwise display information about this overview. Full details and program requirements are set forth and subject to the applicable program guide and partner agreement.

CSP Indirect Reseller Incentives*



Rewards CSP Indirect Resellers for driving Cloud Solution Provider (CSP) revenue, adding customers, and selling strategic products.

How to earn		
To be eligible for participation, a partner must have an active MPN membership and agreement. Partners must perform all registration requirements and qualifying activities, as stated in the Incentive guide before the incentive can be earned.		
Active Gold or Silver membership in one of the eligible competencies: Cloud Business Applications, Cloud Platform, Cloud Productivity, Data Analytics, Data Platform, Enterprise Mobility Management, Enterprise Resource Planning, Small and Midmarket Cloud Solutions, Windows and Devices		
Partner Agreement	Microsoft Partner Agreement	
Partner Authorization	Microsoft CSP Indirect Reseller Channel Authorization	
Revenue Threshold	Trailing Twelve Month (TTM) Revenue \$25K USD	
Partner Center	Valid and complete identification, tax and banking information submitted and accepted by Microsoft	
Program Term	October 1, 2021 – September 30, 2022	

\$ Incentive rate		
Incentive structure	Rate	Earning Split
Core – Azure billed revenue ¹	4%	
Core – Modern Work & Security billed revenue	4%	
Core – Business Applications billed revenue	4.75%	
Customer Add Accelerator – Modern Work & Security ¹	10%	60% Rebate 40% Co-op
Customer Add Accelerator – Business Applications ¹	20%	Starting July 1st, a
Global Strategic Product Accelerator – Tier 1 M365 E3, M365 E5, M365 Business Premium, Business Central	5%	\$10K per semester threshold to qualify for
Global Strategic Product Accelerator – Tier 2 Sales Pro, Power Apps	10%	co-op usage will apply.
Global PSTN Calling and Conf Accelerator	20%	
Nonprofit (TSI) Product Accelerator	12%	
Azure Reservation consumption	10%	
Subscription software	Core: 1.25% Strategic: 6%	100% Rebate

The CSP incentive program Product Addendum is the governing document detailing product applicability for each CSP incentive earning opportunity. Partners can access the Product Addendum on the Microsoft partner website.

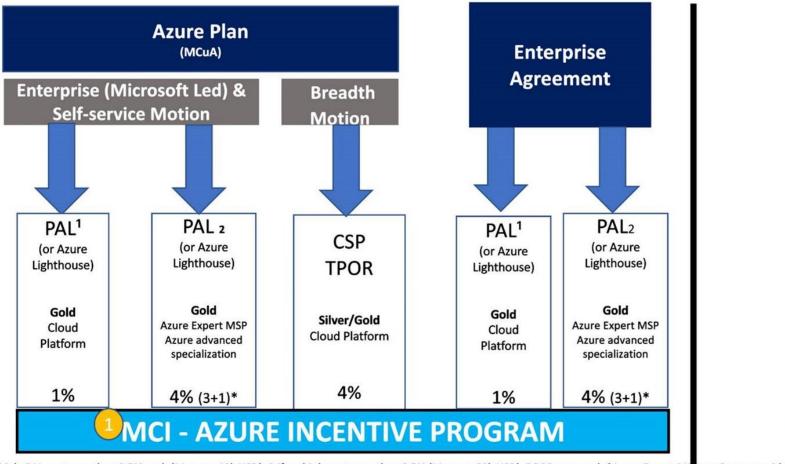
1 See FY22 Incentive Guide for upcoming changes and supporting detail.

