



# Why become a Microsoft CSP Indirect Reseller with Tech Data?

## Sales Battlecard

### Our Promise

Be profitable and successful as a Microsoft CSP Indirect Reseller with Tech Data. Choose to either build your own IP with our help and support or simply leverage ours. We can support you with click to run solutions, professional and managed services, our market leading cloud platform and Practice Builder, our partner transformation programme.



### Key Differentiators

#### Partners

- ✓ No need to invest in costly specialised resources
- ✓ No need to invest in your own 24/7 technical support
- ✓ No need to invest and maintain a cloud platform
- ✓ Simplify the provisioning, billing and management of multi-cloud solutions
- ✓ Access to the latest Microsoft technologies
- ✓ In a box marketing campaigns
- ✓ Fast credit options

#### End-User

- ✓ More flexible payment terms; monthly and annually instead of long term multi-year agreements
- ✓ Ability to add/change users and pay-as-you-go avoiding long term financial commitment
- ✓ No minimum users
- ✓ Faster time to market

## Qualifying questions to discover end customer pain points

- ✓ How much does it cost you to run and develop your cloud platform? Is it serving your customers well or does it need further investments? Are you satisfied with how you manage your billing today?
- ✓ What are the challenges if you decide to launch white label ecommerce sites to your customers and manage multi-cloud billing down to a departmental level?
- ✓ Are your customers asking for more flexible licensing agreements with less up front long term commitment?
- ✓ Does the costs and availability of skilled resources to support your cloud business concern you?
- ✓ Are you able to offer effective 24/7 technical support? Are your customers happy with your existing SLAs?
- ✓ Would you like you reduce risk and free up key resources to focus on growing your business?
- ✓ Would you like to stay ahead of your competition by upskilling your existing resources?
- ✓ Would you like to be able to have an API to support your back end business processes be more efficient?



**Sign up to Microsoft CSP programme** with Tech Data and we can help you to capture the opportunity that it represents

**Leverage StreamOne** to easily provision and bill cloud to your customers, owning the relationship without having to invest in cloud infrastructure

**Use Tech Data resources** that are available to you to easily move to cloud so that you can enable your customers to innovate with new business outcomes based solutions, in an as-a-service business model.



## Customer objection handling:

***We have an EA agreement in place already for most of our customers, why should we move them to CSP?***  
CSP is much more flexible for your customers as it is pay-as-you-go or at most one year up front. If you are not pitching it to them your competitors might do.

***The discount for Indirect CSP Resellers is much lower than for the Direct Partners***

The market is moving very quickly and you need to be able to as well. Do you have the necessary investment to be able to keep offering the very latest solutions and services as well as on-going platform maintenance and enhancements?

For further information contact your Microsoft Cloud solutions team:

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