



Skype for Business partner opportunities and programs

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Session outline



Partner
opportunity



Partner programs
overview



MPN Competency



Partner readiness

**DISCUSS KEY FY16 SKYPE FOR BUSINESS PARTNER PROGRAMS,
MPN COMPETENCIES AND PARTNER READINESS UPDATES**

Partner opportunity

Partner programs overview

MPN Competency

Partner readiness

Announcements - Complete meeting solution

New Skype meeting broadcast

Reach thousands for very large meetings, attendees join from virtually any browser and device

New PSTN conferencing

Use a dial-in number to join Skype meetings from any device, dial-out to bring participants into the meeting

Connected meeting experience

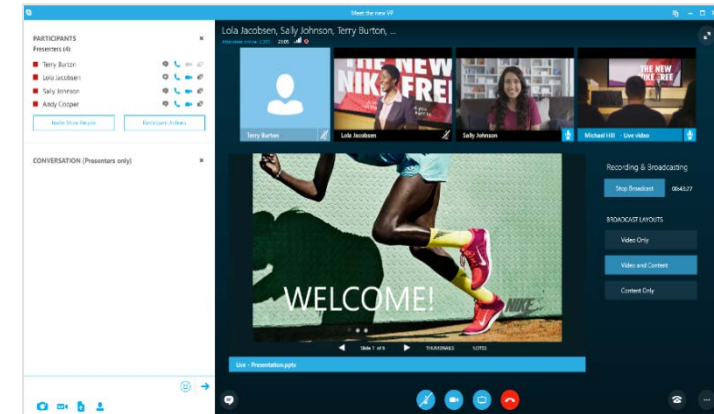
Modern attachments, 'meet now' in unified groups, online meetings by default

Video and content sharing

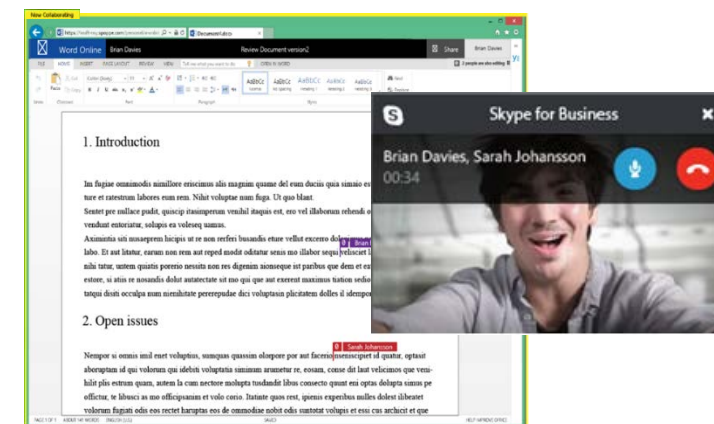
Office real-time co-authoring in Skype for Business, fast HD video-based screen sharing

Surface hub and skype room systems

Team collaboration device from Microsoft, full spectrum of meeting devices with partners



Skype meeting broadcast



Office real-time Co-authoring in skype for business

Announcements - Cloud PBX and PSTN calling

New

Cloud PBX

Manage your calls right within O365; eliminate separate PBX systems for information workers

Everywhere access

Make, receive and transfer calls from mobiles, tablets, and PC's, from nearly anywhere with internet access

Consolidated management

Office 365 administration portal as the central location to manage users for communications, email and content

Global deployment options

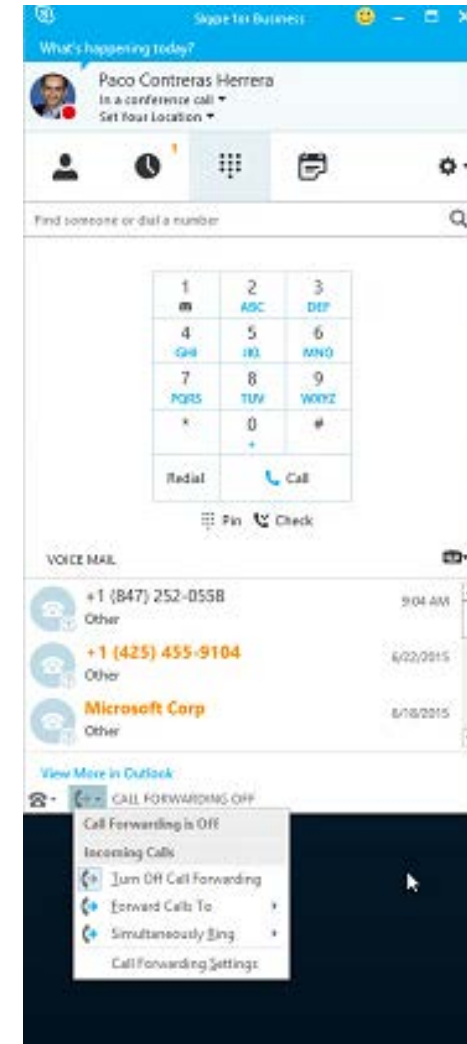
Take advantage of your existing telephony infrastructure (i.e. traditional PBX systems or on-premises SIP trunks)

New

PSTN calling

Subscribe to calling plans from Office 365, use existing phone numbers or get new ones, starting in the US this year

How you can manage your calls



Office 365 enterprise suites

E1

E3

new
E5

Features Office 365 Services

Business Class Email and Calendars (Exchange Online)

50 GB

Unlimited

Unlimited

Social, Video, Sites (Yammer, O365 Video, SharePoint Online)



IM, Online Meetings, Meeting Broadcast (Skype for Business)

new



new



File Storage, Sharing, Information Discovery (OneDrive for Business, Delve)



Office Online



Office Client Apps (Office 365 ProPlus)