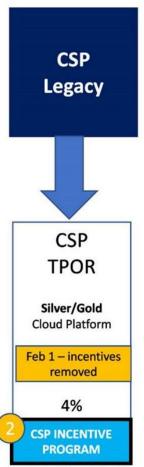
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Purchasing AZURE and Earning Incentives from Oct. 2021

New Commerce Billing Platform (MCI) vs. Legacy Billing Platform (CSP)





¹ If multiple PAL partners, then 0.5% each (Max cap 40k USD); 2 If multiple partners, then 0.5% (Max cap 60k USD). DPOR removed; *Azure Expert MSPs or Partners with Azure advanced specializations can earn on both levers for a total combined \$100k: **LSP partners who are also PAL partners, will earn on PAL ACR not on both LSP TPOR and also PAL.; TPOR – Transacting Partner of Record

OSA Summary of YOY Changes







Shifting from outcomes to activities

OSA

CSA

Increasing investments in pre-sales activities. Please find the consolidated partner offers posted on the Partner Transform site

We are simplifying partner experience by shifting to a competency-based eligibility model. Additionally, we are expanding our claim window to 120 days, allowing partners extended time to submit their claim after customer transaction

Removal of customer adds levers

We will prioritize advisory partners who play a strategic role in pre-sales and post-sales activities across Business Applications cloud-based solutions through the Online Services Advisor program, and no longer support the Certified Software Advisor program that was designed for Dynamics on-prem licensing

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Online Services Advisor (OSA Sell)*



Rewarding and recognizing partners for pre-sales activities of new Dynamics 365 Cloud seats under EA, CASA/EES, and Web Direct (MOSA).

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How to earn

To be eligible for participation, a partner must have an active MPN membership and agreement and perform all qualifying activities and registration requirements as stated in the Incentive guide before the incentive can be earned.

Competency	Active MPN Gold or Silver membership level in at least one the following competencies: Cloud Business Application competency Small & Midmarket Cloud solutions competency (Biz Apps track)
Partner Center	Valid and complete identification, tax and banking information submitted and accepted by Microsoft
Other	Partners must associate themselves through CPOR (Claiming Partner of Record) in Partner Center with the customers and the applicable subscriptions within 120 days of the transactional date
	Eligibility and enrollment requirements are checked on the 2 nd Friday of each month
Program Term	October 1, 2021 – September 30, 2022



Incentive rate

OSA Sell incentivizes partners on the net new annual contractual value (ACV) of the revenue for eligible SKUs.

Below details the incentive structure and the partner's earning opportunity:

D365 Finance & Operations, AX7	Rate
Sell-New	20%
Sell-Transition: On Prem to Cloud	6%
D365 Customer Engagement, Team Member, MR, Support Plans, CRMOL	Rate
	Rate

Online Services Usage Business Applications*



Rewards partners for growing end-customer active use of Microsoft Dynamics 365 and Power Bl under EA and CASA/EES.



How to earn

To be eligible for participation, a partner must have an active MPN membership and agreement and perform all qualifying activities and registration requirements as stated in the Incentive guide before the incentive can be earned.

	Active MPN Gold or Silver membership level in at least one of the following competencies:
Competency	Cloud Business Application (CE, F&O, Team Member, AX), Data Analytics (Power BI)
	Small & Midmarket Cloud solutions competency (Biz Apps track)
Partner Center	Valid and complete identification, tax and banking information submitted and accepted by Microsoft
Other	Eligibility and enrollment requirements below must be met each month by the last day of the month. Partners must associate themselves for D365 through CPOR (Claiming Partner of Record) to their customer and the underlying subscriptions to be recognized and earn incentives (paid monthly). For Power BI, association occurs through Digital Partner of Record (DPOR).
Program Term	October 1, 2021 – September 30, 2022



Incentive rate

Below details the incentive structure and the partner's earning opportunity.

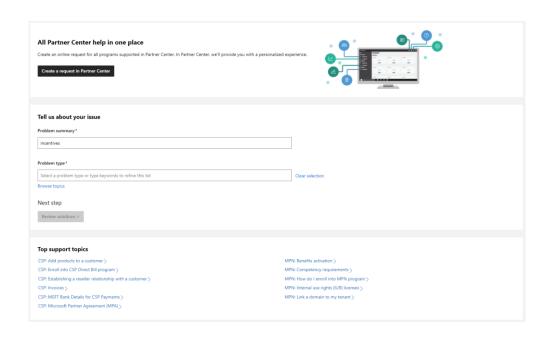
Incentive calculated as: Rate card amount for product (multiplied by) the number of monthly active users (multiplied by) the usage lever rate

