

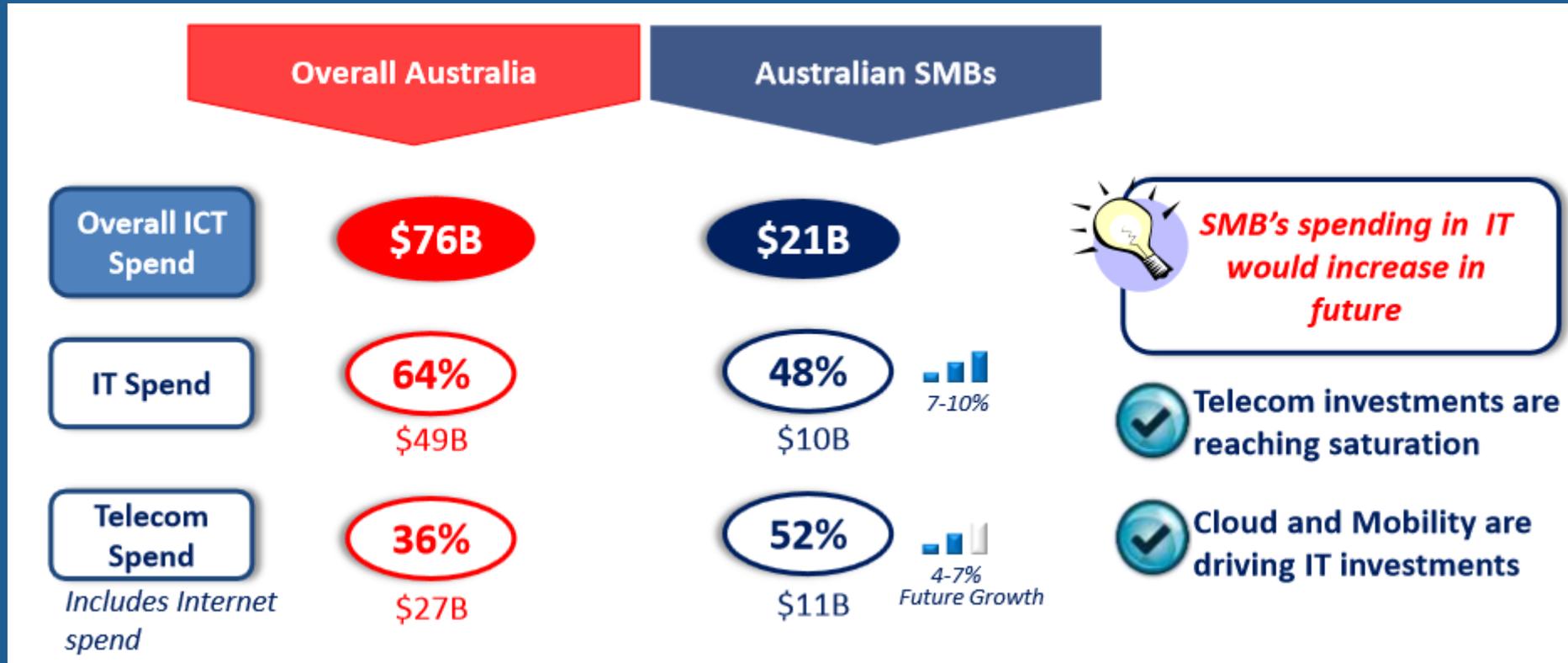
2013
Australia
Partner
Conference
20-22 August • Cairns