Archiving, Rights Management, Data Loss Prevention, Encryption

new



Predictive eDiscovery, Secure Attachments/URLs, Access Control



End User and Organizational Analytics (Power BI Pro, Delve Org Analytics)



Cloud PBX (Skype for Business)



PSTN Conferencing (Skype for Business)



PSTN Calling (Skype for Business)

Add-on

Opportunity in a New Era with Skype for Business

\$22B

\$13B

New Addressable Market by 2018

- Web conferencing
- PSTN conferencing
- Cloud PBX
- PSTN Calling

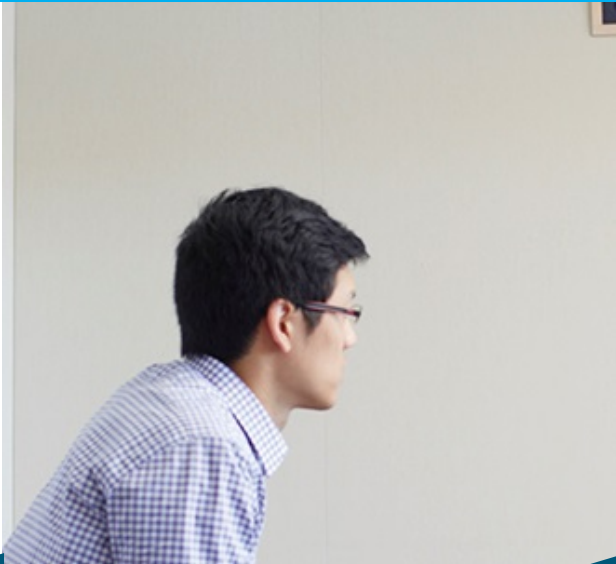
Addressable Market for Lync

Partner opportunity with meetings and voice



Resell and renew

- Customer acquisition through CSP
- Meeting room solutions
- End-user IP phones and devices
- Third party applications
- Network infrastructure



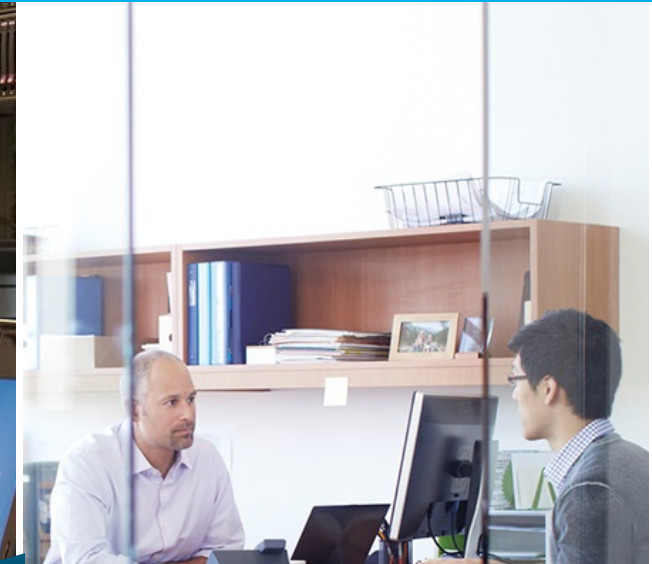
Plan and deploy

- Communication strategy workshops
- Network assessments for voice/video
- System integration including on-prem PSTN
- Initial user rollout
- Deployment planning



Run and adopt

- Managed services for commutations
- Network operations and monitoring
- 24/7 voice technical support
- Helpdesk
- Training and adoption
- Usage incentives



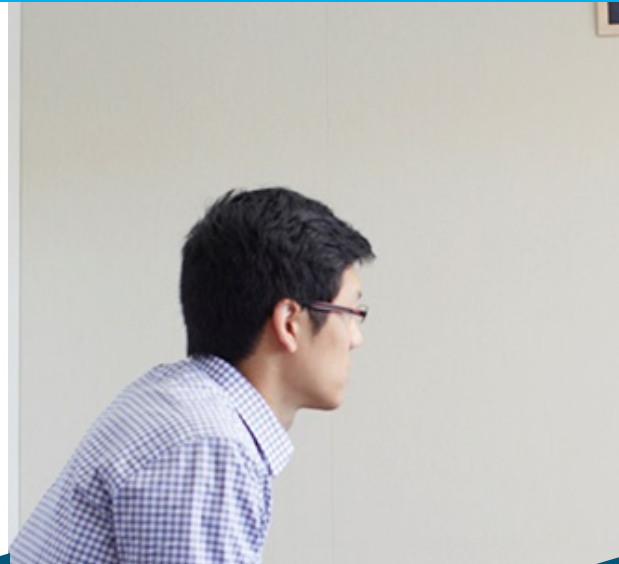
Enhance

- Contact center solutions
- Skype B2C scenarios
- LOB integration and CEBP
- Vertical applications
- Private network services: IP/VPN

Partner opportunity with meetings and voice



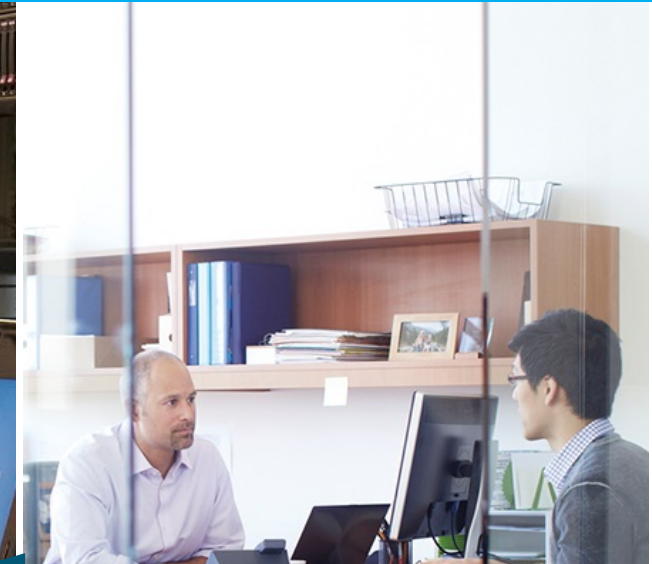
Resell and renew



Plan and deploy



Run and adopt



Enhance

REVENUE AND MARGIN OPPORTUNITY PER DEAL (*approximate)

