



Cloud
COMMUNITY

Cloud Community Webinar

March 28, 2017

Recording: <http://bit.ly/2njblGF>

CompTIA[®]

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WebEx link in your meeting
invitation



<http://www.comptia.org/antitrust>

CompTIA has a policy of strict compliance with federal and state antitrust laws. The antitrust laws prohibit competitors from engaging in actions that could result in an unreasonable restraint of trade. Consequently, you agree to avoid discussing certain topics in participating at any CompTIA events or activities, including, without limitation, any discussions relating to prices, fees, rates, profit margins, or other terms or conditions of sale (including allowances, credit terms, and warranties); allocation of markets or customers or division of territories; or refusals to deal with or boycotts of suppliers, customers or other third parties, or topics that may lead participants not to deal with a particular supplier, customer or third party.



WHO WE ARE

CompTIA is a global, not-for-profit IT trade association and the voice of the industry

OUR MISSION

Advance the IT industry

WHO WE SERVE

Tech businesses, tech professionals, tech educators, and anyone interested in a tech career or a vibrant tech industry.

HOW WE DO IT



NETWORKING



EDUCATION



THOUGHT LEADERSHIP



CERTIFICATION



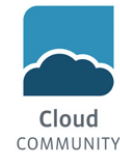
ADVOCACY



PHILANTHROPY

Join Today at CompTIA.org/Register

Member Communities & Councils



Industry
Initiatives

Research

Certifications
Credentials

Education

Training

Public
Policy

Philanthropy

Purpose of Communities

- Work together to improve ourselves, our businesses, and our industry

Benefit to You

- Networking
- Education
- Making a difference

Your Role

- Share your experiences
- Listen to what others have to say
- Contribute & get involved



Not a Premier Member?

What Are You Waiting For?!

*Accelerate your business
and professional success*

Premier Member Benefits

Networking

- Complimentary Event Registrations
- Community Voting Rights

Leadership Opportunities

- Ability to Serve in Community Leadership Position

Industry Insight

- Research
- Training
- Education

Business Tools & Templates

- Contracts
- Finance
- Marketing
- Human Resources

Affinity Partners

- Geico
- Hertz
- FedEx

Certification Discounts

- 15%

CyberSecure

- 50 free seats
- 10% off additional seats

Joining The Community!

- Simple as “Join this group”

The screenshot shows the CompTIA website's header with the logo and navigation links: ABOUT US, INSIGHT & TOOLS, EVENTS & TRAINING, COMMUNITIES, ADVOCACY, and TRUSTMARKS. The 'COMMUNITIES' link is highlighted. Below the header, the 'WELCOME TO OUR COMMUNITY!' section features a purple square icon with a white arrow pointing up and to the right. The text describes the UK Channel Community as an online resource for UK-based members, including resellers, solution providers, distributors, vendors, and channel associates. It offers a forum for UK-specific discussion and provides an understanding of how CompTIA can best serve the UK channel and its members. A red arrow points to the 'JOIN THIS GROUP' button in the 'Get Involved!' section, which also mentions that the community is open to CompTIA Premier members and Registered users who are part of the IT channel. The 'What We Do' section describes the community's mission to discuss common issues, look for joint solutions, and strengthen the industry. It mentions the introduction of the IT Business Trustmark and the Accredited UK Trustmark+, organisational credentials that form a business excellence journey, starting with validation of adherence to best practices and ultimately preparing UK IT companies for rapid growth. It also mentions working to localise the member resource centre for UK members and providing relevant and immediately usable guidance and advice as well as templates and related materials for UK IT suppliers.

WELCOME TO OUR COMMUNITY!

Our UK Channel Community provides this online resource dedicated to our UK-based members, made up of resellers, solution providers, distributors, vendors and channel associates. It offers companies engaged in IT delivery services in the UK a forum for UK-specific discussion, and provides an understanding of how CompTIA can best serve the UK channel and its members. All of our members are currently contributing to that goal with our varied list of initiatives.

Together, we're advancing the UK IT industry.

