

# Building a Surface Practice

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# The workplace is **changing**

By 2018, 2/3 of the Global 2000 physical space and physical work area will have digital transformation are able to transform their present strategy.

2/3



# The agents of **change**



Companies, and the problems they solve, are more complex than ever

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**1/3** of CEOs entered new industries in last 3 years

**50%** believe competition is heating up more in new sectors



The expectations of the workplace have evolved

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**50%** of global workforce will be mobile by 2020

**60%** expect employers to provide state of the art technology



The way people work has shifted dramatically

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**83%** of workers say they are asked to be creative at work either weekly or daily

**40%** feel they have a company culture that encourages creativity



# People

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At the heart of true transformation



## Leaders

Build culture that fuels  
innovation



## Employees

Drive genuine engagement



## Customers

Crave connected and  
integrative experiences

# Modern Workplace

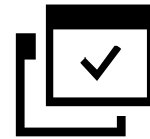
A complete, intelligent, secure solution to empower employees powered by  
Microsoft 365 & Surface



Unlocks  
creativity



Built for  
teamwork



Integrated  
for simplicity



Intelligent  
security

Fostering a new  
culture of work



# Surface

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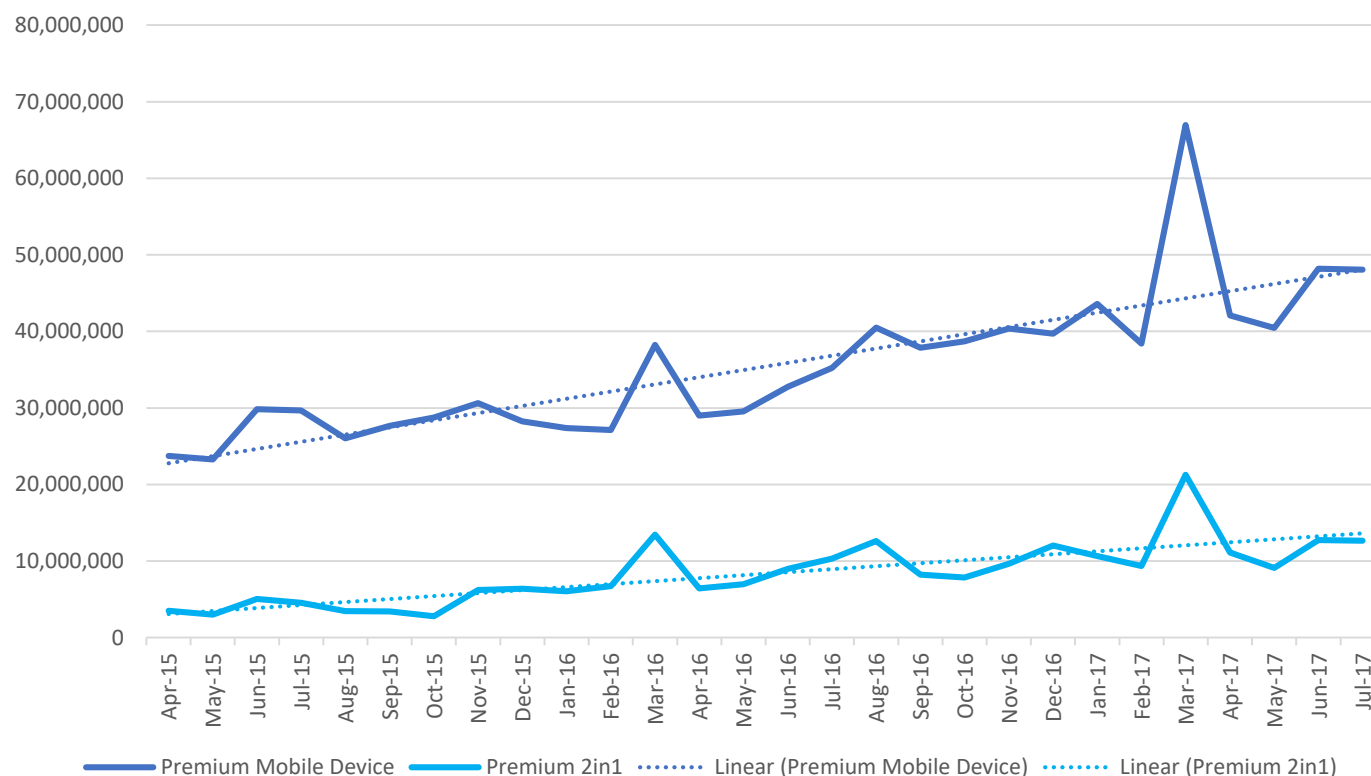
Transforming the way people work



# The Device Opportunity

Customers are moving to premium devices as mobility and productivity demands increase

Channel Premium Mobility Landscape



In 2 years the premium (>£600 ex VAT) mobility segment in the channel has grown from £30m to £50m per month.

