



US SMB Partner Insider Call October 4, 2017



Devesh Satyavolu

Director Partner Channel Marketing,
One Commercial Partner, US

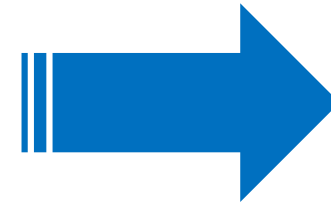
- <https://www.linkedin.com/in/smdevesh/>
- @smdevesh
- Insider Joe: <http://aka.ms/InsiderJoeonLinkedIn>
- Twitter: <http://aka.ms/smbij>



September Insider call evaluation drawing winner

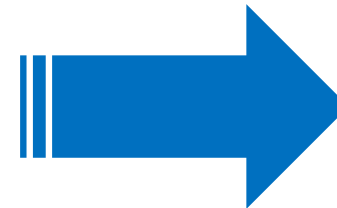
CONGRATULATIONS!

Nancy McCoy with Paragon Software Solutions from Cunningham, TN



YOU COULD BE NEXT!

One person who fills out the evaluation on today's call will win a **Checkpoint Friendly ScanSmart TSA Laptop Backpack***



<https://aka.ms/insidercallsurvey>

[*See official rules](#)

September Survey Says!.... (From 93 of you)



Fill in our quick poll on marketing subjects

For the 20% of you that wanted us to present more on “Marketing Best Practices” here’s a poll in the messages tab.

Of the topics below, tell us which topic you would most like to see in an upcoming call:

- Social selling
- Storytelling
- Websites/SEO
- Content
- Campaign planning

Partner Insider Call - Today's agenda

Welcome & Partner Spotlight: KAMIND IT

Devesh Satyavolu
Director, Partner Channel Marketing, One Commercial Partner

20 min.

October is CYBERSECURITY MONTH

Will McNae
Partner Channel Marketing Manager, One Commercial Partner

20 min.

Partner Insider Scoop

Nicole Afek
Partner Channel Marketing Manager, One Commercial Partner

15 min.

Closing

Devesh Satyavolu
Director, Partner Channel Marketing, One Commercial Partner

5 min.



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October Partner Spotlight



Matt Katzer is the founder and CEO/President of KAMIND IT, a Microsoft Gold Partner focused on the cloud, and winner of 2017 US SMB EMS West Region Partner of the Year. Our mission: **We help our clients build winning businesses with the use of the Secure Cloud**

Our focus:

- Microsoft Cloud (O365, Azure, etc.)
- Security
- We include EMS in every sale; not as a product but as a solution
- We believe in EMS and what it does for our customers



Focused and Internally Driven:

- Mission, core values are focused, and all team members are aligned
- Monthly marketing campaigns for lead generation
- Published author of *Moving to Office 365*, and (soon) *Office 365 – The Secure Cloud* (Dec 2017)
- Co-authored two books on security; proceeds donated to St. Jude Children's Research Hospital.