Turn your SMB customers from Laggards to Leaders

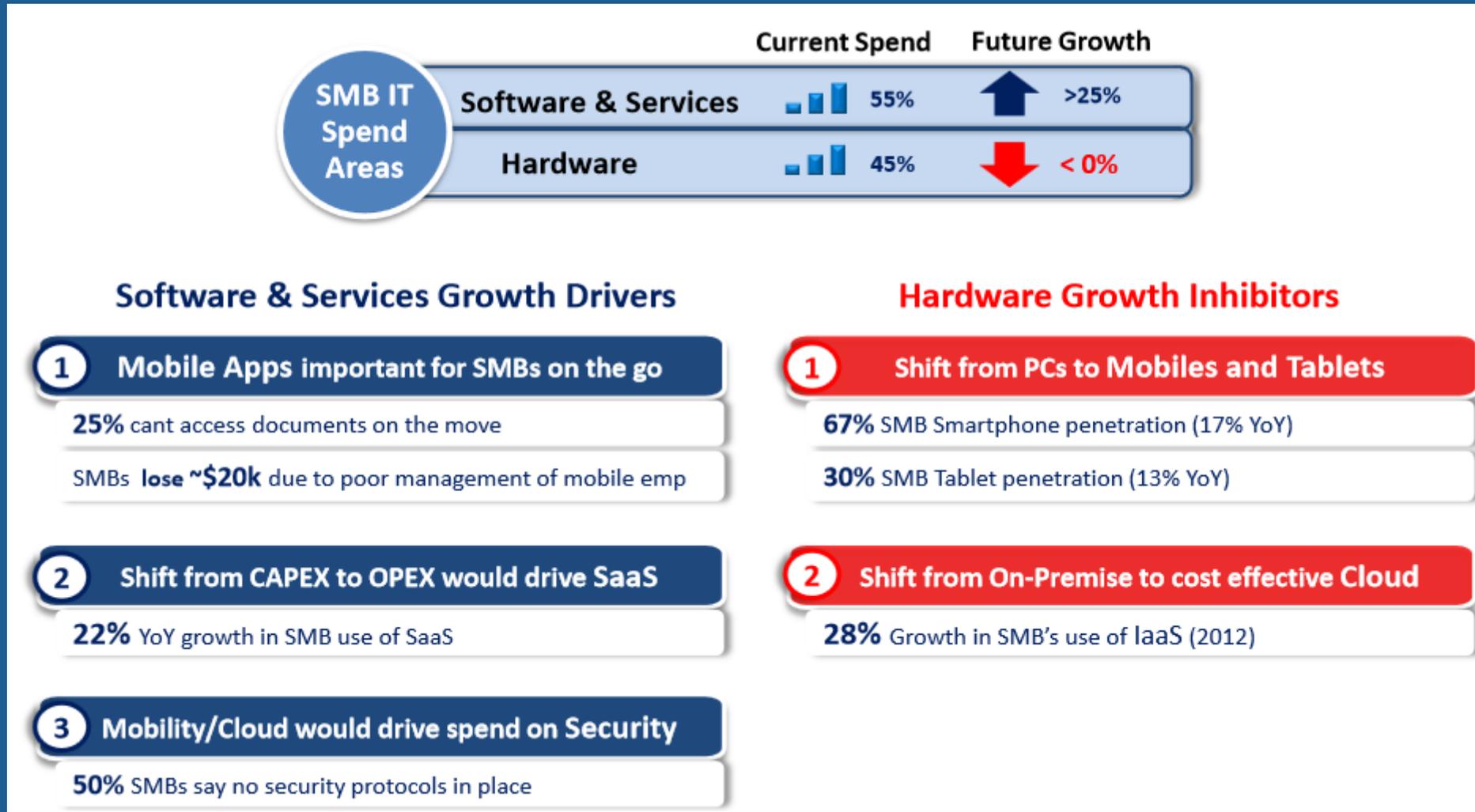
Gianpaolo Carraro - SMB Lead
gianpc@microsoft.com ; <http://www.linkedin.com/in/gianpaolocarraro>
Clayton Moulynnox - Partner Channel Development Manager
claymoul@microsoft.com ; Twitter [@claytonatms](https://twitter.com/claytonatms)



Addressable Opportunity



SMB IT Spend Areas (Australian Numbers)

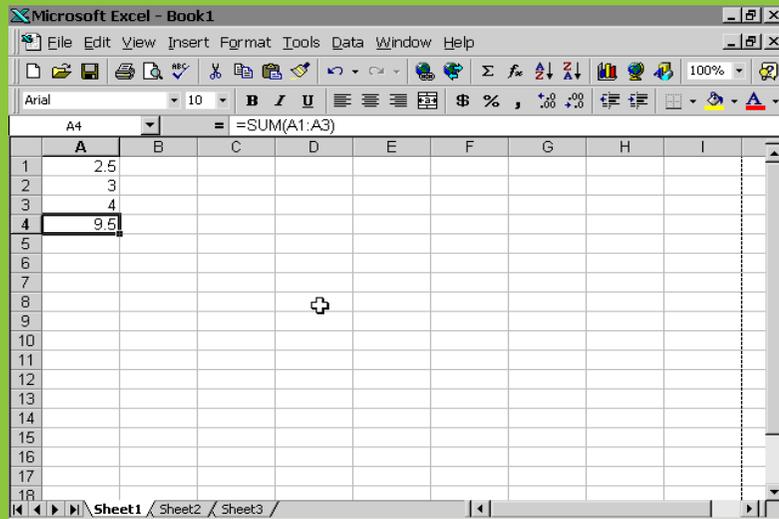


Get Modern (Mobility)



XP Upgrade opportunity

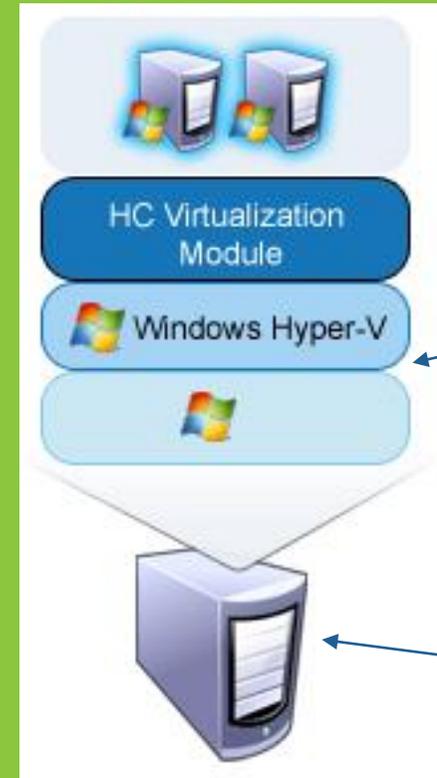
Get Modern (Productivity)



