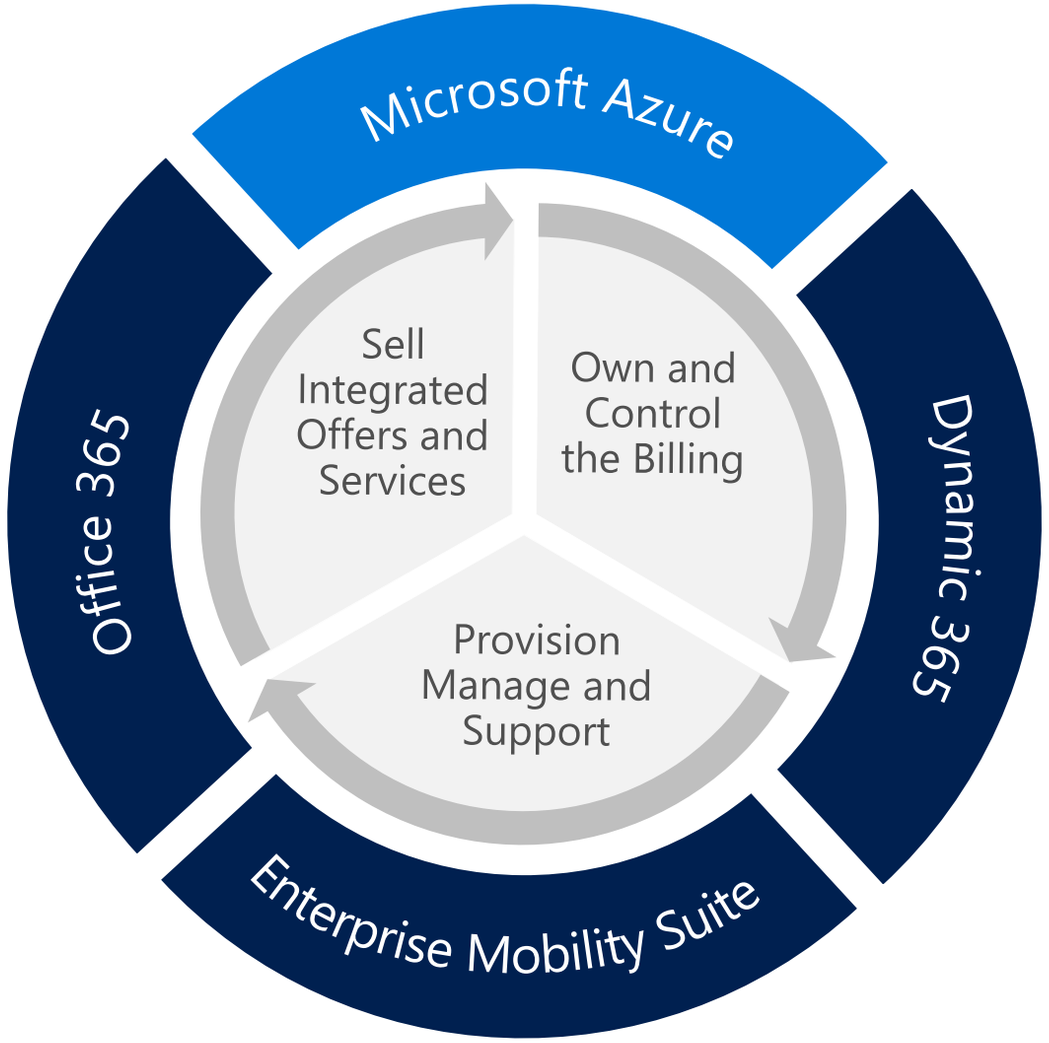
Azure in CSP: Program overview

Cloud Solution Provider

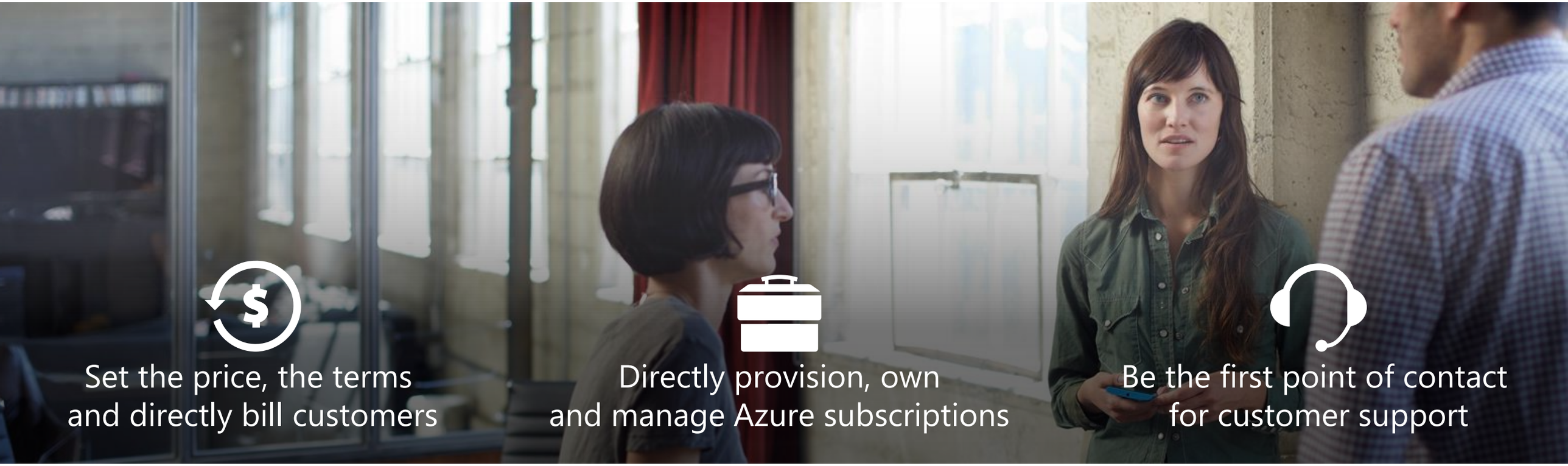
Cloud Solution Provider (CSP) – innovative business model for Microsoft Partners.



Sell Microsoft cloud services for business with your added value

Own customer relationship

