

Microsoft MSP

Become a Microsoft managed solutions provider (MSP) and grow your business while unlocking more margins



Contents

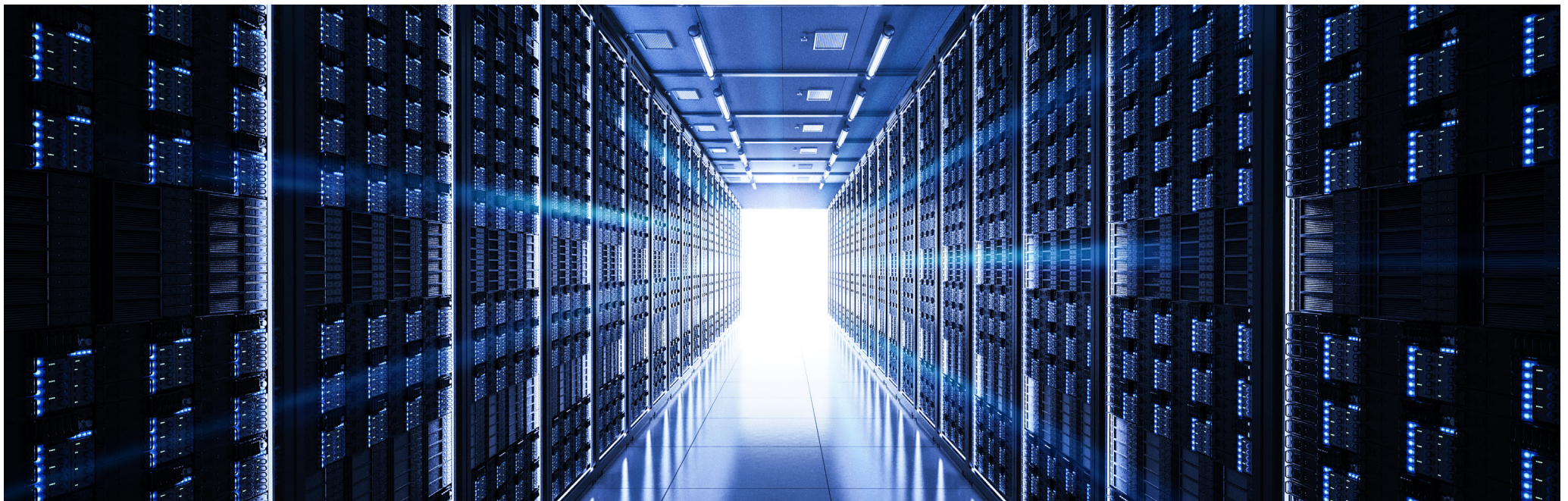
Microsoft MSP benefits	4
Indirect CSP model	5
Microsoft AI Cloud Partner Program (MAICPP)	6
New Commerce Experience (NCE)	7
Microsoft Azure	7
Conclusion	8

Managed solution providers (MSPs) are essential in empowering technology in small- to medium-sized businesses. These businesses look to their partners to proactively suggest new products and solutions, and adding Microsoft to their portfolio of partners can support them from end to end.

Microsoft estimates that 82 percent of their revenue transacted from SMB accounts will be driven by MSPs.*

**Gartner, Top strategic technology trends for 2022: 12 trends shaping the future of digital business, 2022.*

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Microsoft MSP benefits

The Cloud Solution Provider (CSP) program is Microsoft's licensing model designed for reselling cloud solutions. It helps Microsoft partners unlock new business opportunities beyond selling licenses, allowing organizations to manage customer relationships end to end, from billing to support. The CSP program simplifies selling popular Microsoft products like Microsoft 365, Dynamics, and Azure, and offers significant growth opportunities.

- Build reliable recurring revenue streams by selling market-leading cloud solutions.
- Upsell and bundle your own services and IP with Microsoft's solutions to diversify offerings and increase profit margins.
- Strengthen customer relationships with greater control and flexibility across the entire sales cycle.
- Obtain additional earnings through incentive programs.

Indirect CSP model

Indirect CSP model requirements:

- An active membership in the Microsoft AI Cloud Partner Program (MAICPP) and a PartnerID.
- The ability to sign legal agreements on behalf of your organization.
- A relationship with an official Microsoft indirect provider (like OpenText) in the CSP program.

Indirect CSP model advantages:

- **Quick market entry:** Partners can enter the market swiftly without the need to manage licenses or meet stringent prerequisites.
- **Focus on sales:** Partners can concentrate on acquiring customers and selling to them, while the indirect provider handles billing and technical support.
- **Reduced operational burden:** By delegating responsibilities like billing and support to the indirect provider, partners can reduce their operational workload.
- **Support from indirect providers:** Partners benefit from the expertise and resources of indirect providers, which can include sales support, training, and technical assistance.
- **Scalability:** The model allows partners to scale their businesses more easily by leveraging the infrastructure and support of the indirect provider.





Microsoft AI Cloud Partner Program (MAICPP)

The **Microsoft AI Cloud Partner Program (MAICPP)** offers a comprehensive suite of benefits designed to support partners in their journey to leverage Microsoft's cloud solutions. The program includes various membership options, solution partner designations, and access to valuable resources like product licenses, technical support, and sales training. The program introduces new benefits packages, such as Partner Success Launch, Core, and Expanded Benefits, which include licenses for various Microsoft services and go-to-market resources. These benefits are aimed at helping partners build innovative solutions, enhance their technical capabilities, and drive business growth.

Enhance your benefits and set yourself apart with Solution Partner designations.

- Solutions Partner for Business Applications
- Solutions Partner for Data and AI (Azure)
- Solutions Partner for Digital and App Innovation (Azure)
- Solutions Partner for Infrastructure (Azure)
- Solutions Partner for Security
- Solutions Partner for Modern Work

New Commerce Experience (NCE)

The **New Commerce Experience (NCE)** for license-based services offers partners enhanced flexibility and capabilities for purchasing and managing products like Microsoft 365, Entra ID, and Power BI. Key features include:

- **More flexibility:** Partners can manage services more effectively, control subscription renewals, upgrade partial licenses, and schedule subscription changes.
- **New pricing and add-on options:** Partners enjoy greater business flexibility thanks to new pricing models, add-on options, and monthly term options.
- **Simplified billing:** Billing is consolidated and consistent, with options for monthly, annual, or up-front billing for many subscriptions.

Microsoft Azure

Grow your MSP business and enhance your margins with Microsoft Azure. With over 60 regions, comprised of more than 300 datacenters, Azure allows your customers to meet their availability, continuity, and data residency requirements. Bring your solutions to life in Azure with its more than 200 products and services and an every-growing marketplace of third-party solutions.

- 300+ datacenters
- 60+ regions
- 200+ products and services



Conclusion

OpenText™ Cybersecurity is your partner of choice for transacting Microsoft for your customers. With access to our Secure Cloud portal, MSPs can bundle Microsoft, Azure, and OpenText's best-in-class security products. This gives partners the ability to be agile and competitive in the market, all while increasing security and productivity under our single pane of glass management platform.



Scan the QR Code
to become a partner

