

2013
Australia
Partner
Conference
20-22 August • Cairns

Turn your SMB customers from Laggards to Leaders

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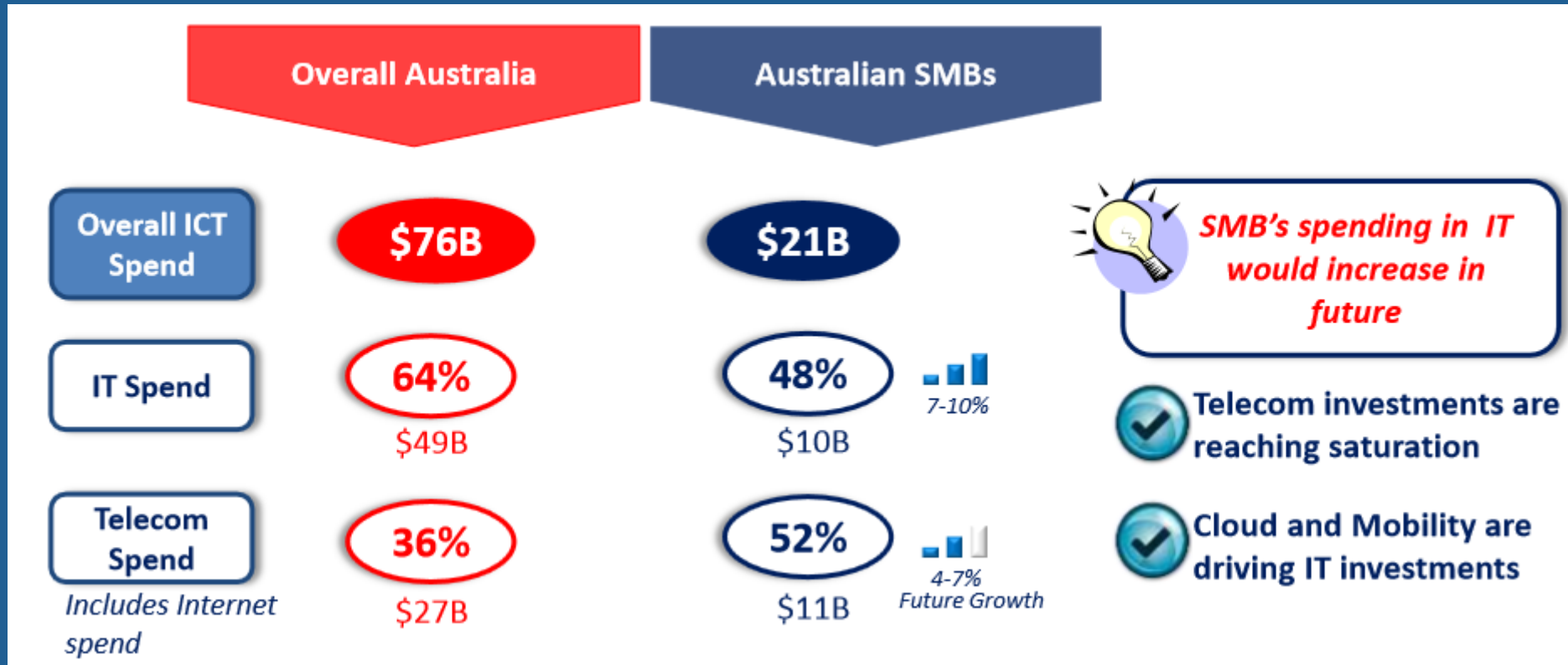
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Clayton Moulynox - Partner Channel Development Manager