Incentive structure	Rate
Dynamics 365	15%
Power BI	15%

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Support and Questions

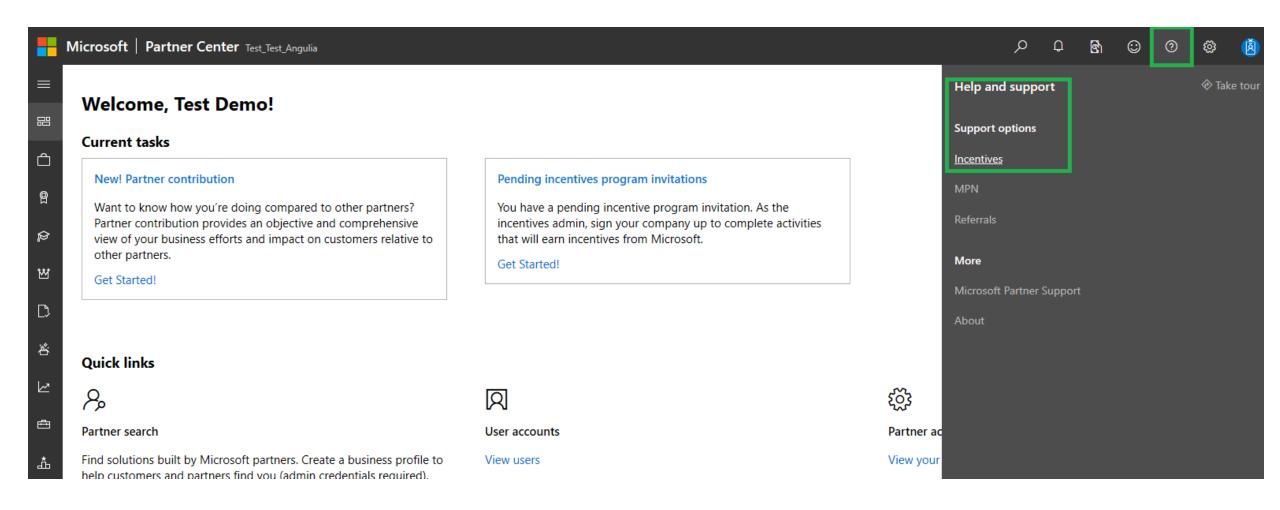
Contact partner support or your assigned PDM for additional information on how you can maximize your earning opportunity



Questions?

- For support, there are Incentives FAQs and links to relevant self-help articles available within the <u>MSFT Partner Network</u> support experience. If additional assistance is needed, you can create a support ticket within the Incentives Online Support Experience on <u>Partner Center</u>.
- If you are experiencing difficulties signing into your Partner Center Account, additional assistance can be found here.
- Step by step guidelines to access Incentives support are available here.

Raise a Ticket in Partner Center





Windows 365 – How it translates into business opportunity

Stefanie Thommen



"With **Windows 365**, we're creating a new category: the Cloud PC.

Just like applications were brought to the cloud with SaaS, we are now bringing the operating system to the cloud" - Satya Nadella, CEO Microsoft

Shifting workforce and organizational needs



Remote and hybrid work



Elastic workforce



Organizational expansion and change



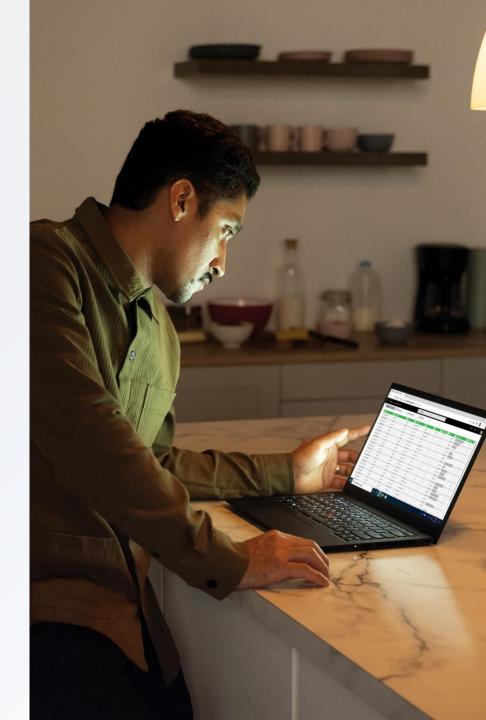
Bring your own PC (BYOPC)