What We Do

We bring the UK channel together to discuss common issues and look for joint solutions to strengthen our industry. We introduced the IT Business Trustmark and added the Accredited UK Trustmark+, organisational credentials that form a business excellence journey, starting with validation of adherence to best practices and ultimately preparing UK IT companies for rapid growth. We are also working to localise our member resource centre for our UK members. Ultimately, the goal is to provide relevant and immediately usable guidance and advice as well as templates and related materials for UK IT suppliers.

Get Involved!

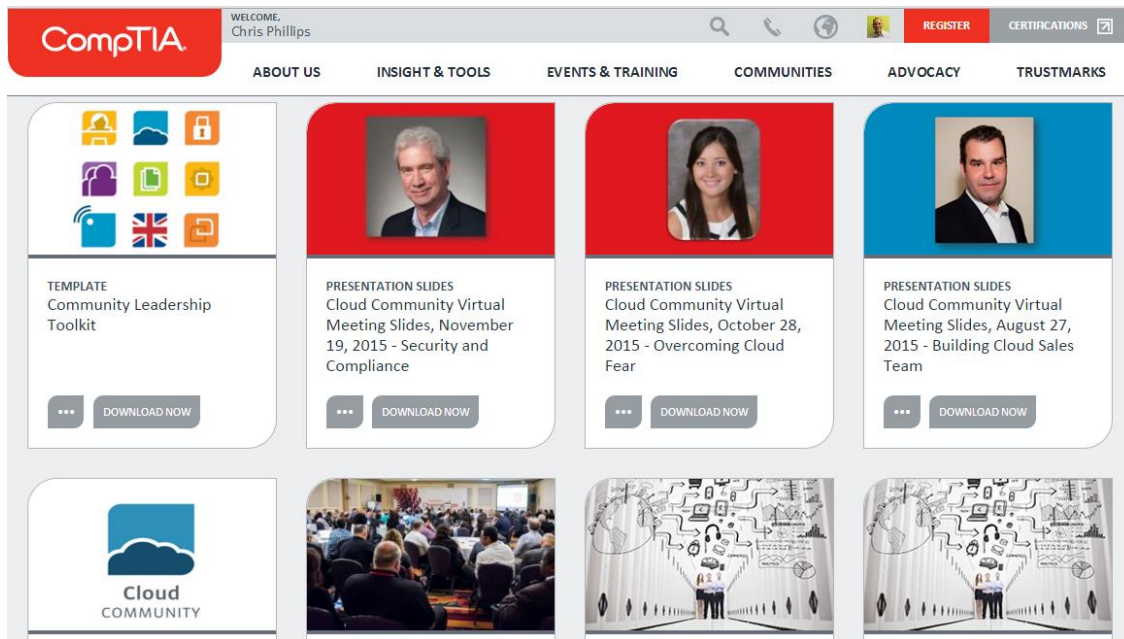
This community is open to CompTIA Premier members and Registered users who are part of the IT channel.

JOIN THIS GROUP

Best of the 'UK Channel

Cloud Community Resources

- Lots of great content
- Cloud Presentations
- Past Meetings



Don't Forget our LinkedIn Group!



CompTIA Cloud Community

<https://www.linkedin.com/groups/3709911>

CLOUD PARTNER PROFILE

Jason Bystrak & Dan Wensley

Cloud Partner Profiles



Value Added
Reseller (VAR)



Managed Service
Provider (MSP)



Hoster



Telecom Provider
(Carrier)



Telecom Agent
(Master or Sub)



System Integrator
(SI)



Application
Developer (ISV)



Cloud Aggregator
(Distributor)

Cloud Partner Profiles



Value Added Reseller (VAR)



Profile

- Product centric (data center, network, infrastructure software, desktop, security)
- Professional / project based services (install, break/fix)
- Extensive customer relationships; viewed as a trusted IT provider
- Strong technical skills and certifications related to infrastructure
- Typically have relationships with and sell to the IT department



Challenges

- Cannibalizes existing business (shift from on prem to cloud means N30 payment to subscription – financial pain)
- Does not have technical skills to deploy cloud application solutions – infrastructure focused
- Sales does not have skills to sell cloud and relationship is with IT contacts, not front office where cloud decisions are often made
- End customers do not view VAR as a source for cloud solutions