Azure in CSP enables partners to…



1. Create cloud subscription + partner offer
2. Set package price and sell to customers
3. Place order for Microsoft Cloud Services
4. Offer single packaged solution

One program, two different business models

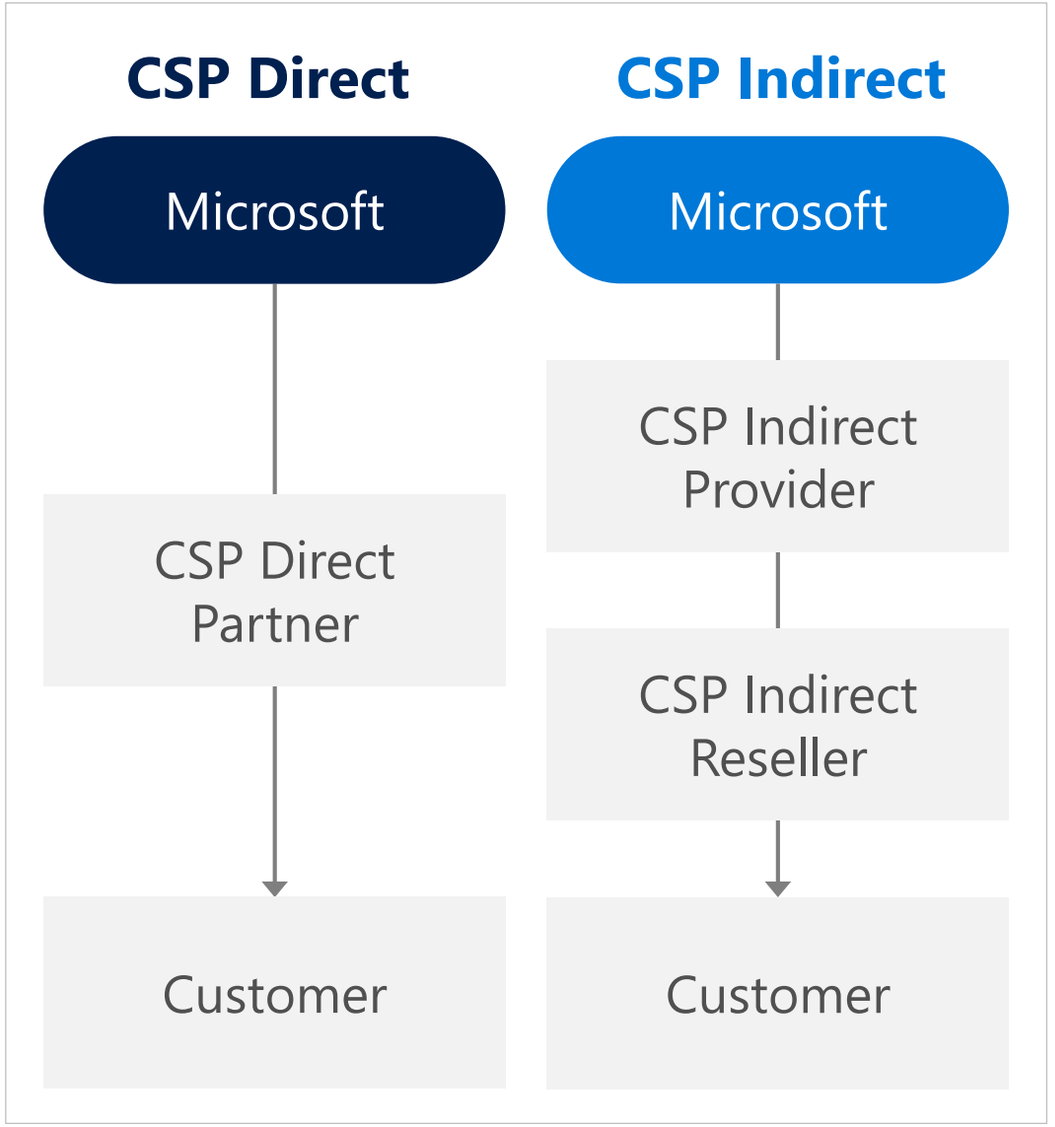
CSP Direct model (1-tier)

