

THE **PARTNERSHIP** *POST*

APRIL EDITION



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KEY HIGHLIGHTS

**MODERN SUPPORT WITH INGRAM MICRO CLOUD:
GET IN-HOUSE, LOCAL SUPPORT TO CREATE A MORE
PERSONALIZED EXPERIENCE FOR YOU AND YOUR
CUSTOMERS.**



More support. More speed. More profit.

Your success is our top priority. And that means ensuring that you're spending more time generating revenue and less time dealing with service calls. To help you do just that, we've created our Modern Support program, which is available now.

Modern Support aims to resolve your issues faster so you can focus on satisfying your customers' demands and achieving your company's top priorities. Here are just a few of the benefits you can count on:



New in-country support:

Our local Modern Support agents are tightly aligned to your sales and management teams.



Faster Resolution: This new team is enabled and empowered to resolve issues faster, reducing the need to escalate to other internal departments or vendors.



New enhancements for more efficiency: Look to your support team to provide specialized knowledge, quickly issue credits and refunds and expedite credit line increases.

[READ MORE ABOUT MODERN SUPPORT](#)

WHITE-LABEL YOUR INGRAM MICRO CLOUD MARKETPLACE

To help you boost your brand awareness and optimize your customers' experience and loyalty, Ingram Micro Cloud has launched a world-class White-Label Marketplace. It empowers you to brand your marketplace according to your own requirements. [Ingram Micro Cloud White-Label Marketplace](#)—which is part of our automated, end-to-end e-commerce platform—lets you:

- Easily configure, customize and brand an end customer marketplace while keeping the intuitive look and feel similar to Cloud Marketplace.
- Leverage marketing tools such as banners and featured products to bolster brand awareness.
- Use your own domain name to improve customer loyalty.
- Set curated products, pricing and special promotions targeted to your customers.
- Offer customers downloadable sales quotes—to help them close sales faster.
- Leverage search bar capability so your customers quickly find what they need.

Your White-Label Marketplace is fast and easy to set up. So, you can seamlessly invite your customers to buy on your very own branded marketplace. With an [Ingram Micro Cloud White-Label Marketplace](#), you can provision services rapidly, set preset bundles to increase your profit margin and streamline your back-office operations with API integration and consolidated control.

Get started with your personalized White-Label Marketplace today.

VIEW MORE

SHARE YOUR IDEAS WITH US WITH THE IDEAS PORTAL

As part of our commitment to giving you more, we've created a new portal on the Ingram Micro Cloud Marketplace where you can request new features. It's called the Ideas Portal. And it gives you the opportunity to quickly submit ideas for new functionalities to be added to Cloud Marketplace.

You can now help us prioritize items that will add the most value to your business. The Ideas Portal is just one of the many ways we support your success.

Let your voice **be heard**

If you'd like to take a more active role in making your Cloud Marketplace experience even more effective in improving your business results, take a moment to explore the Ideas Portal. You'll see some of the newest capabilities that have already been added in response to ideas from our partners.

Learn how you can influence features in our next Cloud Marketplace update.

VIEW MORE

ENHANCED CSP CUSTOMER ONBOARDING REQUIREMENTS

On **March 25, 2021**, Microsoft had released their Wave 2 of Enhanced Screening of Customers, which impacts CSP partners onboarding new customers, or updating customer information, in the following geographies:



Partners in Wave 1 have already been onboarded for Enhanced Screening of Customers released in November 2020. Countries included: Armenia, Azerbaijan, Belarus, Hungary, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Ukraine, and Uzbekistan.

What has changed:

As part of our continued commitment to customers and partners around complaint, business practices. Microsoft through Ingram Micro Cloud Marketplace will be implementing a user interface enhancement and requesting additional data fields from Partners to all new customers and updates to existing customers.

Partner next steps

For orders placed on Ingram Micro Cloud Marketplace

Ensure that your customer detailed information is accurate when creating a new or updating an existing customer subscription.

Mandatory Fields:

- Complete the Company Registration ID*,
- Phone Number

***Note:** This should be 5-22 alphanumeric characters, no special characters such as, / -, . etc. (Example: abc123)

Optional Field:

- Middle Name

Place an order

☒ Create a Microsoft CSP Account

Microsoft does not permit changes. This selection is permanent. For more information, [click here](#).