Matt Katzer
CEO
KAMIND IT

Cybersecurity Month

Opportunities and actions for you



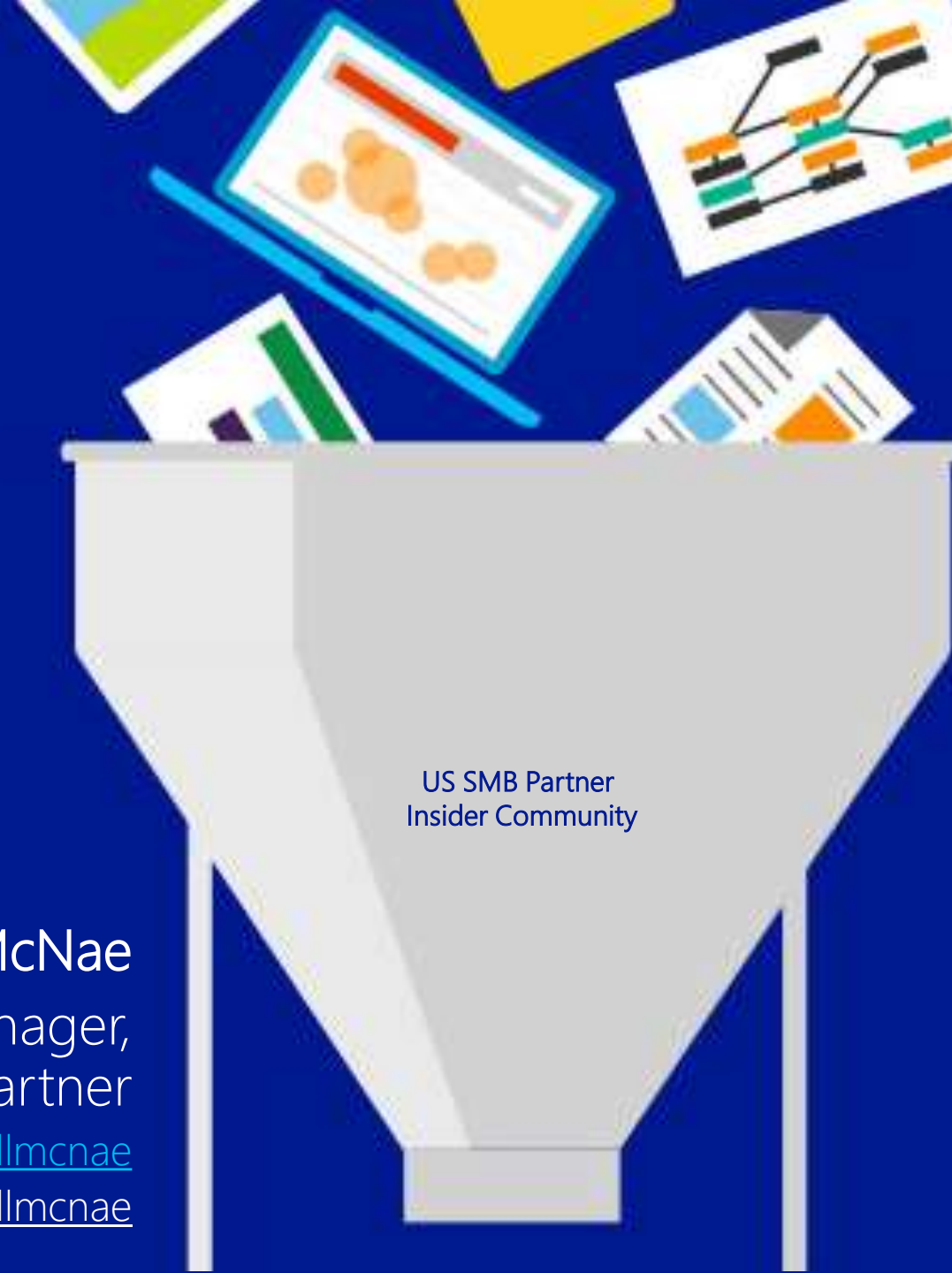
Will McNae
Partner Channel Marketing Manager,
One Commercial Partner

www.linkedin.com/in/willmcnae

[@willmcnae](#)

Microsoft Partner Confidential

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October is National Cyber Security Awareness Month

National Cyber Security Awareness Month, designed by the US Department of Homeland Security (DHS), is an annual campaign to raise awareness about the importance of cybersecurity and take steps to stay safe online.

Help your customers be better prepared for cybersecurity threats by ramping up on the latest opportunities and leveraging marketing materials designed exclusively for NCSAM including:

- Up-sell/Cross-sell opportunities
- Cybersecurity marketing workshops
- Cybersecurity Technical training
- Microsoft Community Connections (MCC) level 100 and 200 event kits

Utilize these resources today at:

<http://aka.ms/CyberSecurityMonth>



Fill in our quick poll on your security practice or offering

Do you currently have a practice or an offering for customers around security?

- Yes
- No

Security Project Based Services

Building a new practice is a daunting challenge. It is not that different from starting a business from scratch. Just like any business venture, it's important to start with a vision of what your business will do, what problems it will solve, and how it will make money.