- Partner works with Microsoft directly
- Fixed discount for Azure
- Partner needs to provide billing tools and build support practice
- Credit check during the onboarding process

CSP Indirect model (2-tier)

- 2 partner tiers:
  - CSP Indirect Provider (aka Distributor) – transacts to Microsoft, provides billing tools and technical support.
  - CSP Indirect Reseller – sells Azure to customers through CSP Indirect Provider.

Choose your path – enroll today.



Partner Center Portal

partnercenter.microsoft.com

Core of partner's CSP business. Manage Azure customers in one place.

Partner Center Key Capabilities

- Easy to Use web portal
- Provision Customers & Subscriptions
- Admin-on-behalf-of customers
- Office 365, EMS, Dynamics 365, Azure
- Multi-channel & Multi-partner capabilities
- Automated invoicing
- Rich set of APIs for integration
- CSP Content & Resources

Selling Azure through CSP

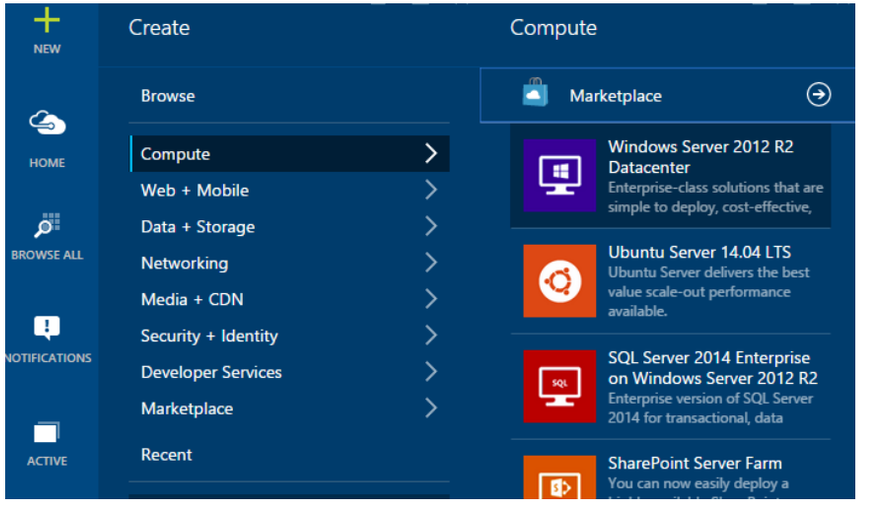
Partner establishes customer relationship and "sells" Azure subscription

Services are created in the Azure Management portal

Usage occurs over the month

Microsoft bills the partner for the usage

Partner bills the customer for the usage



Types of CSP Partners

- Hosting Service Providers
- Telcos
- IT Outsourcing companies
- System Integrators
- License Resellers and distributors
- Hardware Resellers and distributors
- ISVs
- Dynamics partners