Group Conversation
Discuss Contoso Budget
Paul Koch, Bharat Sunja, Robert Brown...
Call Video Share
Your audio device may cause echo for others.
Paul Koch
Bharat Sunja
Robert Brown
Contoso Budget.pptx
Surface Pro Edits
RACI Charts
Project: East Stairwell
PROCEDURE: Procedure 1
DEPARTMENT: Operations
UPDATED: 11/7/2013
STEP DESCRIPTION ENTITY 1 ENTITY 2 ENTITY 3 ENTITY 4 ENTITY 5 ENTITY 6
1 Describe Step 1 A I R
2 Describe Step 2 R A C/I
3 Describe Step 3 C I
Steps will be highlighted if A and R are not assigned.
R: Does the step
A: Accountable for the step
C: Consulted with before the step
I: Informed when the step is completed
date
Change This
video chat simultaneous edits

Office 2013 / O365 Opportunity / BI

Get Modern (Efficiency)



Simplified
Disaster Recovery

Cost Savings

Simplified
Management

SBS Upgrade / Virtualization / Hybrid Cloud
Opportunity

What we sell has evolved

How we sell must evolve as well

2 Key Principles

They Don't Know What They Don't Know

The Art of the Demo

Demo

The Cloud Ready Modern Office Solution – Annual Subscription Model

Open Value Subscription – Desktop Platform

Office Pro Plus	79P-02338
Windows 8 Pro	FQC-02152
Core Cal Suite	W06-01504
	Approx ERP \$500 / PC
Or if qualify for UTD discount on Windows and Office	Approx ERP \$300 / PC

- Must license ALL eligible PCs in organisation.
- flexibility to install more as required and pay at next anniversary
- Ability to true-down licenses if PC count reduces
- Employee Home Use program for Office (SA)
- End user online training (SA)
- Always up-to-date with latest versions (SA)
- Remote desktop rights for Office

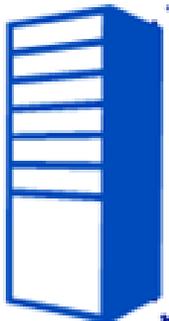
Open Value Subscription – Additional Products

Windows Server Std	P73-05608
Exchange Server Std	312-03195
	Approx ERP \$1075*
<ul style="list-style-type: none"> - Utilise Windows Server downgrade rights to install Server Essentials in Virtual Instance. - Allows for second virtualised instance 	

Windows Intune

Windows Intune	\$72 per PC* Approx (discounted price as SA coverage already on Windows through OVS)
<ul style="list-style-type: none"> - Delivers malware protection, windows update services, management of mobile devices, asset management. - Partner could build out additional services on top of Intune and provide ongoing managed service 	

Windows Server 2012 Standard running as a Hyper-V host provides up to **two virtual instances** with a single license.



Virtual instance running **Windows Server 2012 Essentials**

- Remote Web Access
- Client computer backup
- Email integration
- Dashboard, etc.



Virtual instance running **Windows Server 2012 Standard**

- Can be used for additional workloads, such as Exchange Server, SharePoint, WSUS, SQL Server, Remote Desktop Services, etc.



What Next?

- **Get Modern**

- Equip your sales people and yourself with Windows 8 device (Tablet, Hybrid, Laptop...)
- 8.1 makes it even better (Preview now, Final in Store: Oct 18)
- Install and Use Office 2013/O365 (Internal Use Rights: MPN)
- Demo, demo, demo to your customers
- Come to session ***"SMB Open and Cloud Resellers: Microsoft is here to help "*** Today 4pm (Shell Room)
- Join Microsoft SMB Specialists Partner Group on LinkedIn:
<http://aka.ms/sbscgroup>

Question?



Call to Action

Visit the Microsoft Showcase to learn about the resources from Microsoft to help you grow your business

Create a Modern Practice

Activate your Internal Use Rights as one of your Microsoft Partner Network benefits to run your business on Office 365, CRM Online and Windows Azure.

Create a Modern Business

Register for a Business Model Transformation Workshop to learn how to move your business to the cloud. Also learn about the sales and technical courses available for all your staff.

Create a Modern Alliance

Partner with other Microsoft Partners to provide a unified solution to your customers. Ensure a Distributor; a Device Manufacturer and Cloud is part of every opportunity.