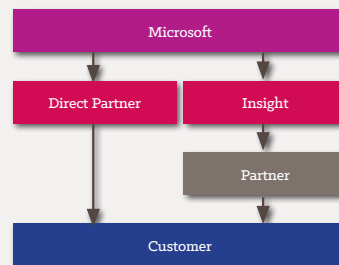


# Choose your right cloud approach

Cloud is the new sourcing alternative in IT. More and more businesses are adopting a cloud-first procurement strategy. Why? Because they are eager to embrace the benefits of business growth, market reach and customer satisfaction that can only be facilitated by cloud computing. Now that businesses are taking the step towards a cloud-first strategy, cloud services providers can no longer stay behind. The urge to make the transition to the cloud is unavoidable. With your knowledge and experience you are able to become trusted cloud advisors to your end users, and to future-proof your business.

Microsoft has announced new billing requirements that Direct Providers within the CSP programme must meet as from 31 August 2018. At the time the update is introduced, Direct Providers need to implement the key capabilities which are: the CSPs either provide an IP service, a managed service or a solution application to the customers in addition to implementing a basic billing infrastructure and enable billing within the system of CSP. Other than that, Microsoft also expects its Direct Providers to take part in either of the two support plans that are: Microsoft Advanced Support for Partners and Microsoft Premier Support for Partners with a minimum annual value of \$15,000.



*For the Direct Providers (1 Tier), it is necessary to take a grip over the requirements and go for the details of the update.*

At Insight we are able to help you understand the cloud business and know how to capitalize on this by understanding your requirements, challenges and business needs. We can help you to make the right decision. To be a Direct or an Indirect Partner. You can decide to invest to meet Microsoft's requirements or capitalize on Insights technique and capabilities and focus on your core: building solutions for your clients. Knowing that the cloud offers huge opportunities for SPs is one thing. Understanding the cloud business and knowing how to capitalise on it is another! In cooperation with Microsoft, Insight offers a whole range of consultancy services, tools and support to help SPs onboarding smoothly and maximise their cloud business. Together with our wide range of vendor solutions we create the best offering for your market.

#### Microsoft Direct Prerequisite Changes

- Purchase a support and success plan designed for partners from Microsoft
- Billing/provisioning infrastructure in place to manage automated billing, provisioning and credit checks of customers.
- Deliver proven added value on-top or packaged with Microsoft Cloud Service.
- Future sales/revenue requirement (to be announced later this year by Microsoft)

### How Insight Can Help

- Migration Services
- Painless Onboarding Process
- Simplified Monthly Invoice
- Technology Support through Insight Managed Service team
- Dedicated Customer Success Managers to assist with your Journey
- Licensing advisory (moving customers from onprem to cloud)
- Pre-sales/architect support creating next gen. Package Managed Service offering based on Microsoft Cloud Technology.
- Billing/provisioning infrastructure in place = Insight Cloud Management Portal
- Automates provisioning for user based subscriptions and Azure
- Enables self-service to your end customer if required
- Billing in arrears – pay-as-you go instead of PRO-RATA billing from Microsoft

## Microsoft CSP Direct vs Insight CSP Indirect



	Reseller invoices the customer and owns the relationship	
	Reseller has full access to customers platform	
Customer Billing		
Customer IT Administration		
Migration & Development Services		✓
Readiness Assessment		✓
Marketing Guidance		✓
Technical Deployment Cloud/Hybrid Offering		✓
Technical Support Included		✓
Multi-Lingual Support	✓	✓
Advisory Credits	Only via AsfP or Premier Support	Included in Standard Support
Real-Time Consumption Management Tool		✓
Onboarding Assistance		✓
Pro-Active Account Management	Only Managed Partners	Everyone
Provisioning Platform	Partner Center	Cloud Management Platform
Simplified Monthly Invoice		✓
Discounts	✓	✓
Licensing Expertise (Hybrid Licensing)		✓
GTM Strategy Support		✓
Managed Account Services		✓
Knowledge Hub	✓	✓
Time to Market	Months	Minutes