High-scale and specialized workloads



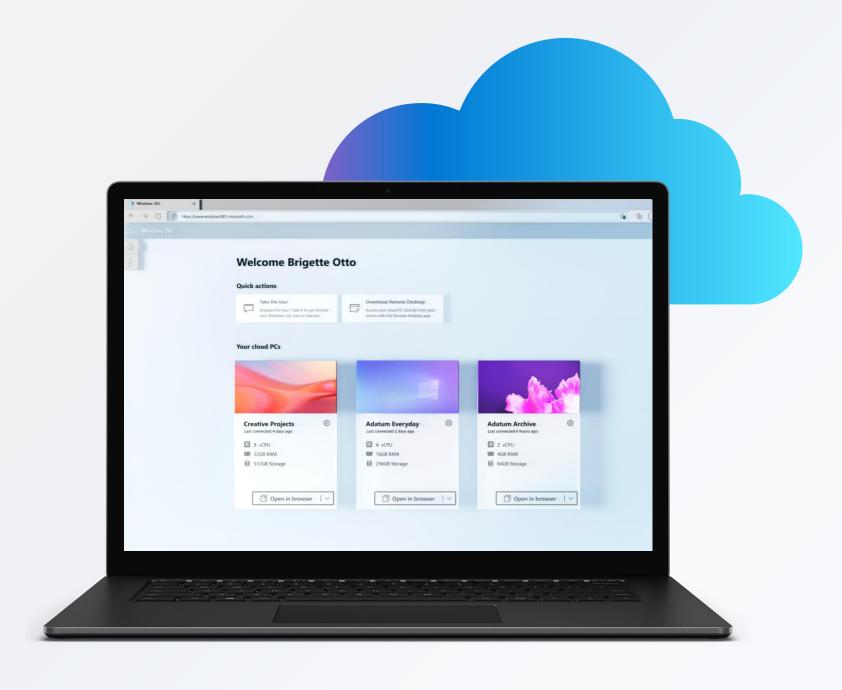
Security and compliance



Windows 365

Launch was 2 months ago

- Overwhelming demand after launch this summer
- Customer trials paused and are now available again through MS employees since yesterday
- First customer projects starting
- Technical challenges



Selecting the right solution(s)



Windows 365

Personalized Windows 365 Cloud PCs available across devices

Simple and turn-key to buy and deploy Predictable per user, per month pricing Easily scalable compute and storage

No VDI experience or skills required



Azure Virtual Desktop

Flexibility and control

Multi-session Windows VMs

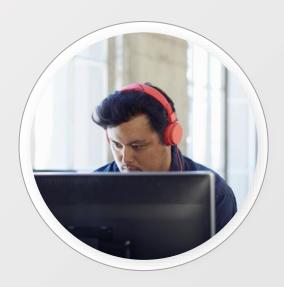
Data residency and geo requirements

Remote app streaming

Specialized GPU and HPC workloads

Scalable compute and storage to optimize

for cost and experience



Azure Virtual Desktop with Citrix and VMware VDI

Optimize existing investments and skills in Citrix and VMWare VDI

Create a multi-cloud or hybrid architecture with a single control pane

Joint opportunities to align with our field



Help customers try & deploy Windows 365



Drive new seats for Microsoft 365 E3



Implement cloud management with Microsoft Endpoint Manager



Windows 365: Key partner opportunities

Managed Services Provider	System Integrator	Software Reseller	ISV
Develop managed service offering with Windows 365	Help customers prepare environments for Windows 365	Drive GTM motion to sell Windows 365 Business & Enterprise	Develop solutions portfolio for integration to Windows 365
Integrate Windows 365 into existing services, leverage extensibility	Develop service & consulting offerings that incorporate Windows 365	Enterprise	Integrate Windows 365 into existing services, leverage extensibility
Drive GTM motion to attach Windows 365			