Public Sector year end is leading the change.

In FY18 this trend will continue and we expect 2in1s to average £20m per month.



# Office Opportunity

**4M**

**Customers**

**\$18B**

**IT Spend Opp**

**\$7B**

**Software &  
Cloud Spend**

**1/3**

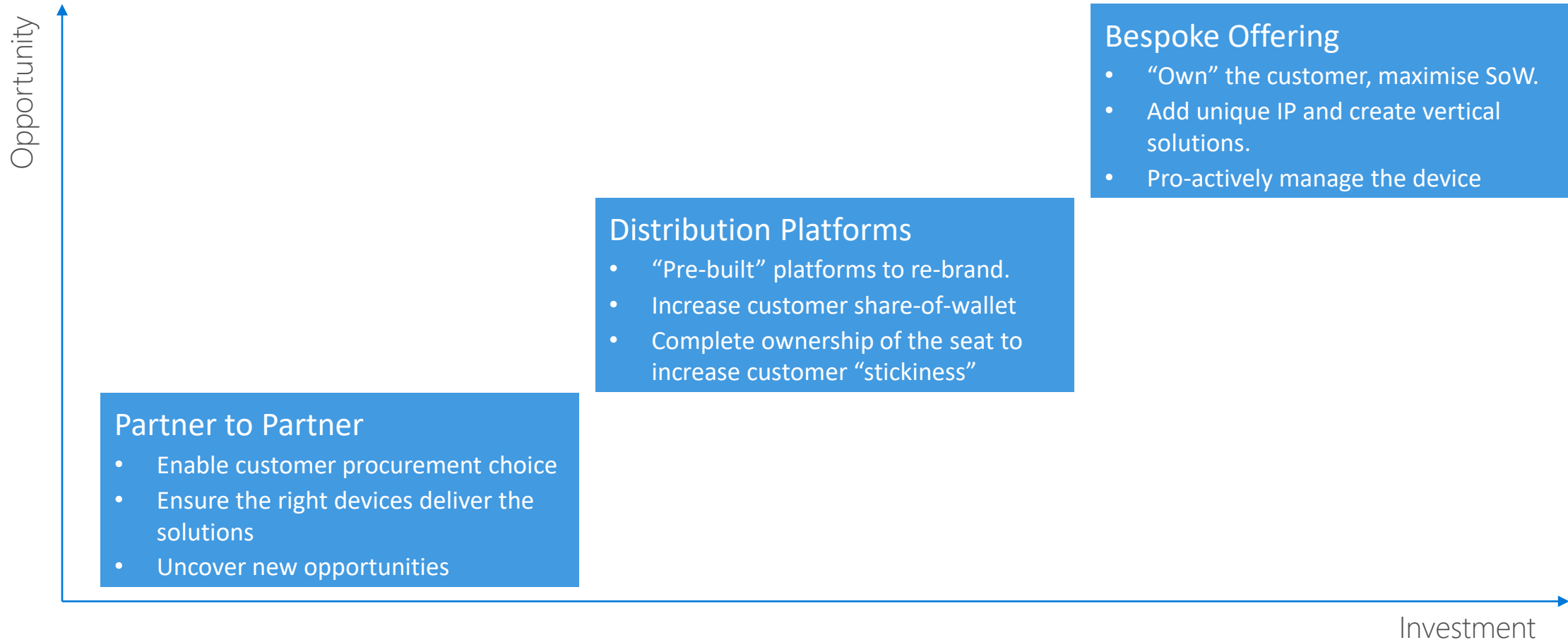
**Momentum**





# How to seize the opportunity

Choosing the right way to go-to-market.



# Lessons Learned

**A**

**Customer Demand:** Customers are asking about Surface as a Service – they want to procure devices on a Subscription Model

**B**

**Vendor Agnostic:** The Market is following with other Vendors both OEMs & Apple now pushing hard to create their own offerings

**C**

**Unique Proposition:** Microsoft the only Vendor that can offer the end to end solution wrap for the client. 1<sup>st</sup> Party Device + 1<sup>st</sup> Party Software.

**D**

**Executive Sponsorship:** Exec buy in is key – but training for sellers just as key! Sellers need to understand benefits and proactively push.

**E**

**Simplicity:** It needs to be easy to transact. Preferably automated to generate quotes.

**F**

**Vertical Solutions:** Adding in vertical specific IP is what brings the offering to life.



# Putting it in to practice

- A** **Integrated Solution Marketing:** Take Dvaas to market as part of the Modern Workplace message.
- B** **Be quick to market:** Ensure you're not left at a competitive disadvantage.
- C** **Seller capability:** Enable sellers to add real value to their customers, therefore increasing share-of-wallet, customer satisfaction and customer loyalty.
- D** **Simplicity:** Leverage channel tools and/or your own operations to simplify for the customers.
- E** **Differentiate:** Use vertical specific IP in the offers, focus on your key verticals.