Revenue: \$90–\$200k

Margin: 5%–40%

Revenue: \$50–\$70k

Margin: 25%–30%

Revenue: \$30–\$40k

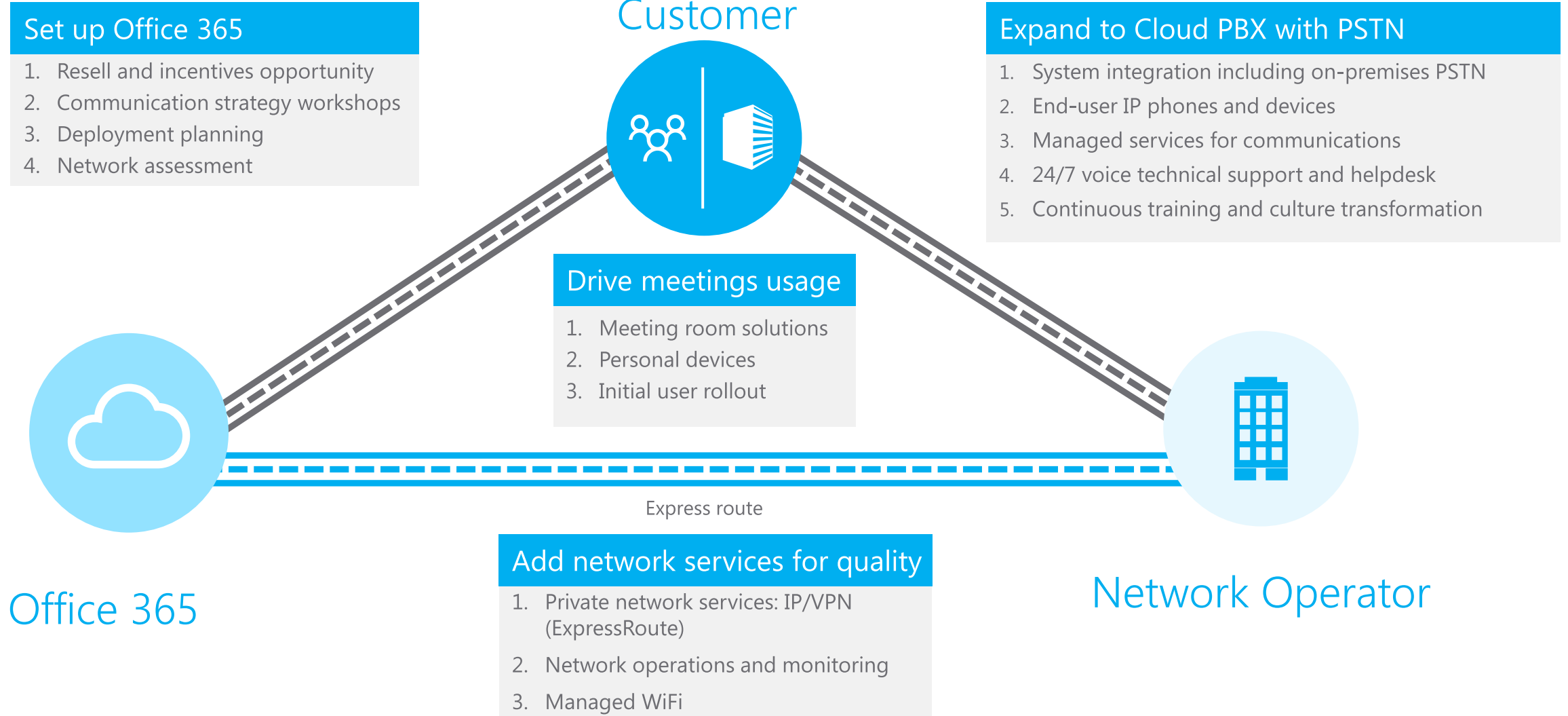
Margin: 40%–45%

Revenue: \$20–\$100k

Margin: 30%–40%

*Based on external and internal research on a typical 500 seat deal

Steps to adopt Skype for Business in Office 365



FY16 priorities

Priorities



Launch new services
in Office 365 E5



Transform sales motion



Drive deployments,
usage, and adoption



Integrate partners

Tactics



Complete meeting solution including
PSTN Conferencing
Cloud PBX and PSTN Calling



Integrate Skype for Business in mainstream sales of
Office 365
Target budget and buyers of conferencing and telephony



Engaging partners early is critical for success
Start with meetings and expand to Cloud PBX



Position the value of partners to complete the solution
and ensure a high quality experience
Include partners in account and deployment planning

Skype for Business: partner ecosystem



System integration partners

“Bring it all together delivering end-to-end solutions for customers.”

- Managed services
- Professional services
- Resell and bundle with own services

Technology partners

“Create solutions that complement Skype for Business.”