What Azure CSP Partners usually sell

Managed Cloud Services

Azure Subscription with support services from a partner

Infrastructure solutions on top of Azure services

- Managed Backup to the Cloud
- Disaster Recovery as a Service
- Cloud Storage

Business Applications, deployed on Azure platform

- Dynamics solutions
- SharePoint solutions
- 3rd party business applications

Data Analytics and IoT solutions

Azure CSP Practices

What partners need to build to be successful in Azure CSP

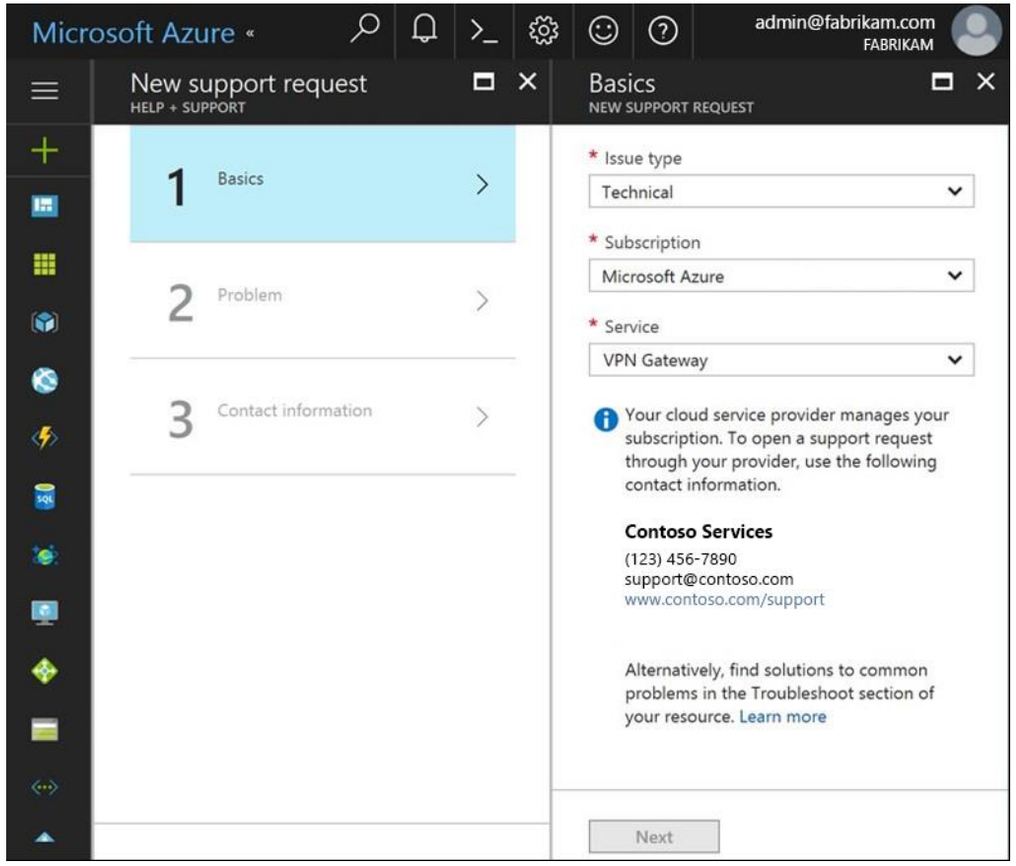
1. Technical support practice
2. Billing practice
3. Deployment services practice
4. Cloud sales practice

