



# Windows 10 Modern Partner Opportunity

## Digital transformation

We are living in a time of inflection. Digital transformation is the biggest change any of us has seen in our lifetime. In 2018, two-thirds of the Global 2000 CEOs will put digital transformation at the heart of their corporate strategy. Digital transformation is fundamentally changing the ways companies use technology to empower employees, optimize operations, transform products and engage customers.

The primary factors that are driving this transformation include:

- With business landscape and customer expectations evolving daily, there is a shift away from routine tasks and hierarchical decisions - to a way of operating that requires every employee to be creative, think critically and collaborate with others to address the task at hand - and harnessing employee ingenuity is becoming a critical part for businesses to stay successful and relevant.
- For the first time in human history, we have five generations in the workforce (with millennials projected to be 50% of workforce by 2020)
- As a result, the workforce has become increasingly diverse and mobile, with individuals working across multiple locations and multiple devices throughout the workday.
- And teamwork has been essential to the way work gets done. Organizations are more networked, helping to manage the increased flow of information and making insights more discoverable.
- People have new expectations for how and why we work – seeking physical and digital workspaces that feel inclusive and open where they can easily share and connect and work together,
- With modern technology people, teams and companies can now discover and connect to the best expertise available, without geographical or physical boundaries – and it allows subject matter experts to scale their knowledge to the broadest extent.
- Social networks and ubiquitous connectivity promote increased transparency - helping people and businesses to be more agile to respond quickly to new information and market needs. And, of course businesses are staying focused on maintaining an environment that's safe and secure and protecting against cyber threats

But at its core, digital transformation is all about people. People are what make this happen, not technology. We need tools to help our people do their best work. We need to be able to do that securely, more creatively. We need to be able to inspire a new generation of workers entering the workforce. This starts with fostering a culture of work that is inspiring for everyone.



## Technology's impact in today's workplace

75%

of workers say their employers don't give them access to the latest technology to do their job efficiently<sup>1</sup>

42%

Of employees state they would quit their jobs over poor workplace technology<sup>2</sup>

21%

greater productivity among teams with high employee engagement<sup>3</sup>

21%

greater profitability for highly engaged business units<sup>4</sup>

# Commercial customers see the value of Windows 10



## Great ROI - 14 months payback period for Windows 10 deployment costs

"We're genuinely changing the way we work, empowering staff, increasing collaboration, and thus improving efficiency and effectiveness."

- Steven Walters, CTO, HM Revenue and Customs



## More Secure - 33% reduction in security issues and resolution time

"We appreciate how Microsoft capabilities and solutions help us keep our information safe and secure, without having to slow down our workforce with rigid processes."

- Jeff Monaco, CTO – Digital Workplace, GE



## Faster migration - nearly 2/3 of organizations will complete their Windows 10 migration in less than a year

"Our employees appreciate the way we deployed Windows 10, which we see as a significant win for us as a company."

- Katherine Kuznetsov, Director of Infrastructure Systems, Independence Blue Cross

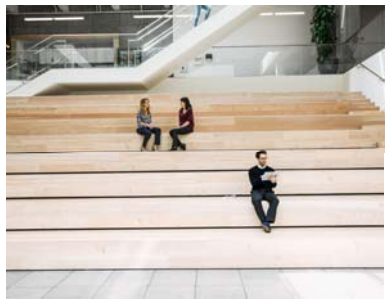


# Businesses are adopting Windows 10



**650M+**

Active devices around the world running Windows 10



Enterprises and SMBs all around the world are deploying Windows 10



Windows 10 allows commercial customers to **do more** while **staying secure**

**Over 90%** of WW Enterprises have started Windows 10 migrations by end of 2018





# Windows 10 adoption drivers

## Technology Decision Maker Windows 10 Adoption Drivers

**% Agree**



**Security And Privacy**

**51% agree**



**Improved performance over  
Windows 8**

**65% agree**



**Add value to your business**

**48% agree**



**Change how we view mobile  
devices + PCs**

**46% agree**

# Windows 10



Intelligent  
security



Simplified  
updates



Flexible  
management



Enhanced  
productivity



# Windows 10

**Customer need**  
Safeguarding user identities, devices, and business information are at the forefront of IT priorities for commercial customers—especially in the face of next generation malware and hacking defense that protects against threats including zero day attacks.