☐ Use an existing Microsoft CSP Account

In order to use this feature, you must authorize Ingram Micro to provision new subscriptions to your account. [Click here to Authorize](#).

Please enter your existing Tenant Domain, we will verify it has been authorized for use with us.

Organization Registration ID

For orders placed traditionally with Ingram Micro Sales

Partners will be asked to provide their Purchase Tax ID/INN and phone number of the customer in order to create a new tenant.

Partners who are having technical issues with the following customer enhancement fields should review the technical documentation and frequently asked questions in the dedicated [partner collection](#) (sign-in required) for more detailed guidance to avoid any disruption to your business process. If customers have any questions related to the legal identifier (also called INN or TIN), they should contact their tax advisor or local tax office. Microsoft cannot provide guidance on tax matters.

FREQUENTLY ASKED QUESTIONS

Are the countries based on customer location or partner location?

The countries are based on customer location – that is, where your customer has their legal entity and run their business.

Are these new data fields required only for new customers?

New data fields are required when partners onboard a new customer or when partners update information about existing customers' information.

My customers are doing business in multiple countries. Which Organization registration ID of the customer should I enter?

Please use the primary address and Organization registration ID associated with the customer entity within the country.

If there are multiple primary contacts in a customer organization, which phone number and middle name should I collect and enter?

Phone number and middle name should correspond with the first name and last name of the Global Admin or Primary purchaser.

UPDATED GUIDANCE ON EXCHANGE SERVER SECURITY

To help customers more quickly protect their environments in light of the [March 2021 Exchange Server Security Updates](#), Microsoft is producing an additional series of security updates (SUs) that can be applied to some older (and unsupported) Cumulative Updates (CUs).

Consolidated Guidance

Here is guidance for you that consolidates information from multiple Microsoft blogs and communications to explain the situation and clarify the steps you need to take:

- An updated MSRC blog post [Multiple Security Updates Released for Exchange Server – updated March 8, 2021](#) provides a comprehensive overview of the security updates for Exchange Server and recommended steps to patch and remediate.
- [Step-by-step instructions on patching and remediation](#), detailed by version of Exchange Server.

Security updates for older Cumulative Updates of Exchange Server

To help partners and customers who have not yet upgraded their Exchange Servers to current Cumulative Update (CUs), Microsoft is producing additional security updates that you can apply to a set of older (and unsupported) CUs.

This is intended only as a temporary measure to help immediately protect vulnerable machines. You still need to update and have your customers update to the latest supported CU and then apply the applicable Security Updates (SUs). If you or your customers are already mid-update to a later CU, continue with that update.

To learn more about these updates, and important considerations for applying them, please review the Exchange blog post [March 2021 Exchange Server Security Updates for older Cumulative Updates of Exchange Server](#) and [KB5000871](#).

**MICROSOFT IS COMMITTED TO
CONTINUING TO PARTNER WITH YOU
AS WE WORK THROUGH THIS ISSUE.**

**Please keep checking [this blog post](#) for
any related updates.**



MICROSOFT OPEN LICENSE PROGRAM RETIREMENT: DISCOVER YOUR CUSTOMERS' OPTIONS FOR TRANSITIONING OPEN LICENSES TO CLOUD OR PERPETUAL LICENSES.

As of **January 1, 2022**, commercial partners can no longer purchase new—or renew—software licenses, or online services through the Microsoft Open License program. This change will go into effect for academic, commercial, government and nonprofit organizations. With software licenses now available through CSP, partners can transition to a simplified purchase experience with expanded service offerings to meet your hybrid customer needs.

What are your options?

If you are buying perpetual software licenses only (without Software Assurance)

- Transition Open license customers from Open to Cloud CSP
- Buy perpetual software licenses through Ingram Micro Cloud Marketplace

If you have Software Assurance coverage through the Open License program

- Your Software Assurance term, including benefits, will continue until its expiration, even if the expiration is after **December 31, 2021**.
- The Microsoft **Open Value** program is recommended for future purchases that include Software Assurance.
- The Microsoft **Open Value Subscription** program doesn't offer perpetual software licenses but is a lower-cost subscription that give you rights to use the software during the agreement's term and also includes Software Insurance.