CSP Direct partners get discount for Azure to implement it

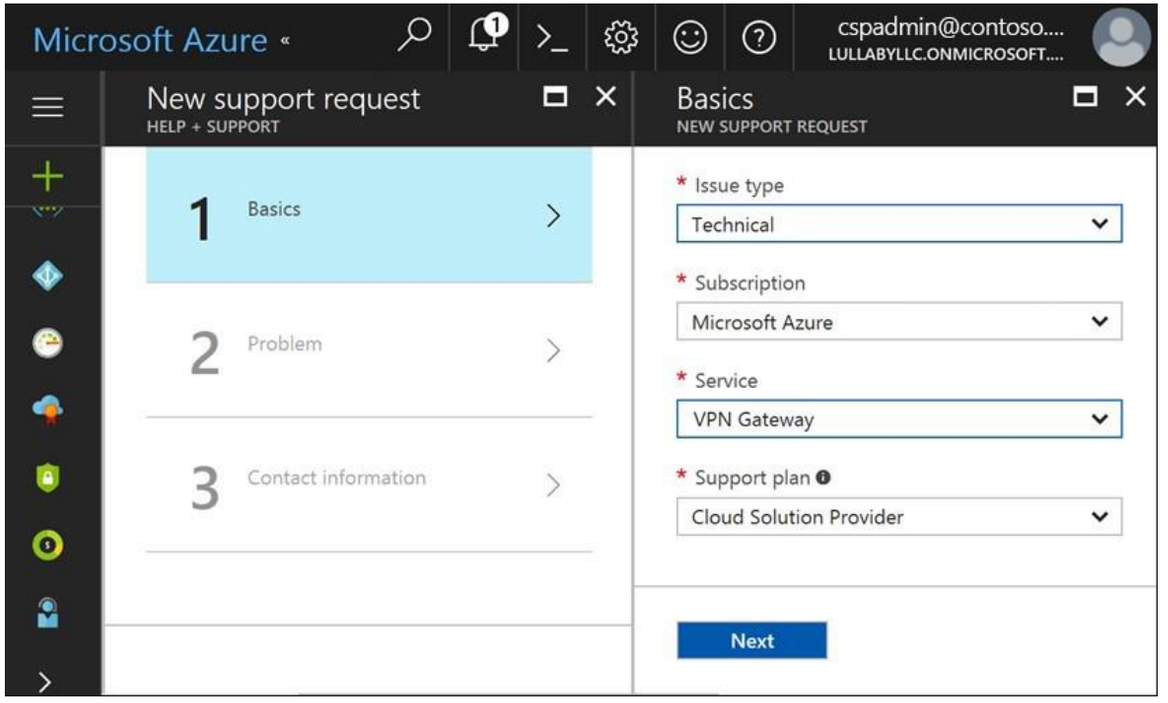
CSP Indirect Reseller receives it from CSP Indirect Provider (Distributor)

Microsoft doesn't provide any support to CSP Customers.

Customer view



CSP Partner view



Technical support for Azure services

1

Register a new customer request in the own tracking system

2

1st tier of support:

- Do basic troubleshooting
- Check if there are any related service issues on Azure Resource Health
- Provide solutions to the customer

3

2nd tier of support:

- If problem is not resolved – escalate the request internally and do deep troubleshooting
- Ensure that the environment is fully supported by Microsoft
- Provide solutions or fix the problem in on behalf the customer

4

Escalate issues to Microsoft

- Only after steps 1-3 (details)
- Microsoft provides different support options for CSP Partners
- All escalation requests are still managed by the partner.

Support options for CSP Partners

	Included with CSP	Advanced Support for Partners (ASfP)	Premier Support for Partners (PSfP)
Submit Support Tickets On Behalf of End Customer	✓	✓	✓
Support Account Management	No dedicated manager	Assigned from a regional pool	Designated support manager (TAM)
Technical break-fix	Through portal	Through portal + e-mail + phone	Through portal + e-mail + phone
Case Severity & Target Initial Response Times	Sev A: 2h Sev B: 4h Sev C: 8h	Sev A: 1h Sev B: 2h Sev C: 4h	Sev A: 1h Sev B: 2h Sev C: 4h
24x7 Critical Situation Support	--	--	✓
Advisory "How To" Services	Requires MPN Silver/Gold competency	✓	✓
Technical Presales Assistance	Requires MPN Silver/Gold competency	✓	✓
CSP Integration Support	--	Packaged	Customizable
Proactive Support Services	--	Packaged	Customizable
	Details	Details	Details

Pricing and billing of Azure services

1 Manage Azure pricing

- Set an end-customer price for Azure services
- Provide guidance for pricing rules of different Azure services
- Calculate the estimated monthly cost for customer workloads in Azure.

2 Manage Azure billing

- Define the billing rules between end-customer and CSP Partner
- Provide consumption analysis capabilities to customers
- Pay invoice from Microsoft (CSP Direct) or from Distributor (CSP Indirect) based on the consumption of all customers
- Manage billing disputes and escalate billing issues to Partner Center support team.

Next steps

- Want to become a CSP partner? Join CSP today.
- Want to learn more about Azure in CSP? Read here.

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