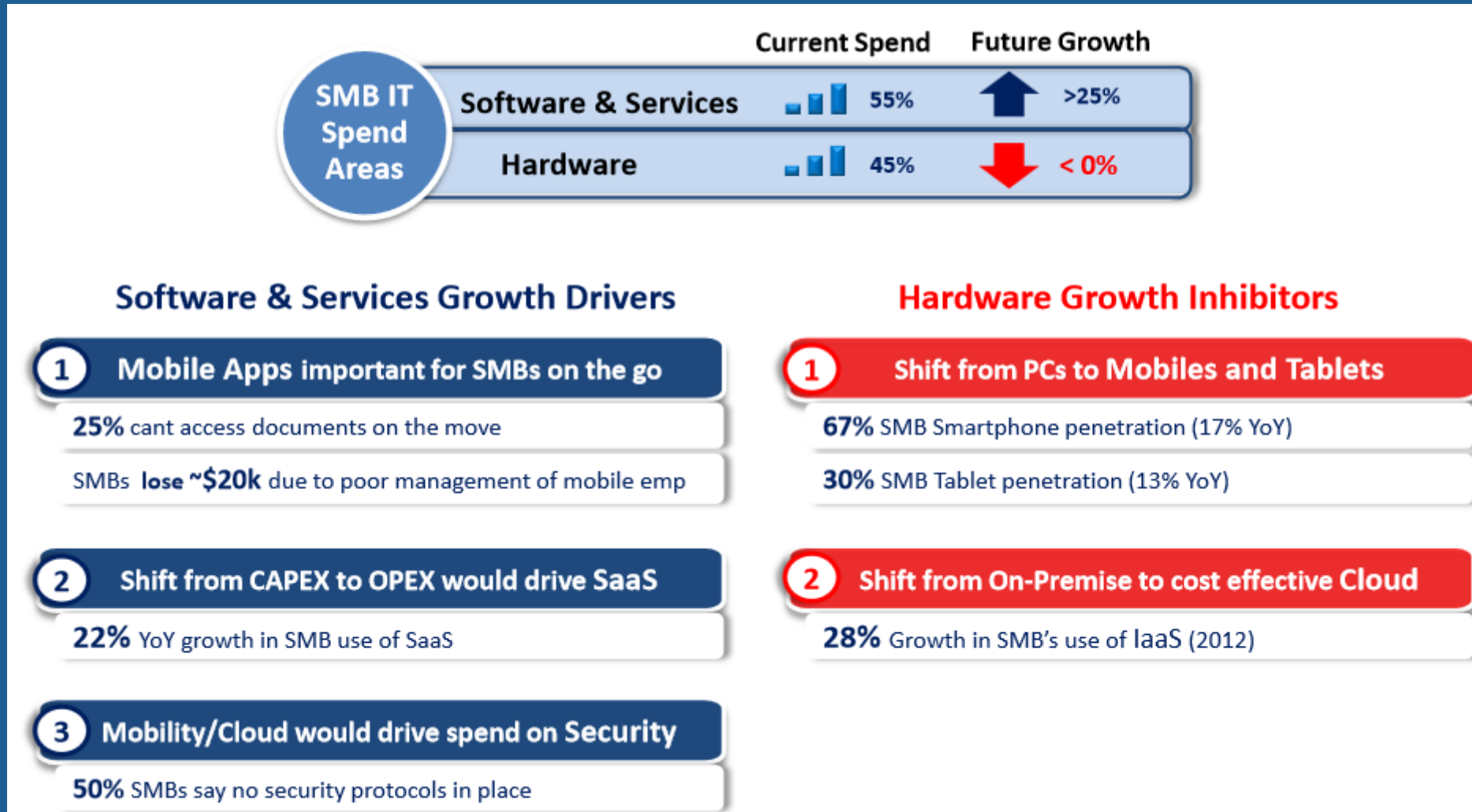
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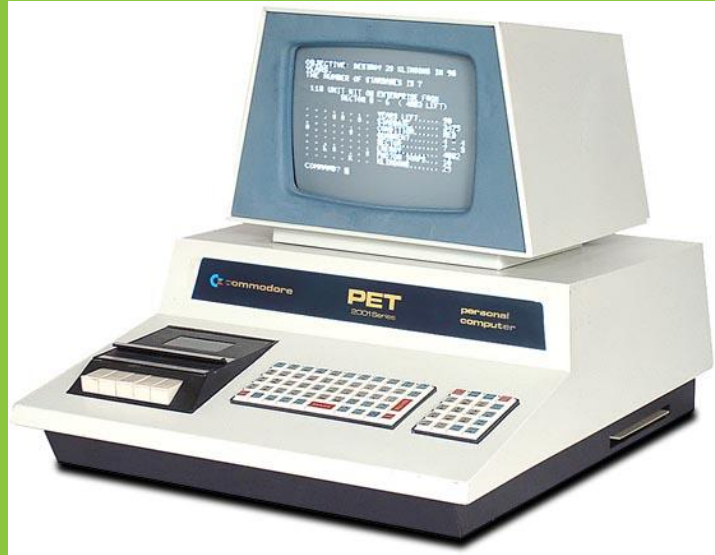
Addressable Opportunity



