

# WHY THE FUTURE LOOKS CSP

The business benefits of partnering with Softcat as your Indirect Provider



## TIME TO EVOLVE YOUR BUSINESS MODEL

Digital transformation has accelerated over the past year as organisations quickly moved to smarter, more flexible and collaborative ways of working to maintain their operations during highly challenging times.

With businesses now preparing for the future, this has underlined the importance of digital tools and applications to their success, along with the cloud platforms that support their use anytime, anywhere, such as Microsoft Azure and Modern Workplace.

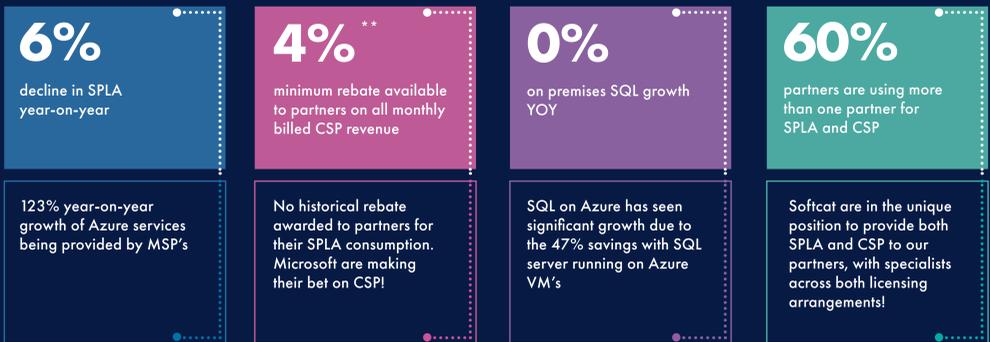
As organisations continue to demand the latest technology to gain agility in their operations, you must also evolve as a service provider to support their journey proactively in the best possible way to keep them ahead of the curve and prove your value as a partner. Not doing so will send businesses elsewhere.

By tapping into the scalability of CSP, and the ability as a CSP partner to gain rebate on all of your monthly billed revenue, you will unlock a new revenue stream. Therefore, offsetting the risk of declining SPLA revenues, and its lack of partner focused incentives. You will also be able to increase your competitive edge by offering a raft of complementary services built around Microsoft 365, Dynamics 365 and Azure.

## A CHANGING MARKET\*

\*Sources: ESG Economic Validation Report, October 2020  
Figures as per fiscal year 2020, Microsoft

\*\*Microsoft minimum core rebate rate as of q4 FY21



With your market evolving, it's vital to redefine your business model to secure alternative revenue streams and keep up with shifting demand.



## WHAT IS THE SOFTCAT MICROSOFT CSP PROGRAMME?

For the growing number of businesses looking to investing in the cloud, it's vital to get the best possible return in terms of value and business benefits. However, navigating the cloud journey can be complex, from finding the solutions that meet key business objectives to securing the right licensing agreements.

Resellers wanting support and guidance building out their own focused CSP practice can do so by joining the Softcat partner programme.

### Key partner benefits include:

**Made-to-measure billing**, so partners can buy the best value Microsoft services when their customers need them and pay in their preferred way, such as monthly in-arrears arrangement.

**Flexible software licensing** that you can adjust on your customer's behalf to suit their business needs, scaling licences up or down as required, with the minimum requirement of only one licence.

**Simplified software procurement and management** through eCat, Softcat's own ecommerce platform, where you can quickly and easily buy the software and applications your customers need, control their licence consumption, view current and projected cloud usage, and access detailed billing information.

**Expert support** close at hand to offer scoping and advice for Microsoft Azure and Modern Workplace issues.



## WHY BECOME A SOFTCAT MICROSOFT CSP RESELLER?

This is your route to developing your own Microsoft Azure and Modern Workplace offering in the marketplace guided by Softcat's expertise and experience. This will help you increase revenues, reduce costs, win new customers and diversify your portfolio of services.

You can present the programme to customers as your own, or in partnership with Softcat to leverage our reputation and experience. You can also run your own range of support services to resolve any issues your customers face with their cloud solutions, escalating the problem directly to Microsoft when necessary.

## THE SOFTCAT DIFFERENCE

With more and more resellers offering cloud services, partnering with Softcat will help you deliver a unique and comprehensive CSP offering that will give you an edge in the marketplace. Here are five key factors that make a partnership with us really stand out:



We've been there and done it, so we know what it takes to build a successful and sustainable CSP business. Now we want to use that experience to help you grow out your own CSP practice.

Our specialist team will help you get the most value from our CSP programme and help you successfully navigate your journey.

As a Microsoft Gold partner, we will guide you through Microsoft's go-to-market commercial support, rebates, technical support and existing marketing assets, which we can deliver as a training session if required.

You can learn directly from the experience we have gained throughout our longstanding relationship with Microsoft.

We'll act as a third-party consultant, working alongside you so that you can leverage our Microsoft expertise, joining calls with your customers on your behalf if required.

## WHAT YOU GET AS A CSP PARTNER WITH SOFTCAT



Our range of experts and consultants will make your CSP journey as seamless and successful as possible. Here's the support you'll get:

**Partner Development Manager**  
We provide a focused approach to working with you in growing out your CSP offering, developing your profitability as a Microsoft partner, and ultimately maximising your ROI as we guide you through the programme.

**Dedicated Azure Expert**  
You'll have access to your own Microsoft Azure specialist, who has direct experience working for the software giant, together with other large technology organisations.

**MSP experience**  
Softcat are proud that our wider team includes specialists with MSP experience, who know the sector inside out and fully understand your needs, and can provide consultative support if required.

**Dedicated Account Manager**  
You will enjoy a single point of contact to handle any queries or challenges you face as a Microsoft partner working with Softcat.

**Centralised Billing management**  
Enjoy flexible billing and access to the full Microsoft product range all in one place with our custom built e-commerce platform eCat, where you can also manage multiple CSP customer accounts.

**Business advice**  
We'll use our extensive business experience and expertise to work closely with you to help you grow as a Microsoft indirect and Softcat CSP programme partner.

## YOUR ROUTE TO CSP SUCCESS



**TAKE THE FIRST STEP IN OFFERING THE MICROSOFT CSP SOLUTIONS TO YOUR CUSTOMERS. GET IN TOUCH WITH YOUR SOFTCAT ACCOUNT MANAGER TODAY TO SET UP A ONE-TO-ONE DISCOVERY SESSION TO DISCUSS YOUR SPECIFIC CHALLENGES, NEEDS AND OBJECTIVES.**