***Ingram Micro Cloud, as a qualified
Indirect Provider, now sells both CSP
and perpetual software licenses via
Ingram Micro Cloud Marketplace.***



Partners can find the following products as Perpetual software in CSP through Cloud Marketplace:

DESKTOP TOOLS

- Office Standard and Professional Plus 2019
- Office for Mac Standard 2019
- Project and Visio 2019
- Windows 10 Enterprise LTSC 2019 Upgrade



INFRASTRUCTURE SERVERS

- Windows Server 2019
- SQL Server 2019
- Biztalk Server 2019
- Microsoft Identity Manager 2016



PRODUCTIVITY SERVERS

- Exchange Server 2019
- SharePoint Server 2019
- Skype for Business Server 2019
- Project Server 2019



PURCHASE MICROSOFT PERPETUAL SOFTWARE TODAY

Next Steps / Resources

- **Learn more:** [Microsoft Open License program changes and details](#)
- **Understanding the differences:** [Comparison table between Microsoft Online CSP, Perpetual software in CSP, Open and Open Value](#)
- **How to purchase:** Review our [Partner Walkthrough of Purchasing Perpetual Software](#) through Cloud Marketplace
- **New to Cloud Marketplace and Cloud solutions?** Contact us to get started on your [Journey to the Cloud](#)



WVD 30% OFF PROMO EXTENDED THROUGH JUNE 2021

Seize the opportunity, and avoid the risks, by offering Windows Virtual Desktop (WVD) solutions. Benefit from a **30% additional discount** on qualified VMs for new customers through June 30, 2021.

[LEARN MORE](#)

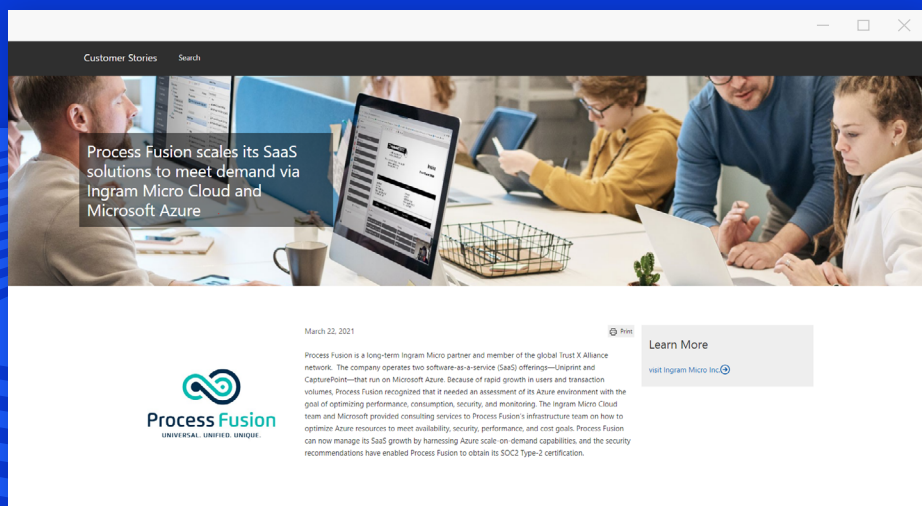
UNDERSTANDING YOUR AZURE RESERVED INSTANCES

Want to learn more about Reserved Instances? Or maybe you have already purchased them and are wondering how to manage them better? Watch this short video as we do a deeper dive into Azure Reserved Instances, how to manage them and how they affect your Azure usage.

[WATCH NOW](#)

NEW SUCCESS STORY: PROCESS FUSION SCALES SAAS SOLUTION WITH MICROSOFT AZURE

"Our partnership with Ingram Micro allowed us to deploy a complex solution quickly. The Ingram Micro virtual bench consisted of a team of Microsoft Azure architects with in-depth technical knowledge. This is something that would have taken us a considerable amount of time and resources to build on our own. I am thrilled with the results," said Carlos Vega, Director of Infrastructure Services at Process Fusion.