Commercial customers now often look for ways to simplify security lifecycle management, because the fewer third-party solutions they need, the more comprehensive their security operation.



## INTELLIGENT SECURITY

### Windows value

Strong defenses keep your device, your data, your identity, and network secure.

#### Anti-ransomware

Detect and respond to the most advanced forms of known and even unknown ransomware.

#### Windows Hello for Business

Use Windows Hello companion devices, PINs, or biometrics for enterprise grade authentication.

#### Windows Information Protection

Business and personal data will be separated and contained.

*Note: Windows Hello requires specialized hardware such as fingerprint reader, illuminated IR sensor, or other biometric sensors depending on the authentication enabled.*

### Partner opportunity

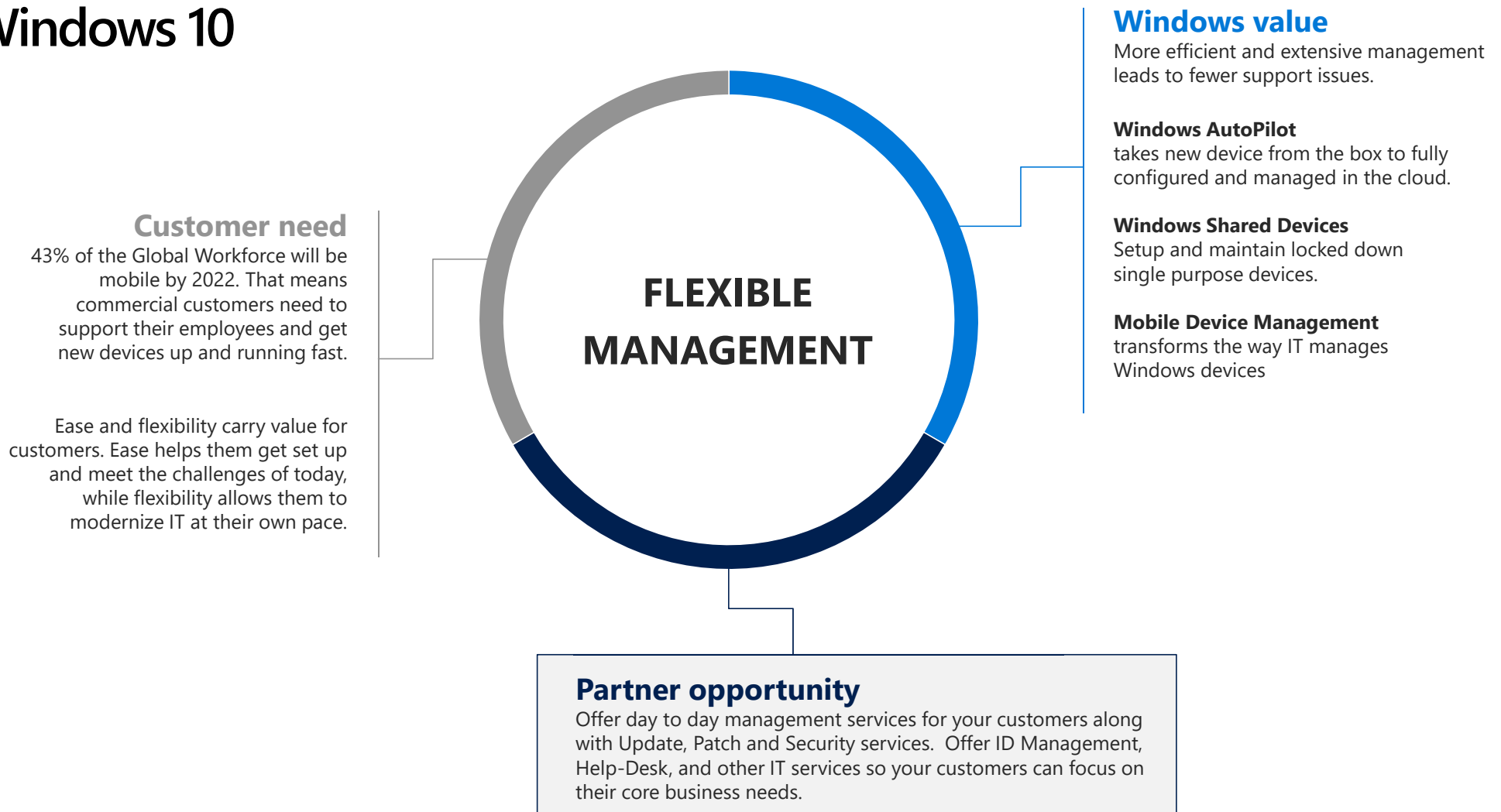
Deploy Windows 10 and Office 365. Ensure secure desktop configurations are implemented. Offer on-going security configuration, patching, monitoring and remediation services.