New TAM opportunity for partners, focused on customer need



Increased partner profitability with Windows 365 solutions & services



Azure Virtual Desktop & Windows 365: coexistence & market opportunity



Resources

Trials: MS sellers may request up to three seats choosing any combination from selected W365 SKUs within the Enterprise and the Business edition – please contact Account Managers & Specialists

Topic	Link(s) to documentation
Main Product Page	https://www.Windows365.com
Interactive demo	https://aka.ms/w365demo
Technical blog	https://aka.ms/deploycpc - Enterprise https://aka.ms/deploycpcbusiness - Business
Troubleshooting	https://aka.ms/w365docs
Mechanics video	https://www.youtube.com/watch?v=V14Ia2uwrtk
Training	Windows 365 Partner Webinar 1.10: <u>WEWC2090 Windows 365 Webinar for Partners</u> Partner Training Calendar for all upcoming trainings

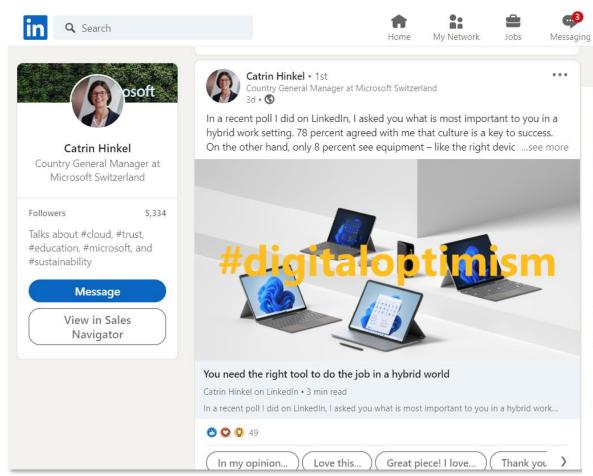


PR & Comms Update

Tobias Steger and Marsel Szopinski





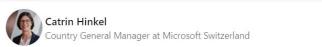


https://www.linkedin.com/in/catrinhinkel/

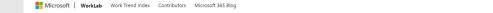


In the new hybrid world, a culture of trust is key

Published on September 15, 2021



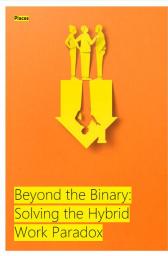
"Should I stay, or should I go?" – this is a question I ask myself whenever I decide whether I should work in the office or from home in the coming week. Surely, I have grown to appreciate the benefits of working from home, taking calls and really being able to focus. On the flipside, I also truly enjoy working in the office and connecting with my colleagues. This is what we call the **Hybrid Work Paradox**. Therefore, I personally find it highly interesting to see which direction some of our customers and partners choose – some remain fully flexible, some have quotes of office and remote days, and others order all of their employees.