PROJECT BASED OFFERINGS					
Cloud Migration Planning	64%	Cloud Readiness Assessment	42%	Auditing, Security & Compliance Assessments	37%
Configuration	63%	Solution Support & Training	42%	Activity and Log Audit Management	37%
Help-Desk Support	52%	Health Checks	41%	Cloud Solution Costing & Spend Optimization	35%
Data Loss Prevention & Systems Integration	51%	Mobile Device Management	40%	Solution Configuration & Customization	35%
Patch Management	50%	Proof of Concept	38%	Policy Recommendation & Improvement	33%
Advanced Threat Protection	48%	Auditing, Security & Compliance Assessments	37%	Password Complexity Management	32%
Office Client Deployment	48%	Activity and Log Audit Management	37%	User Monitoring	31%
Deployment Services	46%	Cloud Solution Costing & Spend Optimization	35%	Threat Detection & Migration Enablement	30%
Data Migration Management	43%	Solution Configuration & Customization	35%	Cyber Security Risk Assessment	29%
Enable Multi-Factor Authentication	43%	Policy Recommendation & Improvement	33%	Information Protection Configuration	29%
Identity & Access Control Enablement	42%	Proof of Concept	38%	Solution Analysis Scope & Design	28%
				User Enablement	28%
				Security & Compliance Enablement	27%
				User Training & Customer Self Portal & Mentoring	24%
				Data Leakage Prevention	23%
				Device Procurement & Deployment	23%
				Penetration Testing	23%
				Custom Application Development	22%
				Incidence Response Management	21%
				Data Classification & Data Governance	19%
				Training on Azure or Microsoft Security Products	19%
				Security-Penetration Testing	18%

SMB market size and opportunity



¹ Security: Protection against hacker and spyware/malware

Data Backup: Accurate recovery, incremental backups and reporting

Device Management: Securing corporate data, device configuration and remote wipe/lock

² SMBs universally cite—Data security and Reliability of products and services — as their most important priorities

The reality of SMB today and the importance of partner services

Cyberthreats are becoming more of a reality each day

43% of cyber attacks target small business.¹
This is disrupting how we live and work, how we acquire information and communicate, and what it takes to secure company data.

Providing peace of mind that your customers' information and company data are safe is becoming a more important part of the role partners play.



¹ Small Business Trends, [CYBER SECURITY STATISTICS – Numbers Small Businesses Need to Know](#), Jan. 3, 2017

Cyberthreats by the numbers across 3 key attack zones

Email

Within 4 minutes



Open email from attacker



Will open attachment/link

286 days

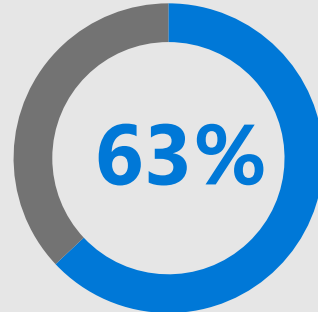
Detect intrusion

80 days

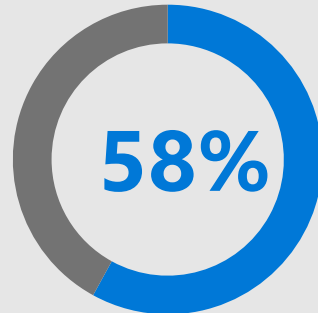
Contain damage

It takes hackers 4 min to get into networks through Email attacks and 286 days for detection followed by an additional 80 days for damage control

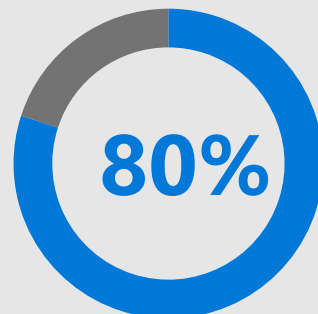
User



Weak, default or stolen passwords



Accidently share sensitive information



Non-approved SaaS usage: Shadow IT

90% Data leakage: 90% caused by user mistakes

Device



53 seconds

A laptop is stolen nearly every minute

55,000

Average devices compromised by Ransomware every month in 2016
5X increase from 2015, 4X increase in Android base

200,000

PCs attacked by WannaCrypt across 150 countries

\$1 Billion

Average earning of a hacker from Ransomware (FBI guesstimate)

Start the conversation:

Can your customer answer YES to these 5 questions?