- Applications
- Devices
- Infrastructure hardware
- Telco services

How to build integrated offering and deploy Lync

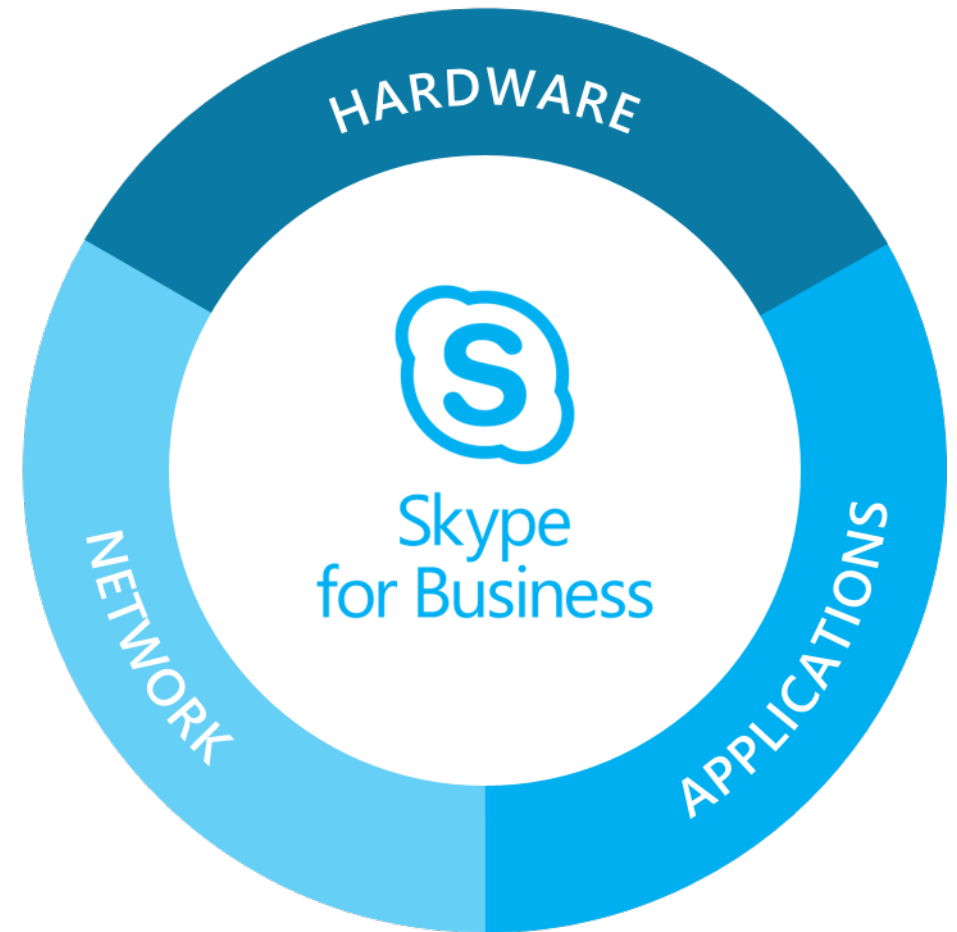
LEVERAGE

Microsoft programs, competency, readiness resources



ESTABLISH

Partnership within Skype for Business ecosystem



Partner opportunity

Partner programs overview

MPN Competency

Partner readiness

Supporting programs



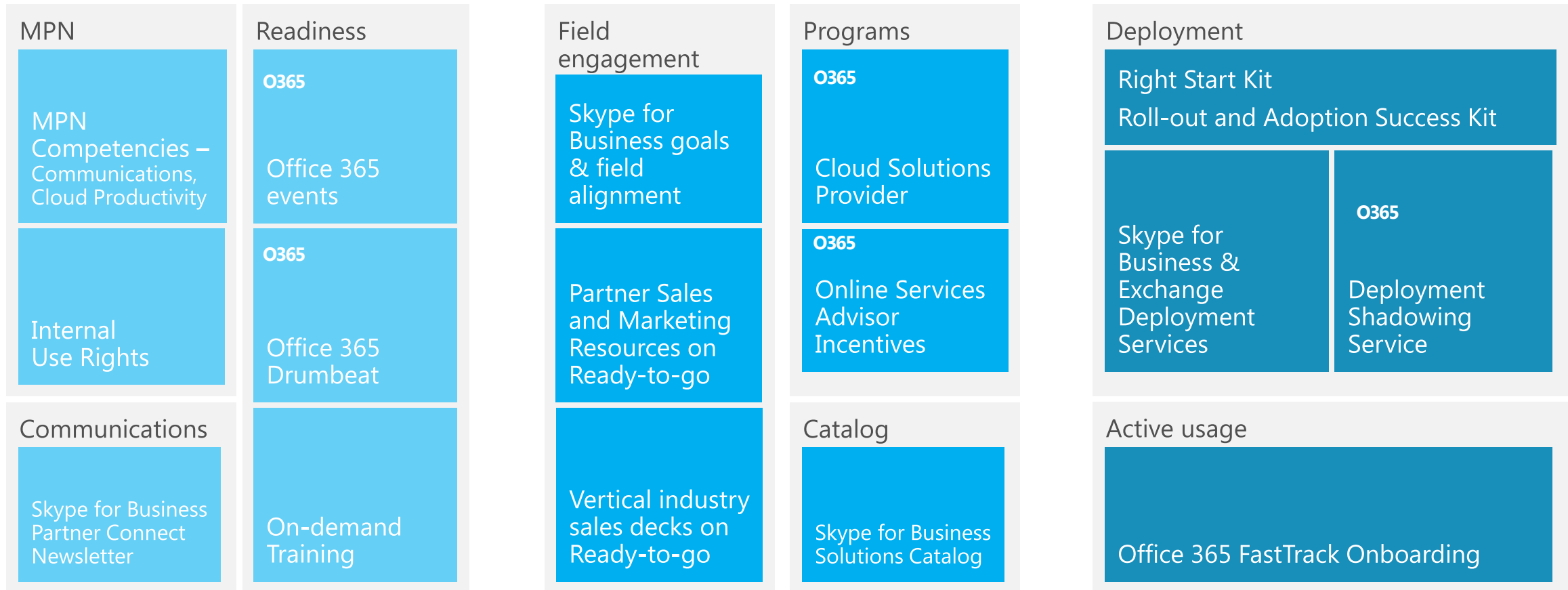
Get ready ▶



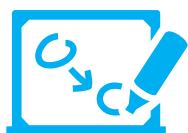
GTM and sell ▶



Deployment, usage, support



Get ready



Office 365 events

Technical and sales readiness events cover all productivity workloads



Partner Connect

Provide fast access to Skype for Business news, best practices, training opportunities, and relevant business content



Internal-use rights

Install and use your partner IURs to run your business, train your people, develop and test solutions, and demonstrate solutions to your customers. IUR can be a combination of on-premises and online services license grants.