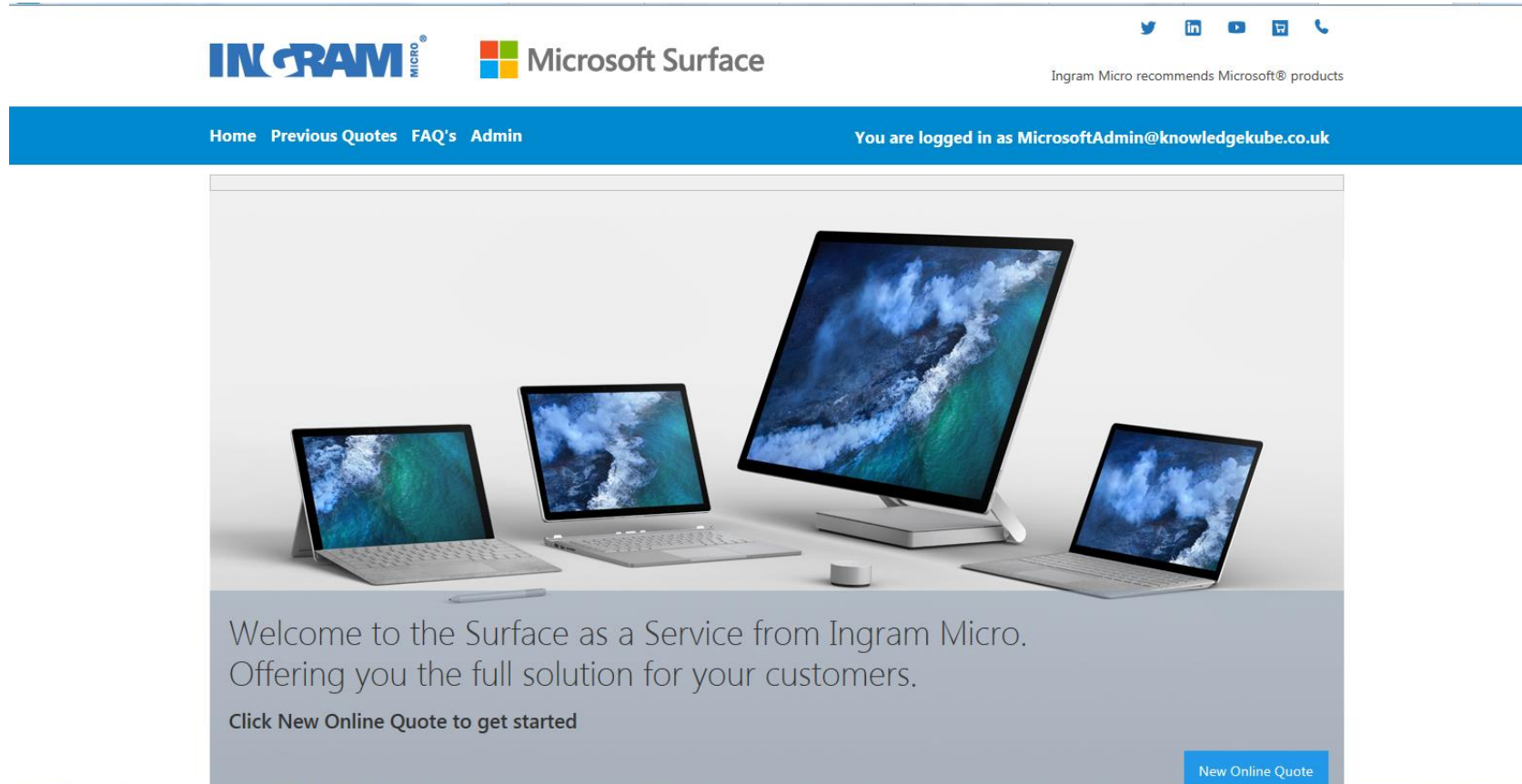


# Distribution Proposition Overviews



Which device will you choose?





Logged in version of the portal where you can see your previous quotes and start a new online quote.





# Surface as a Service Portal- Choose your device



**INGRAM MICRO** Microsoft Surface

Ingram Micro recommends Microsoft® products




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Products > Accessories Software Warranty Services Summary





## Products

Select from any of our devices and bundles.

< Back > Next



Devices Bundles Educational Bundles

 <p>Microsoft Surface Book - 128GB / Intel Core i5 SV7-00002 <b>£1,130.47</b> Stock: 72</p> <p>0 Update</p>	 <p>Microsoft Surface Book - 256GB / Intel Core i5 dGPU TP4-00002 <b>£1,410.84</b> Stock: 17</p> <p>0 Update</p>	 <p>Microsoft Surface Book - 256GB / Intel Core i7 dGPU SW5-00002 <b>£1,491.03</b> Stock: 2</p> <p>0 Update</p>	 <p>Microsoft Surface Book - 512GB / Intel Core i7 dGPU SW6-00002 <b>£1,938.56</b> Stock: 8</p> <p>0 Update</p>
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As you can see, you are able to choose your devices or a particular bundle.