WorkLab Exploring the Science of Work and Ingenuity









Editors' Top Picks





How to Reimagine Workspaces for the Hybrid

Building a Healthier Meeting Culture



Download the study

Read the media release in GER/F/ENG

Microsoft-Studie: So verändert sich die Arbeitswelt in der Schweiz

Apr 6, 2021 | Microsoft Switzerland

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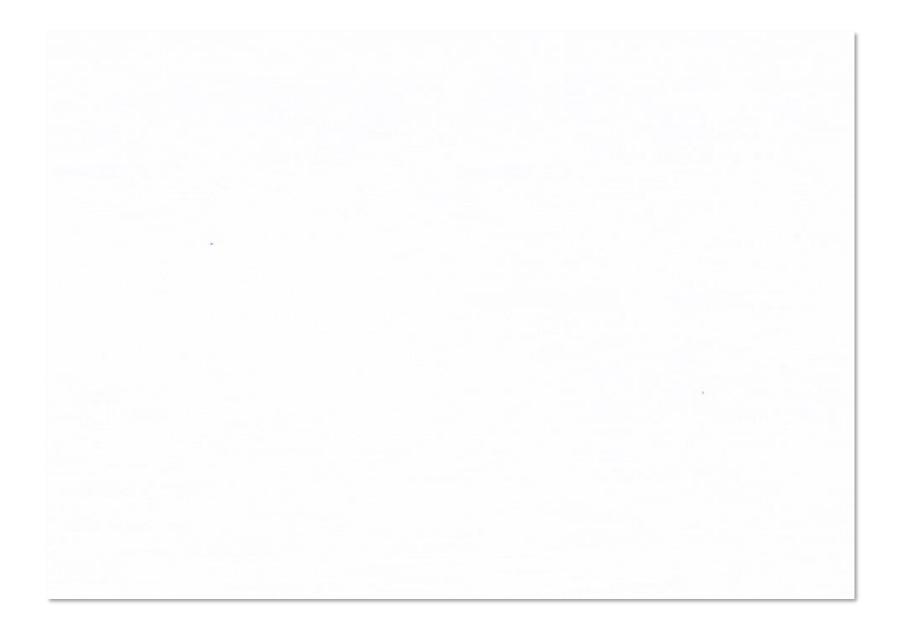


French | Read the original blogpost here

Nach einem Jahr Pandemie hat Microsoft den jährlichen Work-Trend-Index-Bericht veröffentlicht. Die Daten deuten auf einen grossen Umbruch in der Arbeitswelt hin und offenbaren die dringenden Trends rund ums hybride Arbeiten weltweit - und in der Schweiz.

Microsoft hat die Ergebnisse des jährlichen Work Trend Index bekanntgegeben. Die Daten zeigen grossen Umwälzungen in der Arbeitswelt stehen und die Trends der hybriden Arbeit. So denkt beispielsweise fast die Hälfte (41%) der Schweizer Belegschaft über einen grossen Karrierewechsel innerhalb des nächsten Jahres nach - 20% mehr als in den Vorjahren. Genauso schnell, wie die Menschen im Jahr 2020 ins Homeoffice gedrängt wurden, müssen sich Unternehmen und Mitarbeiter nun auf hybride Arbeitsformen einstellen, da eine flächendeckende Impfung in greifbare Nähe rückt.

Besonders Führungskräfte müssen diese Entwicklungen im Auge behalten. «Die Entscheidungen, die Sie heute treffen, werden Ihr Unternehmen für die nächsten Jahre beeinflussen. Es ist ein Moment, der eine klare Vision und extreme Flexibilität erfordert», sagt Marc Holitscher, National Technology Officer und Mitglied der Geschäftsleitung von Microsoft Schweiz. «Diese Entscheidungen werden sich auf alles auswirken – von der Art





«Die Zukunft der Arbeit ist hybrid»

Viele Firmen stehen gerade vor der Herausforderung, wie sie die Rückkehr ins Büro gestalten sollen. Marc Holitscher, National Technology Officer bei Microsoft Schweiz, zeigt auf, weshalb hybride Arbeitsformen bleiben werden und wieso die Kultur dabei der Schlüssel zum Erfolg ist.

Erstellt im Auftrag von Microsoft
Schweiz GmbH

13.09.2021, 15.18 Uhr



Als National Technology Officer und Mitglied der Geschäftsleitung von Microsoft Schweiz unterstützt Marc Holitscher Kunden bei der Umsetzung ihrer Geschäftsmodelle.

Native advertising "hybrid work" in NZZ

Our Journey to the Circle









Wallisellen office

REGUS at the Airport

SPACES at the Circle

Microsoft at the Circle

Hybrid Work



















Partner Townhalls

September



October



November



30th September 09h30-10h30

28th October 09h30-10h30

25th November 09h30-10h30







Scan the QR code to fill out the <u>feedback survey</u>