Microsoft

SMB practice development: Why Cloud play

This document provides a high-level overview of the Why Cloud play which you can use with small and medium-size businesses (SMBs) who are cloud reluctant. The Why Cloud play comes before the Teamwork and Security plays, respectively, in the SMB cloud practice development series. To learn more about when to use which play, refer to the SMB Practice Development Overview.

Open up a new way for your cloud-reluctant SMBs to work

The cloud provides innovative ways SMBs can grow their business while staying nimble.
Four big reasons many SMBs choose to adopt cloud services today include:

Functionality

The cloud enables advanced capabilities for collaboration, productivity, and insight.

Flexibility

The cloud makes it easier for SMBs to use the devices of their choice, from anywhere.

Security

94% of small businesses report security benefits since moving to the cloud.[1]

Savings

Forrester Consulting estimated SMBs can save $16,000 a year on IT with the cloud.[2]

In spite of all these compelling benefits, one out of every three SMBs still has not adopted cloud services. However, 66% of those cloud-reluctant customers are considering moving to the cloud in the next 2 years.[3]

Choose a compelling moment to start the conversation

- End of Support for Exchange 2013 (coming in 2019)
- Upcoming renewal
- Windows Server replacement
- Small Business Server replacement
- Hardware/ Software refresh

Be your customer's cloud ambassador

Perhaps you've had the cloud conversation with reluctant SMB customers and gotten a firm no.

Given the rate of cloud adoption happening among SMBs, moving to the cloud may simply be a waiting game.

Don't get pigeon-holed as the on-premises-only partner. Be a cloud ambassador.

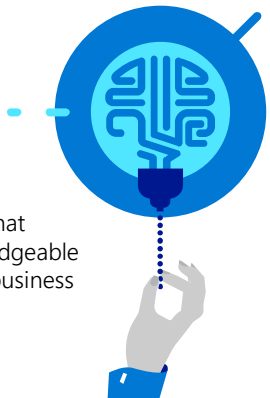
Build your customer's cloud confidence with a business-class email solution

SMBs use email more than any other software/app today.[3] Many of your cloud-reluctant SMB customers may still be running email from physical servers or free online tools.

Moving to a business-class email solution can provide an inexpensive cloud experience that customers perceive to be low-risk, but which offers highly visible benefits including:

- Advanced security and reliability capablities
- Easy-to-use controls from a web-based admin center
- Access to email, calendar and contacts through devices

A business-class cloud email solution is a great first step for many of your cloud-reluctant SMBs.



60% of SMBs
want a partner that provides knowledgeable advice on their business challenges [3]

[1] Microsoft, "Cloud Security, Privacy and Reliability Trends Study," June 2013.
[2] "The Total Economic Impact™ Of Microsoft Office 365," a commissioned study conducted by Forrester Consulting on behalf of Microsoft, November, 2016.
[3] Bredin, an SMB market research and content marketing agency.

For Microsoft Partner use only. Not for customers.

Microsoft

Offer new services that can enhance your customer's email solution and your portfolio

One-time engagement
ex. Migration/deployment
20-35% margins

Monthly license subscription
ex. Exchange Online
Standard margins

Recurring partner services
ex. Break/fix managed service
35-65% margins

These packages don't include Microsoft cloud license fee. These are example fees. This document is for informational purposes only. MICROSOFT MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY.

Respond to your customer's cloud concerns

Many SMBs have not yet made the move to the cloud due to misperceptions around cost, security and business disruption. You may hear some of these concerns after you propose a cloud solution. The key to having a productive cloud conversation at this point is to:

- Be empathetic to their position
- Unpack concerns from buzzwords (i.e., What do they really mean by "I don't trust the cloud?")
- Address their concerns head on

Below are some common objections you're likely to hear and general guidance on how to frame your response—leading with empathy and closing with facts. Remember, future wins depend on how you handle these conversations, so make sure you're adequately addressing the root issue.

Cloud misperception	Cloud reality
Cost "I don't like the cost." & "I don't want a monthly subscription."	The cloud subscription model evens out recurring costs, can be billed annually, and helps organizations avoid emergency costs. Cloud subscriptions provide the flexibility to pay for only what you use.
Business disruption "It will disrupt my normal workflow."	The cloud can reduce business disruptions by automatically handling update cycles, guaranteeing uptime and availability, and offering disaster recovery solutions.
Security "I don't trust the cloud. My business information is safer on-premises."	Microsoft 365 and Office 365 can meet customers' needs through Microsoft's highly secure, cloud-based productivity platform. Customers have the flexibility to have some–or all–data in the cloud while maintaining control over where their data lives.

Get started

Learn about the materials available to you in the How to use the Why Cloud Play Resources document

Resources

- Launchpad
- Cost savings guidance for Small Companies
- Exchange Online migration assistance