



Customer Journey-in-a-Box | Playbook

Windows 365

January 2023



For every \$1 of Microsoft revenue partners in Western Europe sell, customers purchase an additional average of \$6.70 of the partner's services and products.

\$1 =
USD



\$6.70
Western Europe



\$6.10
Total (Worldwide)



For every \$1 of
Microsoft revenue

Resale-led
partners make
\$2.21
in economic value

Services-led
partners make
\$5.75
in economic value

Software-led
partners make
\$7.86
in economic value

Customer Journey Insights

Windows 365: Cloud PC for today's hybrid workforce.

Customers benefit from secure access, reduced time requirements for provisioning and setup of devices, and the ability to accelerate their workforces with faster onboarding and offboarding of a range of employees.

⚡ Priority

- Cloud PC

Segment

- Commercial organizations / Public sector
- Small & Medium Organizations

Solution Area

- Modern Work

★ Hero SKU

- Windows 365 Biz
- Windows 365 Enterprise



Up/cross sell path

- Office & M365 Upsell



KPIs

- \$ Revenue
- NPSA
- # Customer Adds

Audience

Customer targeting

Requirements: users of M365 Business Premium / M365 E3 for W365 for Enterprise. All SMB users (under 300 seats) are eligible for W365 Business.

Main scenarios:

- **Temporary / Elastic workforces:** Simplifying and accelerating the onboarding and offboarding process for elastic workforces.
- **BYOPC programs:** Enable secure Cloud PCs, even on personal devices.
- **Mergers & Acquisitions:** Provide seamless transitions and access for growing businesses.
- **Data security:** Improving regulatory compliance and IP protection via data centralization and a reduced threat surface.
- **Disaster recovery:** Helping to ensure continuity and access for your workforce and company data even in the most challenging circumstances.
- **High-capacity computing:** Cloud-scale compute and storage to support specialized workloads like design and development.

Buyer Persona

- BDM Audience: [Windows 365 Business](#) customer pitch deck, [Windows 365 Enterprise](#) customer pitch deck.
- Technical Audience: [technical presentation](#) (advanced-level).

Campaign material

Sales Support Materials

- [Demand gen](#) resources
- Drive customer [workshops](#) on [Windows 365](#) and earn through [Cooperative Marketing Funds Program](#).
- [Windows 365 interactive video](#)
- Windows 365 call center [pitch](#) (short)
- Windows 365 and AVD – [How to Choose](#)
- [Event in a Box](#) in-person or online event for your customers and partners with the Windows 365
- SMB: [W365 for Small and Medium-sized organizations](#)

Bill of Materials (BOMs)

- [NextGen Windows Experiences \(FY23 Update\) campaign](#)
- [SMB Content](#): Digital marketing, Sales, Event in a Box

Partner

Criteria

- ✓ Partner is enrolled in Microsoft Cloud Solution Provider Program
- ✓ Partner has familiarity with Azure Active Directory and Endpoint Manager (for W365 Enterprise)
- ✓ Partners offering deployment and managed services on Microsoft Cloud solutions for Enterprise & SMB segments
- ✓ **MSP: Hosting & CSP** partners with focus on Endpoint virtualization – VDI infrastructure
- ✓ **GSI, Services:** Services partners with cloud management practice offerings; Partners with interest in end point virtualization practice expansion – AVD Adv spec

Skilling and enablement

Learning paths

- [Endpoint Management](#)
- [W365 Launch video](#)
- [W365: what is it? how does it work?](#)
- [Get started with Windows 365 for Business \(blog post\)](#)

Practice Development

- [NextGen Windows Experiences](#)
- [Windows 365 GTM for Small Business](#)

Readiness

- [Windows 365 product readiness](#)
- [Modern Desktop Administrator Associate certification](#)
- [Enterprise Administrator Expert certification](#)
- [Azure Virtual Desktop Specialty](#)

Additional Resources

- [Initial ISV solutions for Windows 365](#)
- [AVD and Windows 365 Inspire blog](#)
- [Windows 365 Tech Community](#)
- [Windows 365 product page](#)
- [Claim your Partner of Record status](#)
- [Microsoft Mechanics Windows 365 blog post](#)
- [SMB Masters Program](#)
- Partner opportunity with Windows 365, available in [English](#), [French](#), [German](#), [Italian](#) and [Spanish](#)
- [Windows 365 for SMB Enterprise and Business Edition comparison](#)

3 questions you should ask the customer:

- Do you want to simplify device management for remote teams and new hires?
- Do you want to expand cloud capacity and storage within minutes?
- Do you want to enable your business to securely collaborate with 3rd-party professionals on day one?

Customer Journey

Tactics

Funding & Incentives



Listen & Consult

- Partner led ABM Digital Campaigns, Telemarketing, Events, Webinars All partner led marketing campaigns should drive demand to any of the 1.few and 1:1 pre-sales programs
- Event in a Box in-person or online event for your customers and partners with the Windows 365

- Partner led Small group leadership roundtables
- DMC Campaigns

All partner led marketing campaigns should drive demand to the 1:1 Build Intent Workshops

- Demand gen activities are eligible for Cooperative Marketing Funds

Through Partner Marketing

- Marketing funds available for partners selected by the corresponding subsidiary according to the required characteristic:



Inspire & Design

Build Intent Workshops

- NextGen Windows Workshop
- Endpoint Management Workshop

Partner-led trials

- W365 partner Led Customer Trials
- W365 CSP trials

- NextGen Windows Workshop: \$5,000 per workshop. FY23 NextGen Jumpstart Partner only

- Endpoint Management Workshop: \$5,000 per engagement



Empower & Achieve

Pre-Sales ECIF

- Microsoft sellers nomination
- Drive MW incremental revenue (specially E5)

NextGen Windows Standardize Pilot (by invitation only). Guidance and resources available to all partners.

- NextGen Standardized Pilot \$15,000 (7-day delivery, 60-day pilot timeline (by invitation only)



Realize Value

CSP Incentives

- Microsoft 365 new commerce CSP incentive
- Microsoft 365 customer add new commerce CSP incentive
- CSP Indirect Reseller Incentives
- CSP Direct Bill Partner Incentives

CSP Incentives: Up to 20%. Check FY23 Incentives guide for details.



Manage & Optimize

Online Services Usage for Microsoft Intune (check MCI Incentives guide for other workloads)

- Intune: Up to \$6k or \$7.5k if FastTrack Partner. Check Incentive Rate card