[READ THE FULL SUCCESS STORY](#)

MODERN WORK UPDATE

LIVE ON CLOUD MARKETPLACE: UP TO 12 MONTHS FREE AUDIO CONFERENCING AND 25-33% OFF BUSINESS VOICE

From **October 1st, 2020 to June 30th, 2021**, customers can **add Microsoft 365 Audio Conferencing** to a Microsoft 365 subscription for free for up to 12 months through Cloud Marketplace.

From November 1st, 2020 to June 30th, 2021, your customers can **add Microsoft 365 Business Voice** to a Microsoft 365 subscription at a discounted promotional rate. Microsoft 365 Business Voice with Calling Plan will be subject to a 25% discount for up to 12 months. Microsoft 365 Business Voice without Calling Plan will be subject to a 33% discount for up to 12 months.

Considering options for customers? **Keep this in mind:**

Audience	Recommended Offer
Net New Customers	CSP Microsoft 365 Audio Conferencing Promo (Free)
Existing Microsoft 365 customers	CSP Microsoft 365 Business Voice Promo (Discounted)

*GIVE VOICE TO YOUR
CUSTOMERS **THROUGH**
CLOUD MARKETPLACE
TODAY.*

[VIEW MORE](#)

[READ THE FULL FAQ](#)



WHAT'S NEW: MICROSOFT 365 BUSINESS PREMIUM

NEW

ANTIVIRUS MANAGEMENT AND UNIVERSAL PRINT:

This month brings two more reasons to choose Microsoft 365 Business Premium—with new Antivirus Management and Universal Print capabilities. Microsoft 365 Business Premium customers now have access to a consolidated view of active threats for Microsoft Defender Antivirus. Plus, Universal Print helps your customers manage printers through a centralized portal, without the need for on-premise print servers, helping accelerate the shift to cloud.

[LEARN MORE](#)

NEW

NEW IUR BENEFITS:

With M365 Business Premium, you can help your customers stay productive and secure in the work-from-anywhere world. To help IT partners in the journey to learn, deploy and sell M365 Business Premium, and build the right managed service offers for your customers, we recently announced new partner license benefits and training.

Partners with the small and midmarket Cloud Services competency:

Office 365 services option, now have new product license benefits for M365 Business Premium. And, the Microsoft 365 Business Premium Partner Playbook and companion webinar series provide practical guidance, training and tools to help partners like you be successful.

[LEARN MORE](#)



**GIVE VALUE.
EARN MORE.**

**Switch to Microsoft 365
Business Premium.**



**MIGRATE OFFICE 365 E3 CUSTOMERS WITH UNDER 300
EMPLOYEES TO MICROSOFT 365 BUSINESS PREMIUM:
EARN AN INCREMENTAL 5% IN BACK-END REBATES.**

Latest Microsoft FY21 incentives—as of October 1

Why it's a good move for partners to switch:

**ADDITIONAL 5%
BACK-END
INCENTIVES VIA
MICROSOFT'S
FY21 GLOBAL
STRATEGIC PRODUCT
ACCELERATOR:**

With one Silver or Gold Microsoft competency, partners can earn 5% more in back-end incentives for every Microsoft 365 Business Premium, E3 or E5 SKU sold.

**MORE OPPORTUNITIES
FOR SERVICES
REVENUE AROUND
SECURITY:**

With the advanced service capabilities available in M365 Business Premium, partners can earn anywhere from 35–65% margin or an additional \$20–\$113 per seat through potential service revenue.

**EASY SUBSCRIPTION
SWITCH EXPERIENCE:**

Partners can easily switch subscriptions through [Ingram Micro Cloud Marketplace](#). Moving from Office 365 E3 to Microsoft 365 Business Premium requires [no local reinstallation, no updates to end-user devices](#) and is an easy customer discussion to have as Business Premium is the same or lower price in select markets.

Why it's a good move for customers to switch:

SAME PRICE OR LOWER PRICE IN SELECT MARKETS:

For the same price, SMBs can get enterprise-grade security features with the Windows 10 operating system, which is included for the same price as their Office 365 E3 license. In terms of value, it makes more sense to switch to M365 Business Premium.

ENTERPRISE-GRADE SECURITY FEATURES:

Business Premium includes features such as remote access solutions, single sign-on, endpoint antivirus protection, advanced email protection and conditional access plus MFA and device management to ensure your customers' IT function promotes secure but flexible remote work.