SMB IT Spend Areas (Australian Numbers)

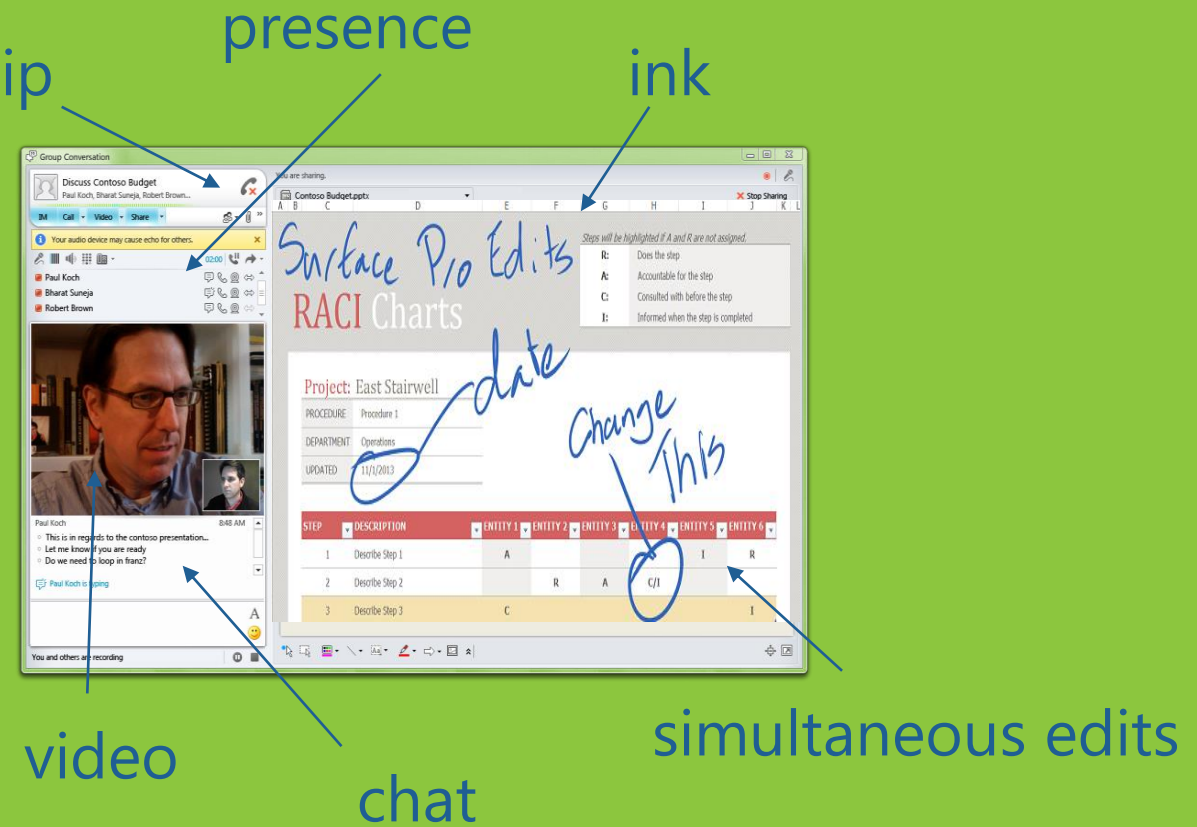
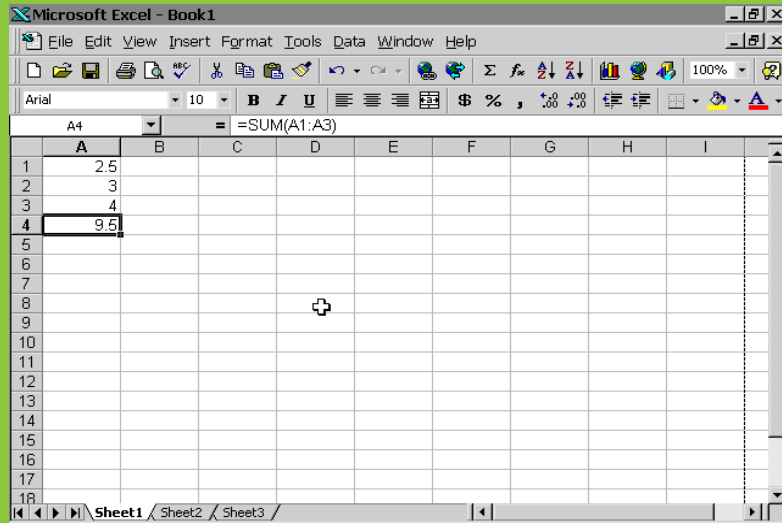