Do you **know** who is accessing your data?

Can you **grant access** to your data based on risk in real time?

Can you quickly **find** and **react** to a breach?

Can you **protect** your data on devices, in the cloud, and in transit?

Do your users **love** their work experience?

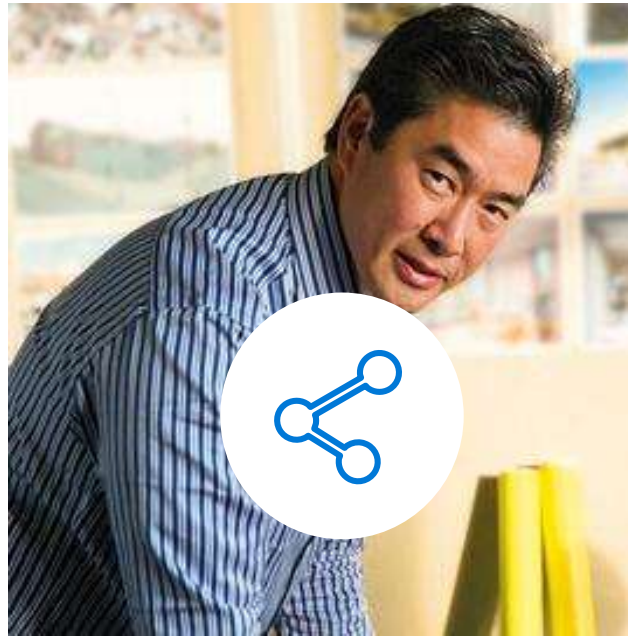
If not, then they might need Security as a Service!

Security as a Service with Microsoft 365



Secure the front door

Protection from identity-driven breaches, email attacks and attacks targeting OS



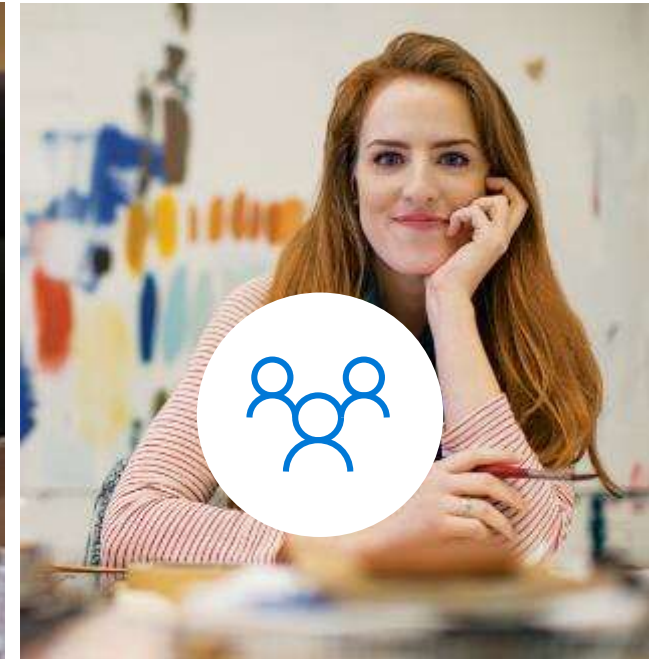
Secure content

Protect content: at the time of creation, in transit, and during consumption



Secure devices

Workplace issued or BYOD devices



Great employee experience

Productivity without compromise



<http://aka.ms/MobilityPlaybook>



<http://aka.ms/CloudSecurityPlaybook>

Partner Insider Scoop

Nicole Afek

Partner Channel Marketing Manager,
One Commercial Partner

<https://www.linkedin.com/in/nicoleafek/>

@nicoleafek



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Poll question

Based on what you just heard on starting a security practice, please tell us where you most need help in starting or expanding your security practice.