# Windows 10



# Windows 10



# Windows 10

**Customer need**

To remain competitive, commercial customers need to work smart. They are looking for technology that can help people stay in the flow, work faster, and find what they need.

More teams are collaborating digitally, and they need:

- Seamless integration with collaboration tools
- A broad range of options for different user preferences



## ENHANCED PRODUCTIVITY

### Windows value

Innovative productivity enhancements for modern devices make it possible to work where and how you want.

**Enterprise search in Windows**  
brings intelligent search right to users' taskbar.

**Office 365 on Windows**  
Equip users and teams with a comprehensive set of apps and services.

**Continue on PC**  
Move easily from one device to another, continuing an activity where they left off.

### Partner opportunity

Offer on-going training and customer services around Windows 10, SharePoint, Teams, Skype, and other LOB applications. Productivity is an on-going battle and employees will constantly need to be trained on new innovations.

# Provide new solutions and capabilities for your customers

Empowered customers. Increased partner revenue.



Drive broader Windows 10 adoption with modern PCs and deployments

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## **Modernize your customer's environment with Windows 10**

- Leverage great Windows 10 PC sales to accelerate migration
- Ensure customer security with Windows 10 transformation projects
- Modernize customer desktops



Support your customers and increase returns with managed services

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## **Offer advanced enterprise services based upon the flexible management capabilities of Windows 10**

- Device as a Service
- Windows as a Service
- Desktop as a Service
- Security as a Service



Reach new customers with differentiated offers

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## **Elevate the customer conversation by leveraging the broad value of Windows 10**

- Enable teamwork and customer success
- Develop innovative solutions
- Empower customers with data-driven insights





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# Modern Commercial Devices

## Simple and flexible management



### Lower cost self-service deployment via AutoPilot deployment

- Single sign-in for all Microsoft services
- Easier transition to cloud-based management

## The most productive tools



### Easily convert any PC to a Shared Device

- Use your laptop like a tablet or your tablet like a laptop
- Capture ideas in all dimensions
- Get things done easily with Cortana

## Comprehensive security



### Latest protection leveraging trusted boot

- Policy options to further harden the platform
- More secure sign in options without passwords

*Note: Cortana is available in select markets; experience may vary by region and device.*