Office 365 events

GET READY

Office 365

Goals

Provide technical and sales readiness program for IT professionals and developers, as well as business decision makers and partners, covering all productivity workloads.

Details

In FY15 the Office 365 Summit World Tour visited 15 different cities around the world to deliver technical and sales training in the form of 2 day workshops.

Plans for FY16 are still being formulated.

Resources

<http://summit.microsoft.com>

<http://summit.office.com/readiness>

Global events led by corporate experts deliver Office 365 and Skype for Business technical readiness

GTM and Sell



Field goals and alignment

Focus areas: Sell Skype for Business and Skype for Business Online; focus on deployment and activation; build integrated offering



Solutions Catalog

View vendor solutions that have been tested and qualified under the Skype for Business Certification program



Vertical Industry Decks

Use customizable vertical industry decks in sales presentations targeted to customers in specific industries

Vertical industry decks

GTM & SELL

Goals

Use customizable vertical industry decks on the MPN Ready-to-go site in sales presentations targeted to customers in specific industries.

Details

Decks are available for the following verticals:

- Banking and Capital Markets
- Communications and Media
- Education
- Government
- Health Care
- Manufacturing and Resources
- Public Safety and National Security
- Retail

Resources

Find these decks in the Sales Tools section of the [Skype for Business Campaign materials page](#)

Tell customers about the benefits of Skype for Business and promote your solutions in the marketplace

Deployment and usage



Fast Track Onboarding Center

Included as part of the service for new customers, onboarding experts will support you to provision and configure your Office 365 environment



Right start kit and Roll-out and Adoption Success Kit

Step-by-step guides and best practices for partner led Skype for Business deployment engagements



Skype for Business & exchange deployment services

Microsoft software assurance benefit

To pay partners for Skype for Business deployment

For qualified customer engagements

Office 365 FastTrack Onboarding

DEPLOYMENT AND USAGE

Goals

Provide a consistent and straightforward approach for customers that accelerates and streamlines the onboarding process for Office 365.

Details

Customers receive personalized, remote assistance from a Microsoft onboarding expert.

FastTrack is included with purchase of 150+ seats of eligible Office 365 SKUs. For FY16, Skype for Business + Voice will be added as a workload, in addition to Skype for Business.

Resources

For program benefits and details consult the [Office 365 Fast Track Onboarding Center](#).



In summary

Join Microsoft Office 365 Partner events

Use Industry Verticals decks

Take advantage of FastTrack program

Partner opportunity

Partner programs overview

MPN Competency

Partner readiness

"Effectively training partner consultants can result in behaviors that lead to an increase of at least **10% in both sales velocity and project efficiency**"*

"Organizations that fail to acquire new skills as technologies evolve can see their effective capability decline by as much as **75% in just six years.**"

Partner Learning

Robin McQuiston

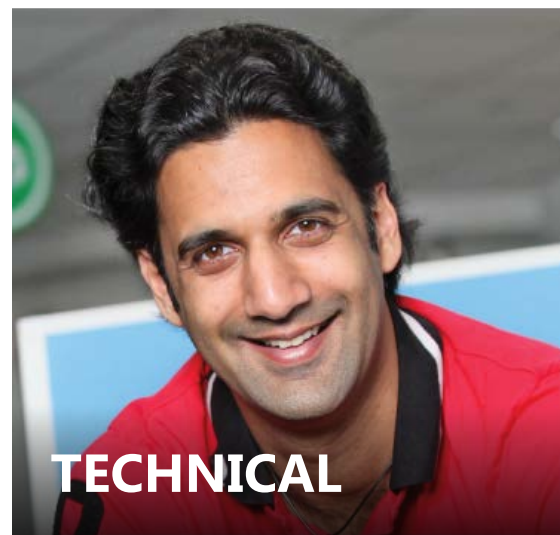
Senior Partner Learning Development Specialist, MPN



*IDC Paper; *Partner Success with the 3rd Platform: Why Training Matters* (June 2014)

Attaining an MPN Competency

YOUR SPECIALISTS LEARN and EARN ACCREDITATIONS...



YOUR RESOURCES TO GET AND KEEP THEM TRAINED

- 1 Learning paths
- 2 Partner University Training (Nov 2015)
- 3 Classroom and events

TRADITIONAL COMPETENCY

Technical exams/certifications

CLOUD COMPETENCY

Performance based (e.g., sales)

+


Technical exams, assessments or certifications

Current Communications competency requirements

Systems Integration track exam and certification requirements

Silver Competency 

Employ two Microsoft Certified Professionals (MCPs) who have met the requirements of either option 1 or option 2.

Gold Competency 

Employ four Microsoft Certified Professionals (MCPs) who have met the requirements of either option 1 or option 2.

Option 1

Pass the following exams:

Exam 70-336—
Core Solutions
of Microsoft
Lync Server 2013

and

Exam 70-337—
Enterprise Voice
and Online Services
with Microsoft
Lync Server 2013

Option 2

Hold the following certification:

MCSE—
Communications

ADDITIONAL EXAMS FOR GOLD COMPETENCY

Whichever option you choose, one of the four individuals who met the exam or certification requirement must also pass exam 74-338: Lync PSLP Depth Support Engineer and Exam 74-335: Lync Network Readiness Assessment.