Opportunity

- Converting on prem practice to cloud delivery options (same technical skills)
- Strong ability to deploy cloud infrastructure solutions (IaaS)
- Candidate to shift from break/fix to managed services
- View cloud (IaaS, SaaS) as an opportunity to differentiate from their competitors (especially smaller VAR's)
- [Solution Roadmap](#)
- PSA & RMM (transform to MSP)
- Help Desk / NOCaaS (outsource MSP services)
- Simple packaged apps (email, VoIP, collaboration)
- Professional services (migration)

Managed Service Provider (MSP)



Profile

- Delivering managed services such as remote infrastructure management and help desk
- Primarily infrastructure focused
- May be selling hardware or cloud solutions (standardization drives operational efficiency and increases profit)
- May be brokering or providing cloud solutions to increase monthly recurring revenue



Challenges

- Lack relationships and sales skills to sell beyond the IT department and into the business
- Quick to say no to “low margin” sales opportunities
- Lack trust in cloud providers and want full access to the data center
- Risk of disintermediation as infrastructure (on premise or IaaS) shifts to SaaS applications (provider responsible for management)
- Lack software skills to sell cloud applications
- Integration with cloud providers to streamline service delivery



Opportunity

- Financially engineered for recurring revenue, and look for ways to add to the monthly bill
- Can add value to cloud infrastructure solutions by taking over management
- May have some relationships beyond client IT department (financial and executive)
- End clients willing to outsource XaaS to the MSP since they are managing the IT environment
- [Solution Roadmap](#)
- Enhanced RMM and PSA tools to support hybrid cloud
- XaaS solutions they can manage through MSP platforms
- HaaS to standardize devices
- Outsourced MSP providers to add scale

Hoster



Profile

- Built data center infrastructure to deliver single or multi-tenant cloud solutions
- May offer raw IaaS or very specific SaaS solutions based on their own IP
- May sell to end clients and/or other resellers



Challenges

- Maintaining edge with IP to avoid commoditization of solutions offered
- Financial challenges / access to capital to purchase and refresh infrastructure
- Managing complex software licensing programs
- Pricing pressure from larger cloud providers
- Risk of attrition (may drive customer for long term commitment when market demands utility)
- Unclear channels and sales strategies



Opportunity

- Shift as much cost as possible to monthly opex to reduce capex investment
- Help them develop solutions where they can leverage their infrastructure investment (not just raw IaaS)
- Help them migrate from their own infrastructure to public cloud solutions (especially for lower profit services)
- [Solution Roadmap](#)
- Data center management and cloud orchestration solutions
- Service provider licensing programs
- Aggregation platform to combine their hosted and complementary 3rd party solutions

Telecom Provider (Carrier)



Profile

- Delivers bandwidth services / connectivity
- Sells direct and through channel of Master and Sub Agents
- Adding cloud to complement core service



Challenges

- Lack of skills to sell technical cloud solutions
- Sales relationships are not with line of business required for cloud
- Channel partners do not add value beyond sales skills
- Complexity of integrating automation platforms and billing systems



Opportunity

- Leverage large customer base
- Bundle bandwidth with cloud
- Leverage billing capabilities
- Enable agent channel to sell
- Solution Roadmap
- Packaged SaaS solutions that are easy to deploy
- L1 Service Desk
- Professional Services (migration)

Telecom Agent (Master or Sub)



Profile

- Selling telco carrier / bandwidth services
- Adding cloud and especially hosted voice and email to portfolios
- Master Agents contract with carriers and agree to all terms
- Sub Agents are smaller and align to master and are front line sellers
- May or may not provide billing services (otherwise working under referral / agent model)
- May or may not sell add-on hardware or cloud solutions that drive need for core carrier service



Challenges

- Little to no technical skills to sell or support cloud solutions
- Sales relationships generally limited to IT or even administrative staff
- Volume commitments often required for carrier services (or to enhance margin profile)
- Uncomfortable outside of telco
- No billing or support infrastructure