The Summary is updated along the process so that you can keep track of spend.

### Summary


Reference:  
e6523b0b-6710

Total: **£0.00**

You need to spend £5,000.00 more to surpass the minimum clip.



# Surface as a Service Portal- Accessories

**INGRAM**  Microsoft Surface

Ingram Micro recommends Microsoft® products






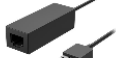


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Products > Accessories > Software Warranty Services Summary

## Accessories

Match accessories for your selected devices.

[< Back](#) [Next >](#)

 Surface Pro 4 and Book Dock PW3-00012 <b>£116.66</b> Stock: 1380 <input type="text" value="0"/> <a href="#">Update</a>	 Surface Power Supply Q6N-00010 <b>£49.12</b> Stock: 167 <input type="text" value="0"/> <a href="#">Update</a>	 Surface 102W Power Supply Commer SC XZ/NL/FR/DE UK/Ireland ADU-00006 <b>£60.79</b> Stock: 0 <input type="text" value="0"/> <a href="#">Update</a>	 ARC Touch Mouse Bluetooth P9K-00003 <b>£39.47</b> Stock: 0 <input type="text" value="0"/> <a href="#">Update</a>
 Surface Mouse Commer SC Bluetooth Gray 3YR-00002 <b>£29.60</b> Stock: 141 <input type="text" value="0"/> <a href="#">Update</a>	 SP4 Ethernet Adapter Q4X-00023 <b>£21.48</b> Stock: 237 <input type="text" value="0"/> <a href="#">Update</a>	 SP4 HDMI Adaptor Q7X-00022 <b>£0.00</b> Stock: 0 <input type="text" value="0"/> <a href="#">Update</a>	 VGA Adaptor R7X-00024 <b>£21.48</b> Stock: 13 <input type="text" value="0"/> <a href="#">Update</a>

### Summary

Reference: e6523b0b-6710

Total: **£0.00**

You need to spend £5,000.00 more to surpass the minimum clip.

You then add your accessories to the quote.

Ingram Micro are working with additional complimentary vendors to be hosted on this page to help optimise the opportunity.





# WESTCOAST FINANCIAL SERVICES



WFS@WESTCOAST.CO.UK

Microsoft Partner Days

#MSPartnerDays





# Multi Solution

- Multiproduct Financing
- Multi Region Capability
- Market leading Investment Solutions Innovation
- 1-5 year options
- Pay as you grow



# Example of Surface as a Service

## MS Client Device

Surface Pro 4				36m		
SKU	Description	Price	Trade In	Subscription Price		
9PY-00002	Surface Pro 4 128GB - Intel Core i5 Processor (6th Gen) - 4GB RAM	£ 949.00	£ 260.98	£	18.17	
R9Q-00010	Surface Pro 4 Keyboard Type Cover - Black	£ 124.99		£	3.94	
PF3-00012	Surface Docking Station	£ 189.99		£	5.98	
A9W-00036	Surface Pro 4 Complete for Business 3 Year Warranty (for less than	£ 269.00		£	8.47	
P9X-00003	ARC Touch Surface Edition Bluetooth Mouse	£ 60.00		£	1.89	
9F4-00003	Office 365 Business Premium (1 Year)	£ 140.00		£	4.41	
Total		£ 1,732.98		£	42.87	
				Total Paid	Saving	% Saved
				£ 1,543.18	£ 189.80	11%

Flex down facilities available subject to terms and conditions – see next slide.

Trade in 3 year old existing device estate to offset deployment costs of new device while leveraging Tech Refresh finance on new deployment.  
Terms and approval conditions apply, minimum transaction threshold £50,000 – standard As a Service options available below this threshold.

# Rewards

- Increased deal size – 25% larger transactions
- Margin rich transactions on pay per month only contract
- Up to 3% rebate to channel partner
- Access to the most competitive rates and innovation
- Support from financial services experts



# Subscription



Automotive



Media Pay TV & Music



SaaS / IaaS / PaaS



Consumer Goods, Personal Care





# Technology as a Service - Explained



# Benefits In Summary



Simplified selling experience



Add your Services



Manage customers for life



All Surface product including Hub



Improve margins and cash flow



# Call to action

Speak to your  
dedicated Tech Data  
account manager

Call TD Optimise on:  
01256 864 260

Email TD Optimise:  
[tdoptimise@techdata.com](mailto:tdoptimise@techdata.com)



# Call to Actions