INCLUDED WINDOWS 10 OPERATING SYSTEM:

Your customers' devices will be actively protected from the moment they start Windows 10, because it's now included in Business Premium. Windows security continually scans for malware, viruses and security threats to provide real-time and always-updated antivirus protection.

For SMB customers, it makes more sense to move to Microsoft 365 Business Premium to capture the **benefits of a Windows 10 OS and additional security features that surpass E3 features.** [Help your customers make the switch.](#)

SWITCH TO MICROSOFT 365 TODAY

FIND GO-TO-MARKET MATERIAL ON GTM HUB*

**Must be logged onto Cloud Marketplace to navigate to link*



MICROSOFT 365 PARTNER WEBINAR SERIES

Quarterly **M365 partner webinars** provide training and resources to help you grow your revenue by enabling your customers to build highly productive, collaborative workplaces. Microsoft 365 brings together Office 365, Windows 10 and Enterprise Mobility + Security (EMS) in a complete, intelligent solution that empowers everyone to be creative and work together, securely.

This series—made up of web-based sales and technical training—features top Microsoft practice area experts, who'll share information about how you can strategically develop and grow your practice.

You can now view and register for all sessions in the M365 webinar series. Or you can filter the list below to view only the webinars in each of the following topic areas:

- Getting Started with Microsoft CSP
 - [Licensing and FY21 Incentives + co-op](#)
 - [Fundamentals of Microsoft 365](#)
- Teamwork
- Small and Medium Business
- Security and Compliance
- Building Managed Services with Microsoft 365 Business Premium

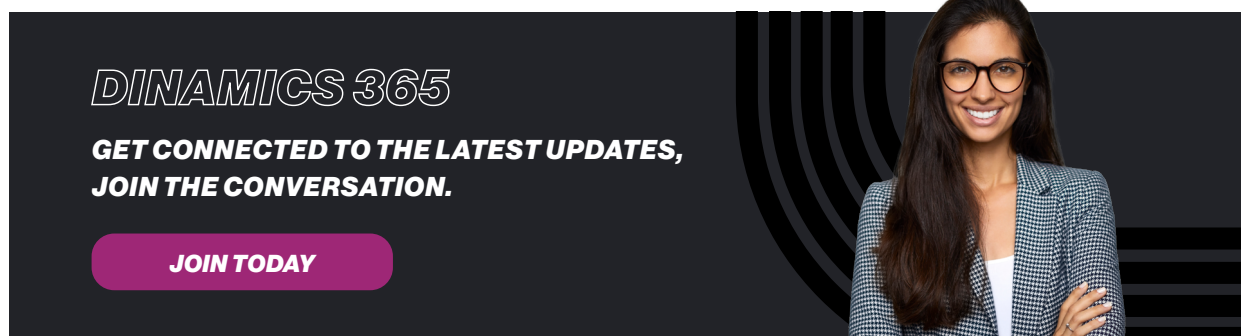
REGISTER NOW



DIVING INTO DYNAMICS 365

GET CONNECTED

Don't miss out on the latest updates. Join our Dynamics 365 Teams Channel to get full support. Access the latest sales and marketing assets. Learn from our experts and hear from partners like you, and more.



SMB WORKSHOP FOR DYNAMICS 365

From April through June 2021, join our Dynamics workshops to help partners like you build and optimize your Business Applications practice. With more than 40% of your customers' tech spend on CRM and ERP there has never been a better time to get started with Business Applications. During these sessions, you will hear from Microsoft Dynamics 365 experts from both Microsoft and Ingram Micro. Space is limited, register today.

In these sessions, we will cover:

- Dynamics 365 for SMBs
- Business Central and Sales Pro Integrations
- Dynamics 365 + Microsoft 365 = Better Together
- How to Start Positioning Dynamics 365 With Your Customers

REGISTER TODAY

NEW MICROSOFT BUSINESS CENTRAL + CLOUD MARKETPLACE INTEGRATION

Ingram Micro is currently offering a grant program for partners looking for help making the move to a more robust business system. Our Microsoft Dynamics Business Central Grant program is designed to partially fund your migration up to \$5,000 USD from an ERP, such as Quickbooks, delivered by an expert Microsoft Business Central POTY (Partner of the Year).