What we're covering today:

- ❑ Partner webinar series
- ❑ Technical readiness training
- ❑ Profitability webinars
- ❑ Marketing training webinars
- ❑ Customer retention training webinars

Upcoming Partner webinars

Topic	Date	Registration link
National Cyber Security Awareness Month: Secure and manage your customers' digital transformation: Security as a Service	Wednesday Oct 11, 10am PT	https://msuspartner.eventbuilder.com/event?eventid=x7o5a5
SQL Server 2017: Learn about the evolution of our database modernization story	Wednesday Oct 25, 10am PT	https://msuspartner.eventbuilder.com/event?eventid=e1l8f0
Office 365: Drive deeper customer engagements with Office 365 E5 Auto-Attendant, Call Queues, and more!	Wednesday Nov 8, 10am PT	https://msuspartner.eventbuilder.com/event?eventid=z5t6n3

For all upcoming Leading Edge events, check out aka.ms/MSLeadingEdge



Announcing three NEW StepUp webinar series!

Technical readiness workshops are back!

US StepUp webinar series	Dates	Get started
<u>Proactively Securing your Customers with Microsoft Solutions</u> Are you worried about the current and future generation of attacks that can put your customers at risk? Attend this four-week webinar series to learn about how you can secure Identity, Data and Devices across your customers environments using Microsoft Security solutions. We will be showcasing a variety of offerings that are included with Microsoft 365 including Enterprise Mobility & Security, Azure Active Directory, and Azure Information Protection.	Oct. 12, 19 Nov. 2, 9	Register today!
<u>Leveraging Azure for Business Continuity</u> Learn how to provide Azure based solutions for your customers to solve their data backup, business continuity, and disaster recovery challenges. This 4-week webinar series is designed to help your team comprehend, adopt, and deploy these Microsoft technologies, while at the same time, helping you expand your business opportunities.	Oct. 31, Nov. 7, 14, 28	Register today!
<u>Streamlining Database Migration to the Cloud with new Cloud-based Migration Services</u> Customers are demanding cloud-based data platform capabilities now more than ever before. But until now, it was very difficult for partners to help customers move their on-prem data workloads to Azure due to limited migration tools as well as complex architectures. That's all changed with the availability of new Azure enabled tools that significantly ease Microsoft and non-Microsoft data migrations to the cloud. In this three-week series, you will learn about the tremendous opportunities to capitalize on this customer need with the tools and technologies to build a new practice offering.	Nov. 30 Dec. 7, 14	Register today!

Questions: smbin@microsoft.com



More revenue, higher margins – the IP Staircase

Partners selling Packaged IP see Gross Margins of upwards of 65%*. Partner owned IP is pivotal both to satisfying customer demand in the Cloud and making money for your company.

In this **4-week Virtual Workshop series, starting October 19**, we will introduce you to the fast track framework for cost-effectively creating your own packaged IP (the IP Staircase). This prescriptive workshop we will help you determine how best to monetize your cloud opportunity.

Featuring guest speaker: Dana Wilmer, Founder of Cloudspeed.

Dana has been a driving force behind Cloud adoption in the Microsoft ecosystem over the last 8 years.

Register for the series: aka.ms/IPStaircase

*IDC eBook, sponsored by Microsoft, The Modern Microsoft Partner Series, Part 1: The Booming Cloud Opportunity, 2016 - <https://partner.microsoft.com/en-US/Solutions/cloud-partner-profitability>



Profitability Office Hours

Focus on Security – Oct 17
<http://aka.ms/ProfitHubOH>

Build or grow a Security practice using the Practice Playbook, which provides a comprehensive business development framework.

Join us. Learn. Ask your questions. Grow.





Want to develop your modern marketing skills?



Topic	Date	Registration link
Weekly marketing call <ul style="list-style-type: none">• Chat, learn and ask questions• Modern marketing tips	Thursdays @ 12:30 PM PST	https://aka.ms/fy18mssofficehours
Online on-demand marketing class <ul style="list-style-type: none">• 7 modules covering email marketing, content, social selling, webinars• Fun quizzes, informative workbooks & short, engaging videos	On-demand	https://aka.ms/mssworkshop
Create your Cybersecurity campaign <ul style="list-style-type: none">• Create your own campaign• Ready-to-use marketing content• Learn modern marketing techniques	September 21 – December 14 @ 10:00 AM PT	https://aka.ms/msscycybersecurity
Create your Azure campaign <ul style="list-style-type: none">• Create a 6-week campaign• Ready-to-use marketing content• Learn modern marketing techniques	On-demand	https://aka.ms/azuremarketing

Questions? getopt@microsoft.com

Microsoft Revenue Growth Academy

Do you want to maximize your revenue generating potential and deepen loyalty with your existing customers?