Get Modern (Mobility)



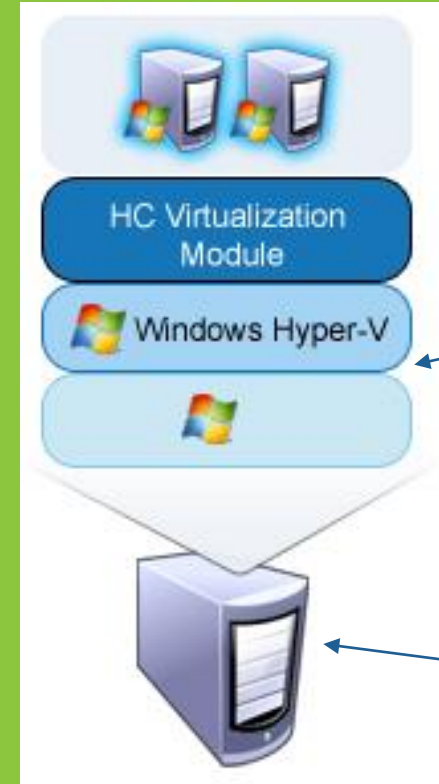
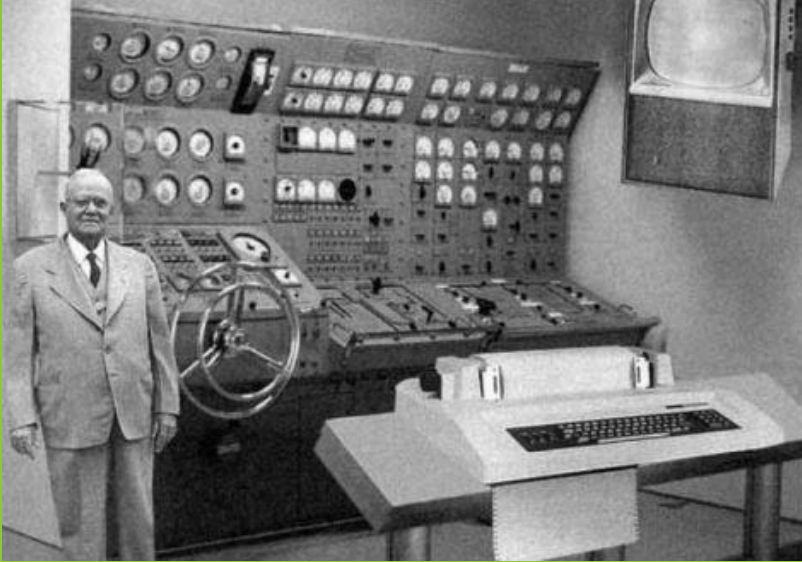
XP Upgrade opportunity

Get Modern (Productivity)



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

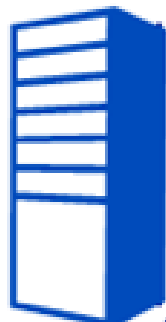
They Don't Know What They Don't Know

The Art of the Demo


Demo

The Cloud Ready Modern Office Solution – Annual Subscription Model

Open Value Subscription – Desktop Platform		Open Value Subscription – Additional Products		Windows Intune	
Office Pro Plus	79P-02338	Windows Server Std	P73-05608	Windows Intune	\$72 per PC* Approx (discounted price as SA coverage already on Windows through OVS)
Windows 8 Pro	FQC-02152	Exchange Server Std	312-03195		
Core Cal Suite	W06-01504		Approx ERP \$1075*	<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	
	Approx ERP \$500 / PC	<ul style="list-style-type: none">- Utilise Windows Server downgrade rights to install Server Essentials in Virtual Instance.- Allows for second virtualised instance			
Or if qualify for UTD discount on Windows and Office	Approx ERP \$300 / PC				
<ul style="list-style-type: none">- 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					




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.