

Microsoft Cloud Solution Provider (CSP) Reseller Sales Kit



Microsoft Office 365 Sales: Overcoming objections

I'm happy with my current Office plan.

Microsoft 365™ Business is all about taking your company to the cloud to optimize productivity, mobility and collaboration with a layer of protection to keep your company data your own. It also helps reduce your overall cost of managing IT by reducing or eliminating your on-premises infrastructure.

Office 365 is a component of the larger Microsoft 365 Business solution — so moving to this new product doesn't change how you work. But the features it delivers will change things. Now you can manage all your employee devices from one location. Remotely clear data from PCs and mobile devices that get lost or stolen and easily deploy Office apps to new devices.

I don't trust the cloud, OR I'm comfortable with my current IT solution.

Security and data protection are key features of Microsoft 365 Business — its enterprise-level security policies are working in the background all the time, so you can run with confidence. Your data is safe and secure whether it's on an employee's personal device or stored in OneDrive® for Business.

Microsoft 365 Business gives you the ability to remove your company's data from a device when it's lost or stolen, or when an employee leaves your organization. Microsoft 365 Business also gives your

organization the ability to set consistent security configuration profiles across mobile devices and PCs.

Office 365 is just Office apps in the cloud isn't it?

Office 365 is so much more than what people may think. It offers the full suite of Office apps plus email, file sharing, HD video conferencing and much more. End-users gain fast, easy access to the data they need with a live, 360-degree view of their business through a single, intuitive interface with built-in Power BI® analytics. Office 365 also features a MyAnalytics dashboard to leverage personal analytics to improve individual effectiveness. Users can use the Outlook® add-on to understand email reach and impact, identify top collaborators and understand collaboration trends.

I'm concerned about the cost, OR it's just not in our budget.

Migrating to Office 365 actually reduces capital expenses considerably and is one of the smartest investments modern businesses can make. But that's only part of the picture. Many companies have found that the new capabilities of Office 365 improve productivity. One of the largest budget impacts comes from the ability to replace travel with web conferencing. Lync® Online supports everything from quick chats to large video conferences. For example,

one enterprise client expects to save up to \$60,000 per year on WebEx® licenses after switching to Lync Online for communications.

... OR I'm using free app suite platforms like Google Apps service.

Many Google Apps for Business customers rely on third-party applications to achieve enterprise-class capabilities that are included with Office 365. After adding applications for single sign-on and enterprise web conferencing, businesses often find that the cost of these cloud services exceeds the cost of Office 365.

Hidden cost of alternative platforms:

- Limited info on service availability
- Technical complexity around integration
- Increased cost of third-party services

Insight CSP Reseller Support

Insight offers four levels of product, platform and billing support through Insight's CSP support helpdesk, which can be reached at csp.support@insight.com and **800.535.1506**. Resellers can also speak with Microsoft® subject matter experts for specific, deep-level support, and Insight can contact Microsoft on behalf of resellers for manufacturer support.

Benefits of Office 365 with CSP

Office 365® benefits:

- Anywhere access from any device
- Built-in security and compliance
- Pay-as-you-go pricing
- No upfront costs
- Control and efficiency

Why Insight for Microsoft CSP?

Insight is a leading Microsoft services partner with more than 150 services resources on staff and 17 Microsoft Gold and Silver solution competencies, putting us in the top 1% of all Microsoft partners. Our services capabilities span multiple categories, including intelligent customer applications, real-time business transformation, workplace services, and modern workplace, hybrid cloud, and intelligent network solutions. We can help you plan your cloud road map or even implement or migrate to a specific Microsoft technology. Our array of consulting and managed services will help your business run smarter.

CSP lifecycle: What to expect

Enhance your relationship with clients and simplify lifecycle management across multiple workloads within the Microsoft CSP program. Benefits include:

- Scalability and flexibility — Add and subtract licenses on demand.
- Cloud Management Platform — Manage users & subscriptions from a single self-service portal.
- Support & Billing — Access 24/7 U.S.-based support and receive detailed billing statements per end user, with invoice and usage breakouts.
- No upfront costs, commitment or down payments — Billing is monthly, so you only pay for what you use.

