



INFOGRAPHIC

Changes are affecting Microsoft Cloud Solution Provider (CSP) Partners. How will you adapt?

The requirements for Microsoft Tier 1 or “Direct” Cloud Solution Providers are significant and costly. By design, the vast majority of current Tier 1 partners will no longer meet the program’s stringent requirements and must choose to partner with an Indirect provider like Ingram Micro Cloud.



What it takes to remain a Tier 1 Direct Partner

\$15K

Annual support policy

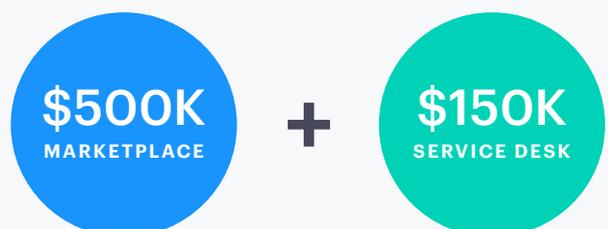
Direct is a Do-It-Yourself model. Investments ranging from **\$50K** to over **\$1M**, depending on the partner business model, including:

- Building a billing/provisioning system or paying for a white label third-party platform
- Buying a (minimum) \$15k annual support policy
- Developing and/or delivering intellectual property (IP), professional and managed services, and software.

\$400K

Investment per annum

A partner that already has an automated billing system and 24/7 first and second level support, invests close to \$400K annually to support IP development on its platform.¹



One partner has spent upwards of \$500K on its marketplace, and another \$150K on a 24/7 service desk.¹

5 things to consider when choosing your Indirect Provider:

Indirect Resellers partner with Ingram Micro as their Indirect Provider to provide the required infrastructure and services, and benefit from:

Support

Leverage Ingram Micro Cloud's Advanced Support for Partners free of charge. The support doesn't stop there, we'll provide you with pre-sales support, assisted sales, and technical support.

Technology

It's never been easier to manage your entire customer subscription lifecycle with the Ingram Micro Cloud Marketplace —the leading technology marketplace with the largest portfolio of cloud offerings.

Scale

Access to an infinite cloud ecosystem of vetted cloud solutions and vendor relationships to deliver complete solutions, cross-sell, and customer stickiness.

Enablement

Tap into our comprehensive go to market and enablement programs including white label services, proof of concept offers, exclusive promotions, and thought leadership.

Relationship

We'll build a dedicated account relationship focused on helping you achieve your own "Awesomeness" with consultative business plans and roadmaps.

The silver lining: benefits of the indirect model

While it's certainly a disruptive change, there are numerous benefits of the indirect model, making the move a smart choice for companies looking to remain fast and fluid:



Accelerated time to revenue

We provide the supplemental services so you can keep selling.



Expanded portfolio

Access to our infinite cloud ecosystem to grow your recurring revenue stream.



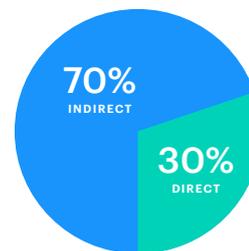
Lowered costs

We make the infrastructure investments so you don't have to.



Refocused resources

Invest in growing your cloud offerings, hiring additional sales staff, and expanding into new markets.



By 2020, 70% of cloud vendor revenue will be mediated by channel partners and brokers.¹

→ Indirect resellers are free to focus their efforts on scaling their business without having the burden of investing in maintaining multiple systems for billing, provisioning, and support resources.

→ Up front margins may be higher for direct providers, but ROI can take a year or more, depending on total investment and growth in the cloud business.

1. <https://assets.microsoft.com/en-us/IDC-partner-choice-for-cloud-success.pdf>