New Communications competency requirements

Systems Integration track exam and certification requirements

Silver Competency

2x 

Employ two Microsoft Certified Professionals (MCPs) who have met the requirements of either option 1 or option 2.

Gold Competency

4x    

Employ four Microsoft Certified Professionals (MCPs) who have met the requirements of either option 1 or option 2.

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Pass the following exams:

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Option 2

Hold the following
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ADDITIONAL EXAMS FOR GOLD

Whichever option you choose, one of the four individuals who met the exam or certification requirement must also pass exam 74-338: Lync PSLP Depth Support Engineer and Exam 74-335: Lync Network Readiness Assessment.

Option 3

Pass the following exams:

Exam 70-334 Core
Solution of Skype for
Business 2015

and

Exam 70-333
Enterprise Voice Skype
for Business 2015

Current Communications competency requirements

Application track exam and certification requirements

Silver Competency

2x 
1x 

Employ two Microsoft Certified Professionals (MCPs) who have met the requirements of either option 1 or option 2 and have one application that has passed one of the Silver tests.

Gold Competency

4x 
1x 

Employ four Microsoft Certified Professionals (MCPs) who have met the requirements of either option 1 or option 2 and have one application that has passed one of the Gold tests.

Option 1

Pass the following exams:

Exam 70-336—
Core Solutions
of Microsoft
Lync Server 2013

and

Exam 70-337—
Enterprise Voice
and Online Services
with Microsoft
Lync Server 2013

Option 2

Hold the following
certification:

MCSE—
Communications

Silver tests

Have one application that has
passed one of the following
application tests:

**Silver Competency Test
for Lync Server 2013**

OR

**Silver Competency Test
for Lync Online V2**

Gold tests

Have one application that has
passed one of the following
application tests:

**Gold Competency Test
for Lync Server 2013**

OR

**Gold Competency Test
for Lync Online V2**

New Communications competency requirements

Application track exam and certification requirements

Silver Competency

2x 
1x 

Employ two Microsoft Certified Professionals (MCPs) who have met the requirements of either option 1 or option 2 and have one application that has passed one of the Silver tests.

Gold Competency

4x 
1x 

Employ four Microsoft Certified Professionals (MCPs) who have met the requirements of either option 1 or option 2 and have one application that has passed one of the Gold tests.

Option 1

Pass the following exams:

Exam 70-336—
Core Solutions
of Microsoft
Lync Server 2013

and

Exam 70-337—
Enterprise Voice
and Online Services
with Microsoft
Lync Server 2013

Option 2

Hold the following
certification:

MCSE—
Communications

Option 3

Pass the following exams:

Exam 70-334 Core
Solution of Skype
for Business 2015

and

Exam 70-333
Enterprise Voice
Skype for Business
2015

Silver tests

Have one application that has passed one of the following application tests:
Silver Competency Test for Lync Server 2013
OR
Silver Competency Test for Lync Online V2

Gold tests

Have one application that has passed one of the following application tests:
Gold Competency Test for Lync Server 2013
OR
Gold Competency Test for Lync Online V2

Current Communications competency requirements

IHV track exam and certification requirements

Silver Competency

1x 
1x 

Employ one Microsoft Certified Professional (MCPs) who has met both of the MCP Exam requirements.

Gold Competency

2x 
1x 

Employ two Microsoft Certified Professional (MCPs) who have met both of the MCP Exam requirements.

MCP exams

Pass the following exams:

- Exam 70-336**—Solutions of Microsoft Lync Server 2013
- Exam 70-337**—Enterprise Voice and Online Services with Microsoft Lync Server 2013

or

Hold the following certification:

MCSE—Communications

Qualified solutions

For both the Silver and Gold competencies, your organization must also have one qualified solution involving one of the following:

- Devices**
- Video**
- Networking infrastructure**
- Load balancers**
- Communication services and infrastructure**

and

This solution must be approved through the **Unified Communications Open Interoperability Program** for Lync Server.

New Communications competency requirements

IHV track exam and certification requirements

Silver Competency

1x 
1x 

Employ one Microsoft Certified Professional (MCPs) who has met both of the MCP Exam requirements.

Gold Competency

2x 
1x 

Employ two Microsoft Certified Professional (MCPs) who have met both of the MCP Exam requirements.

MCP exams

Pass the following exams:

Exam 70-336—Solutions of Microsoft Lync Server 2013

Exam 70-337—Enterprise Voice and Online Services with Microsoft Lync Server 2013

Or

Exam 70-334 Core Solution of Skype for Business 2015

Exam 70-333 Enterprise Voice Skype for Business 2015

Or

Hold the following certification:

MCSE—Communications

Qualified solutions

For both the Silver and Gold competencies, your organization must also have one qualified solution involving one of the following:

Devices

Video

Networking infrastructure

Load balancers

Communication services and infrastructure

and

This solution must be approved through the **Unified Communications Open Interoperability Program** for Lync Server.