LEARN MORE

BUSINESS APPLICATIONS SMB P2P RESOURCES

Leverage other partners to deliver end-to-end Business Central, Dynamics 365 Sales Professional and Power Apps solutions for your SMB customers.

Resources include:

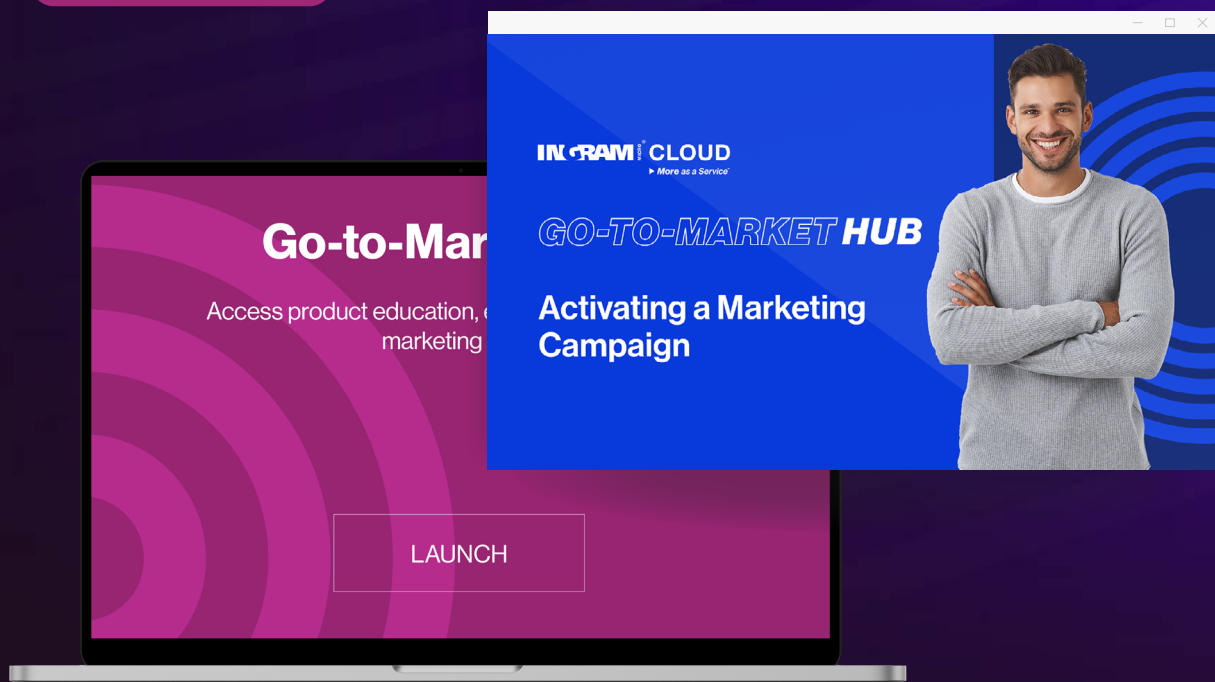
- P2P Overview: Sell Dynamics 365 without becoming an expert
- P2P Financial Model
- Modern Workplace partner-lead referral compensation models tutorial
- Modern Workplace partner Dynamics practice build tutorial
- Existing Dynamics provider tutorial

[ACCESS HERE](#)

DID YOU KNOW?

Dynamics for Sales and Dynamics Business Central campaigns are now available for you to market on the GTM Hub. **Simply login and start reaching out to your customers today!**

[LEARN HOW](#)



UPCOMING EVENTS AND WEBINARS

JOIN THE MONTHLY CSP SPOTLIGHT WEBINARS

[Register and join](#) these live monthly webinars for the latest CSP and licensing updates available for all partners.

Who should attend?

These are specifically targeted to CSP partner sellers, including direct bill, indirect providers and resellers. Some content is also relevant for partner operations roles and Microsoft sellers.

Topics change monthly, and the webcasts are recorded:

CSP Spotlight (APAC)
April 2021

REGISTER NOW

CSP Spotlight (EMEA)
April 2021

REGISTER NOW

CSP Spotlight (Americas)
April 2021

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THE PARTNERSHIP POST

APRIL EDITION

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IN RAM MICRO CLOUD

 Microsoft