What is the cost to your business of not maintaining your customers?

Over 3 weeks, the **Revenue Growth Academy (RGA)** will share fellow partner proven, tactical approaches that build lasting relationships and create recurring revenue streams. These Tuesday classes are complemented by open discussion Coaching Sessions on Thursday in the same week. The classes and coaching session start at 8:00 AM PT.

Register now at
<https://aka.ms/msrga>

Title	Date	Coaching Session	Date	Coaching Session
RGA Expand Selling	10/24	10/26	11/28	11/30
RGA Onboarding	10/31	11/2	12/5	12/7
RGA Continuous Contact	11/7	11/9	12/12	12/14

SMB Partner Insider Community



Empowering partners serving small and mid-sized customers to achieve more.

The Insider Community combines candid insights from peers, with relevant tools and programs to enable partners to build their cloud practices and increase profits.

Get access to all of the following, and more:

- Your One Commercial Partner SMB Marketing team on a monthly call. Join us the first Wednesday of every month to learn more! <https://aka.ms/InsiderCall>
- First-to-know Insider Newsletters
- [Insider Partner Spotlight videos](#) showcasing SMB partner insights and best practices
- Key sales, marketing, and technical resources
- Exclusive Insider Access content – including the DEBUNKED series where we bust common myths!

You can also stay connected wherever you are, whenever you need:

- **Chat** with Insider Joe on [Twitter](#)
- **Connect** with Insider Joe on [LinkedIn](#)
- **Join** the SMB Partner Insider Community [Yammer group](#)
- **Bookmark** the [SMB Partner Insider Community website](#)

Register today at
<http://aka.ms/SMBInsider>
and never miss a beat!

Closing

Devesh Satyavolu

Director Partner Channel Marketing,
One Commercial Partner, US



US SMB Partner
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Office 2007 End of Support is here on October 10, 2017

What does this mean for your business?



No new security updates



No new features, updates or bug fixes



Microsoft product support to fix issues is not available



No online technical content updates

For more information, visit these links:

- [Support is Ending for Office 2007](#)
- [Support is Ending for Mac 2011](#)

Your Top Actions for October

STAY IN THE KNOW

- ❑ Cut the clutter. Become an Insider | <http://aka.ms/SMBInsider>
- ❑ Follow Insider Joe on Twitter | <http://twitter.com/smbinsiderjoe>
- ❑ Connect with Insider Joe on LinkedIn | <http://aka.ms/InsiderJoeonLinkedIn>
- ❑ Join the Insider | [Yammer Group](#)

Partner Spotlight

- ❑ KAMIND IT - <http://kamind.com>

Security resources

- ❑ MPN National Cyber Security Awareness Month resource page
 - <http://aka.ms/CyberSecurityMonth>
- ❑ Microsoft Development Practice Playbooks | <http://aka.ms/practiceplaybooks>
 - [Enterprise Mobility + Security Playbook](#)
 - [Security Practice Development Playbook](#)

Office 2007 EOS

- ❑ [Support is Ending for Office 2007](#)
- ❑ [Support is Ending for Mac 2011](#)

Upcoming training & events

- ❑ Cyber Security Marketing workshop | Sep. 21
 - <https://aka.ms/msscibersecurity>
- ❑ Ongoing Thursday weekly marketing call | 12:30 PST
 - <https://aka.ms/fy18mssofficehours>
- ❑ October Leading Edge webinars: <https://aka.ms/MSLeadingEdge>
- ❑ StepUp Technical webinar series starting in October & November
 - [Proactively Securing your Customers with Microsoft Solutions](#)
 - [Leveraging Azure for Business Continuity](#)
 - [Streamlining Database Migration to the Cloud with new Cloud-based Migration Services](#)
- ❑ Profitability webinars
 - [IP Staircase](#) | Oct. 19
 - [Profitability Office Hours](#) – Focused on Security | Oct. 17
- ❑ Revenue Growth Academy webinar series & coaching sessions
 - <https://aka.ms/msrga>
- ❑ Nov 1 Insider call | <https://aka.ms/insidercall>
- ❑ Marketing workshop on-demand | <https://aka.ms/mssworkshop>
- ❑ Azure 6-week marketing campaign on-demand
 - <https://aka.ms/azuremarketing>

We value your feedback!