Cloud competencies



Cloud competencies

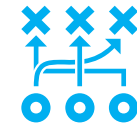
- **Enterprise Cloud Productivity**
- Cloud Infrastructure Platform
- Small and Midmarket Cloud Solutions



Cloud productivity

The Cloud Productivity competency enables you to capitalize on the growing demand among enterprise customers for cloud and hybrid deployments built on Microsoft Office 365, providing you with additional support and incentives as you grow your business

Qualify for the competency based on performance plus proof of knowledge



Benefits

Core MPN Internal Use Rights + 25 (Silver) or 100 (Gold) additional Office 365 seats

- Office 365 demo tenant
- Unlimited Signature Cloud Support
- Eligible for Office 365 MOSP Direct & EA Deploy Advisor Incentives (Core + Accelerator)
- Eligibility to participate in Office 365 Adoption Offers
- Priority placement on Pinpoint marketplace

Current Cloud Productivity competency requirements

Silver

Gold

Requirements

Must have deployed 500 seats (150 in developing markets) of Exchange Online within the past 12 months

Must have deployed 1500 seats (500 in developing markets) of Exchange Online within the past 12 months

Or, ProPlus Activation

Or, ProPlus Activation

3 unique Microsoft Office 365 customer references

5 unique Microsoft Office 365 customer references

One certified individual

Two certified individuals

Office 365 Core (required)

Option 1: (Both Exams) Exam 70-346: Managing Office 365 Identities and Requirements AND Exam 70-347: Enabling Office 365 Services

Option 2: Obtain the certification MCSA: Office 365

Technical Exams

Option 1: Pass the following exams;

70-341 Core Solutions of Microsoft Exchange Server 2013

70-342 Advance Solutions of Microsoft Exchange Server 2013

Option 1: Pass the following exams;

70-341 Core Solutions of Microsoft Exchange Server 2013

70-342 Advance Solutions of Microsoft Exchange Server

Option 2: Attain the following certification:

MCSE: Messaging

Option 2: Attain the following certification:

MSCE Messaging

New Cloud Productivity competency requirements

Silver

Gold

Requirements

2,000 Active Entitlements (users) across any O365 workload
1,000 Active Entitlements (users) across any O365 workload
(Developing)

4,000 Active Entitlements (users) across any O365 workload
(Global)

Or, ProPlus Activation

Or, ProPlus Activation

3 unique Microsoft Office 365 customer references

5 unique Microsoft Office 365 customer references

One certified individual

Two certified individuals

Office 365 Core (required)

Option 1: (Both Exams) Exam 70-346: Managing Office 365 Identities and Requirements AND Exam 70-347: Enabling Office 365 Services

Option 2: Obtain the certification MCSA: Office 365

Technical

Option 1: Select any two of the following exams;

70-341 Core Solutions of Microsoft Exchange Server 2013
70-342 Advance Solutions of Microsoft Exchange Server 2013
70-331 Microsoft SharePoint Server 2013, Core Solutions
70-332 Microsoft SharePoint Server 2013, Advanced Solutions
70-488 Core Solutions of SharePoint 2013 Development
70-489 Advanced Solutions of SharePoint 2013 Development
70-337 Enterprise Voice & Online Services with Microsoft Lync Server 2013
70-336 Core Solutions of Microsoft Lync Server 2013
70-334 Core Solution of Skype for Business 2015
70-333 Enterprise Voice Skype for Business 2015

Option 2: Select any one of the following certifications;

MCSE: Messaging | MCM Exchange | MCSM Exchange
MCSE: Communication | MCM Lync | MCSM: Lync
Cert. for Sfb TBD
MCSE: SharePoint | MCSM: SharePoint | MCPD: SharePoint Developer 2010 | MCSD for SharePoint Application
Developer 2010 | MCSD for SharePoint Application

Option 1: Select any two of the following exams;

70-341 Core Solutions of Microsoft Exchange Server 2013
70-342 Advance Solutions of Microsoft Exchange Server 2013
70-331 Microsoft SharePoint Server 2013, Core Solutions
70-332 Microsoft SharePoint Server 2013, Advanced Solutions
70-488 Core Solutions of SharePoint 2013 Development
70-489 Advanced Solutions of SharePoint 2013 Development
74-335 Lync Network Readiness Assessment
70-337 Enterprise Voice & Online Services with Microsoft Lync Server 2013
70-336 Core Solutions of Microsoft Lync Server 2013
74-338 Lync 2013 Depth Support Engineer
70-334 Core Solution of Skype for Business 2015
70-333 Enterprise Voice Skype for Business 2015

Option 2: Select any one of the following certifications;

MCSE: Messaging | MCM Exchange | MCSM Exchange
MCSE: Communication | MCM Lync | MCSM: Lync
Cert. for Sfb TBD
MCSE: SharePoint | MCSM: SharePoint | MCPD: SharePoint Developer 2010 | MCSD for SharePoint Application

Partner opportunity

Partner programs overview

MPN Competency

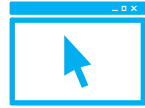
Partner readiness

Sales Readiness

Office 365 Drumbeat»
Skype for Business



Attend Drumbeat events to learn about proven sales practices and partner programs



Visit the Drumbeat online portal for free and easily accessible training and tools covering all stages of the sales cycle



Sales Specialist Accreditation in Office 365

Skype for Business additional sales content

Both online at MPN



Transition your sales team from selling software to selling a complete solution that meets all your customers' needs

Technical Partner Readiness



Availability

Corporate-led training events, covering the four corners of the world



A Microsoft investment

Microsoft is investing to train your resources and get them ready to deliver on the integrated solutions



Flexibility

Ubiquitous online content and community of advanced Skype for Business technical resources, giving you access anywhere anytime

FILLING THE GAP—NEW BEST PRACTICES GUIDANCE AIMING AT BUILDING THE LEARNING PATH AND FILLING THE TECHNICAL KNOWLEDGE GAP FOR YOUR RESOURCES

Best practice readiness steps

1

Ramp up Skype for Business knowledge:

Shadow support

Follow the learning path and take certification exams

2

Hands-on product experience:

Work on a development environment with the possibility to break it and fix it

Understand the networking implications to have the best implementation of Skype for Business

3

Deployment experience:

Get involved in internal product administration and support

Execute on customer deployments

4

Design and architecture:

Work on advanced Skype for Business integration and interoperability scenarios get deep on the voice capabilities and configurations

Work with networking experts to design the networks required to support the full Skype for Business solution

Learning paths by role

SALES

**Lync 2013
Sales
Course**

Available online
3 hours

**Skype for
Business
Sales and
Marketing**

**Drumbeat
Office 365
Sales
Training**

The key roles within a partner organization that are essential to a successful Skype for Business practice are sales specialist and technical specialist.