Opportunity

- Already engineered for monthly recurring revenue / subscription business
- Easy to add on other cloud services to the monthly bill
- Sales team trained for contract-based and monthly sales
- Being threatened the most by changes in cloud and technology.
- Solution Roadmap
- Packaged SaaS applications that are easy to deploy
- Hosted voice
- L1 Service Desk
- Professional Services (migration, training)

System Integrator (SI)



Profile

- Provides software customization / integration services
- Relationships with the business (functional leader and executives as opposed to the IT department)
- May have a strong horizontal / functional focus
- May have a strong vertical market focus
- Often provide client training



Challenges

- Not familiar with concept of reselling IT solutions (consulting services only)
- Tend to focus on a limited scope of software applications or platforms
- Fear of competing against software vendors direct or other partners in the ecosystem and corresponding loss of vendor benefits or leads
- May see resale margins as insignificant (90%+ consulting and project margin)



Opportunity

- Getting them to resell the SaaS/PaaS solutions they support (not just pro services)
- Leverage relationships with line of business
- May be willing to partner with other channel partners for projects
- May be able to leverage referral program for work outside of their core scope + operations
- [Solution Roadmap](#)
- SaaS business applications
- Complementary SaaS solutions
- End point devices
- L1 Service Desk
- Container management solutions

Application Developer (ISV)



Profile

- Develops custom software applications
- Typically standardizes on 1-2 platforms to scale skills
- Sells primarily to line of business leaders
- Typically not selling 3rd party software or hardware
- Look to reuse IP to reduce development costs (develop and repeat)
- May have a strong horizontal / functional focus
- May have a strong vertical market focus
- Often provide client training



Challenges

- Limited ability to support 3rd party applications or wider IT environment
- Dependent on infrastructure to run applications
- Ability to apply skills to multiple platforms and applications
- Long implementation cycles tied to development and testing



Opportunity

- Increase speed to market with PaaS instead of software
- Opportunity to develop app store marketplace with common platform
- Solution Roadmap
- PaaS
- Application performance solutions
- L1 Service Desk
- Complementary ISV's

Cloud Aggregator (Distributor)



Profile

- Operate in 2-tier model (sell to channel partners who sell to end clients)
- Many have legacy hardware / software distribution model
- High volume transactions with large channel base yields high value data
- May provide value added services (professional, managed)
- May provide multi-vendor automation platform
- May have significant working capital due to size and scale



Challenges

- Transition from physical to virtual logistics
- Financial changes from upfront to monthly subscription
- New sales and technical skills required for cloud
- Difficult to drive channel customer transformation
- Risk of disintermediation due to lack of perceived value
- Building relationships with born in the cloud vendors who do not understand channel
- Emerging role not fully defined,
- Increasing competition from aggregation platforms
- Confusion on target customer (channel or end client)



Opportunity

- Leverage data / business intelligence capabilities
- Ability to make larger capital investments
- Build bundle solutions from multiple vendors
- Large customer base of channel partners
- [Solution Roadmap](#)
- Packaged SaaS solutions
- Complementary ISV's to create bundles

Recap...Cloud Partner Profiles



Value Added
Reseller (VAR)



Managed Service
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Cloud Aggregator
(Distributor)

THANK YOU

Cloud Community Measurable Impact Survey

- This is one of the initiatives we have launched for 2017
- 6 “Pulse” Questions asked quarterly
 - Are you Solution Provider, Vendor, Distribution, etc...
 - What percentage of your revenue is generated from cloud computing?
 - How many end clients do you support with cloud solutions?
 - How many cloud solutions do you sell?
 - How many new end clients per quarter do you add to your cloud computing business?
 - Describe how the Cloud Community has helped you in the last 12 months? (Or Comments)
- Plus 11 “Standard” Questions we ask only in the first survey

What to Do Next..?

- Join us for our next community meeting!
 - Q2 2017
- Ways to Get Involved:
 - Initiatives
 - Social Media / Blogging
 - Charity Selection
 - Meeting Planning



Wrap Up / Open Discussion

Thank you for attending!

Any questions? cphillips@comptia.org