Please fill out the evaluation for a chance to a
Checkpoint Friendly ScanSmart TSA Laptop
Backpack*



Access evaluation:

<https://aka.ms/insidercallsurvey>

Join the Insider Community:

<http://aka.ms/JoinSMBInsider> to ensure you get the
latest & greatest information for SMB Partners from
Microsoft

[*See official rules](#)

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Thank you for joining.

Check out more great information in the Appendix!

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Appendix

A large, light gray funnel is positioned on the right side of the slide. Above the funnel, several business-related documents are shown falling into it. These documents include a bar chart with green and blue bars, a line graph with orange circles, a flowchart with black and orange boxes, and a document with a blue header and orange footer. The funnel has a small gray outlet at the bottom. The entire scene is set against a solid blue background.

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The Leading Edge Webinar Series

Why you want to attend The Leading Edge?

This **NEW** webinar event series will provide you with the **building blocks** to help you grow your cloud services business. Each webinar will focus on providing you new insights on our cloud products and programs to help you make more money and solve your customers' pain points.

How do you register?

- The Leading Edge webinars are held the 2nd, 3rd and 4th Wednesdays of each month at 10:00 AM PST
- Simple one-step registration process for all of the events at once
- Register for the webinars at: aka.ms/MSLeadingEdge. It is as easy as 1-2-3
 - “Select All” from the left hand navigation bar
 - 1. Go to the navigation on the right and select “Register for Selected”
 - 2. Fill in your registration details just once.
 - 3. YOU'RE DONE!
- **Reminder:** Download the calendar reminders from the registration emails. You will get a confirmation email for each event so be sure to download each reminder.
- Check back regularly at aka.ms/MSLeadingEdge as new events are being added regularly.



US SMB Cloud Growth and Profitability

The "Selling or Buying a Partner Business" webinar series is now available on-demand!

The level of mergers and acquisitions (M&A) in the Microsoft Partner community has been on fire for the past few years and shows no signs of slowing down. According to the Equiteq survey, "Microsoft expertise continues to be the largest vendor capabilities associated with IT consulting M&A deals". In fact, 47 percent of all IT Services M&A transactions are with Microsoft Partners*.

Did you miss our 3-part webinar series on ["Selling or Buying a Partner Business"](#) featuring Mike Harvath, M&A leader and CEO of [Revenue Rocket](#)? You can now catch up on the webinars on-demand!

- Session 1 | [Today's M&A Landscape: What you need to know](#)
- Session 2 | [Best Practices for Buying another partner business](#)
- Session 3 | [Best Practices for Preparing to Sell your partner business](#)

Sign up for a community group specifically designed to discuss cloud growth and profitability topics, and help you learn about best practices.

- aka.ms/profithublinkedin
- aka.ms/profithubyammer

Join the conversation:



Connect with us

Subscribe

Find out what's new for Microsoft partners in our weekly updates. Subscribe and receive notifications of new posts by email.



aka.ms/uspnewsletter

Read

Blog posts re-iterate key messages Microsoft would like to convey to our partners and also present available resources to you in one place.

[MPN 101: Three things we recommend for every US Partner](#)

Engage

Request your invitation to the US Partner Community Yammer network, then join the MPN 101 group and other groups relevant to your areas of interest.*



aka.ms/uspyammer



[@msuspartner](https://twitter.com/msuspartner)



facebook.com/msuspartner

Participate

The US Partner community has a series of MPN 101 calls – find out what was covered in the past and what's coming up next.

aka.ms/usmpn101calls

Get started

Essentials. Use these resources to build your business as a new Microsoft partner and get the most from your membership.

aka.ms/mpnessentials

aka.ms/uspstayinformed

* If you're not already a member of Yammer, [start here](#)



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