Learning paths help prepare your business staff to learn the newest in selling and technical to pass certification exams that align with these roles.

Technical training focus has shifted from Lync to Skype for Business .

TECHNICAL SPECIALIST (option 1)

MSCA

Windows Server



EXAM 335

Network
Readiness
Assessment

EXAM 336

Core Solutions
of Lync
Server 2013

EXAM 337

Enterprise
Voice & Online
Services with
Lync Server
2013

EXAM 338

Lync 2013 PSLP
Depth
Support
Engineer

TECHNICAL SPECIALIST (option 2)

MSCA

Windows Server



EXAM 333

Enterprise
Voice Skype
for Business
2015

EXAM 334

Core Solutions
of Skype for
Business

Partner Learning

Learning Paths provides prescriptive learning for you to have your team stay current on sales and technology

Learning Plans create learning plans and assign them to team members > create skilled teams

Learning Experience will change with the release of the Partner University Training platform Nov 2015

Learning online or in-person by



Role



Product



Competency



Accreditation
or exam

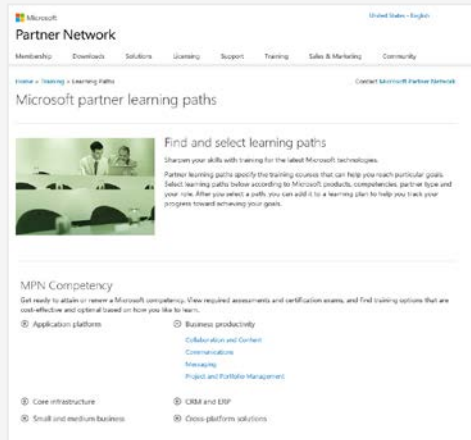


Partner type

Learning Paths

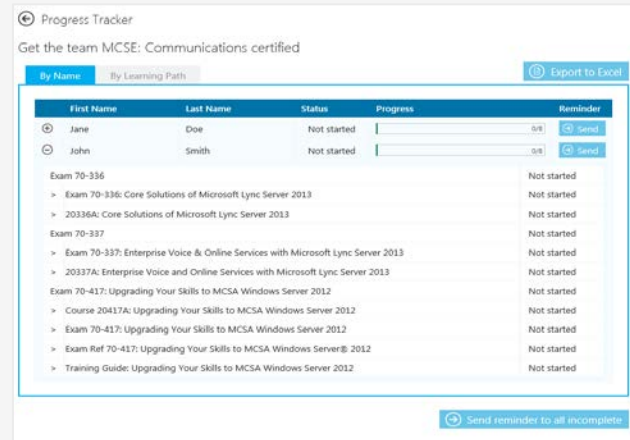
INDIVIDUALS

can create a learning plan, based on prescriptive guidance, and track their progress to help them to achieve their training and certification goals.



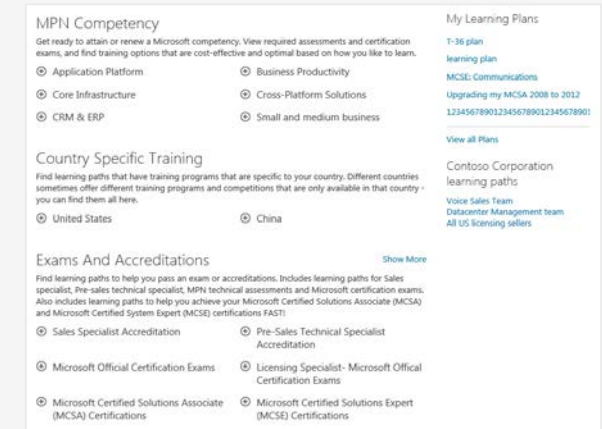
TEAM MANAGERS

can create learning plans and assign them to people on their team. They can then track completion of the plans, which gives the ability to send reminders encouraging people to complete plans.



TRAINING ADMINISTRATORS

can create custom learning path groups and publish them to all people in their company—thus providing custom, prescriptive guidance for employees.



<http://aka.ms/learningpath>

A photograph showing three people in a meeting. On the left, a woman with dark hair is seen in profile, looking towards the center. In the middle, a man in a grey jacket is seen from the back, looking towards the right. On the right, a man in a blue sweater is seen in profile, looking towards the center. They are standing in front of a large window that looks out onto green trees. The text 'In summary' is overlaid in white on the left side of the image.

In summary

Schedule training for roles in your company and include competency exams and certifications

Evaluate Cloud Productivity competency requirements and leverage Communications competency to meet the technical workload requirement.

Take advantage of learning on MPN through learning paths and attend training events



Q&A



Skype for Business sessions at WPC

CODE	DATE & TIME	TITLE	PRIMARY SPEAKER	ROOM
SFB01	Tuesday, July 14 2:30 p.m.—3:30 p.m.	The future of communications from Skype for Business	Giovanni Mezgec; Niilo Frederickson	N320A-D
SFB02	Wednesday, July 15 1:00 p.m.—2:00 p.m.	Skype for Business partner opportunities and programs	Andrii Gorlushko; Robin McQuiston,	S310B
SFB03	Tuesday, July 15 2:30 p.m.—3:30 p.m.	How to compete and win with Skype for Business	Jerome Berniere; Raj Gopalakrishnan	S310B

Evaluate this session in Connect!

Use a CommNet station, your PC or mobile device

Any evaluation will enter you into a drawing for prizes each day

How satisfied were you with this **session**?

How satisfied were you with the **speaker(s)**?

How valuable was the session's **content**?

Comments



WPC donates \$1 for every session evaluation

WPC donates \$5 for overall evaluation