# Deployment projects drive revenue

Windows 10 deployments by the numbers

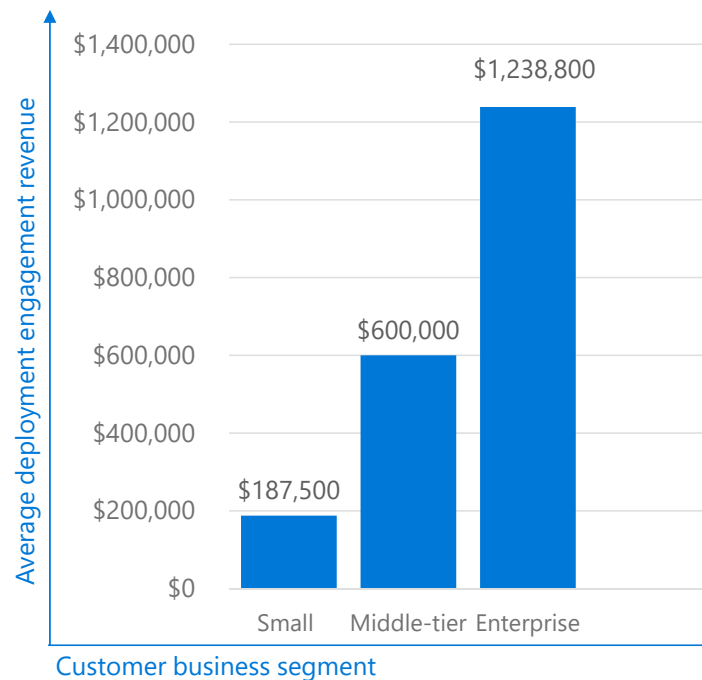
## Windows 10

**35%**

average gross margins on deployment engagements

**Up to 60%**

gross margins for the most profitable deployment engagements



Source: The Partner Opportunity For The Modern Desktop, July 2018

## Microsoft 365

For a new customer with 5,000 users



**\$1.1 million**

revenue opportunity for initial deployment of Microsoft 365 Enterprise



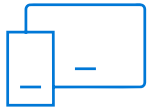
**\$352,754**

risk-adjusted gross revenues present value (PV) for each completed implementation with a 40% gross margin

Source: The Partner Opportunity For Microsoft 365, July 2018

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- Security Services



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## Support your customers and increase returns with managed services

- Device or PC as a Service
- Windows as a Service
- Desktop as a Service
- Security as a Service



# customers are expecting more from their business partners

“Our customers have also demanded **more comprehensive strategic ways to service them**. They’re less interested in one and done projects and more interested in managed services or ways that they can **completely offload components** that used to be internally driven.”

~CTO, NA Partner

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“I’ve got a number of situations where our clients are **looking to mobilize the field in a more effective way** and doing that with Windows 10 devices.”

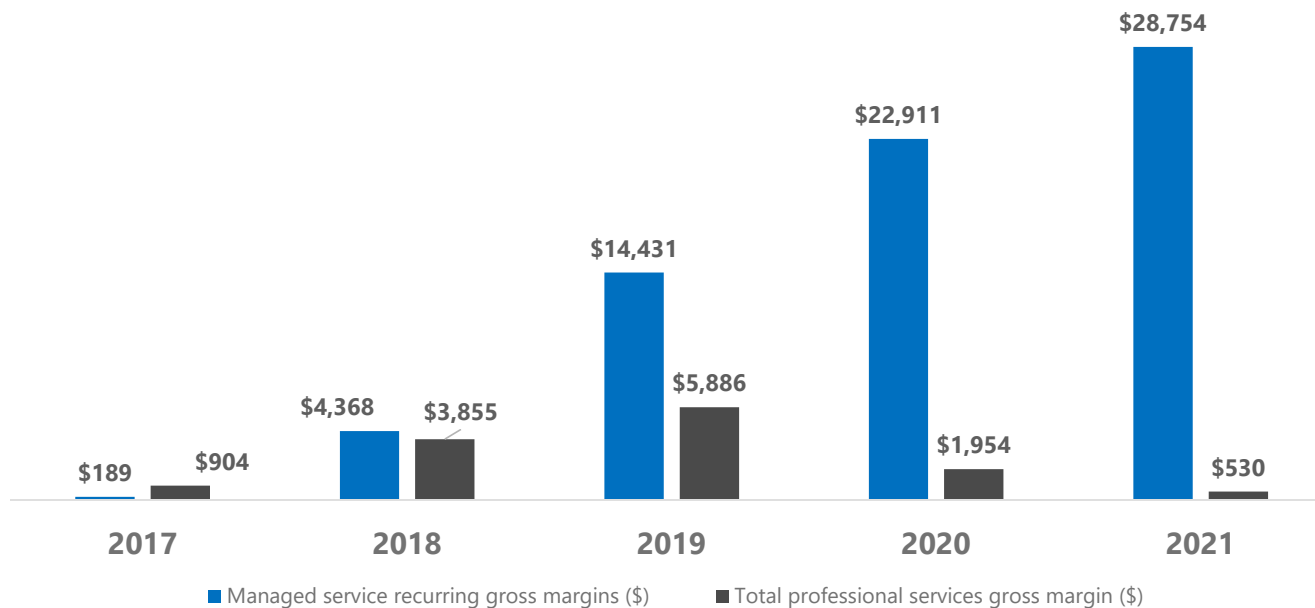
~Director, Global Partner

Source: The Partner Opportunity For The Modern Desktop, July 2018



# Managed service revenues are increasing, project service revenues will decrease

Managed And Professional Service Gross Margins (in \$000s) For Composite Partner (2017-2021)



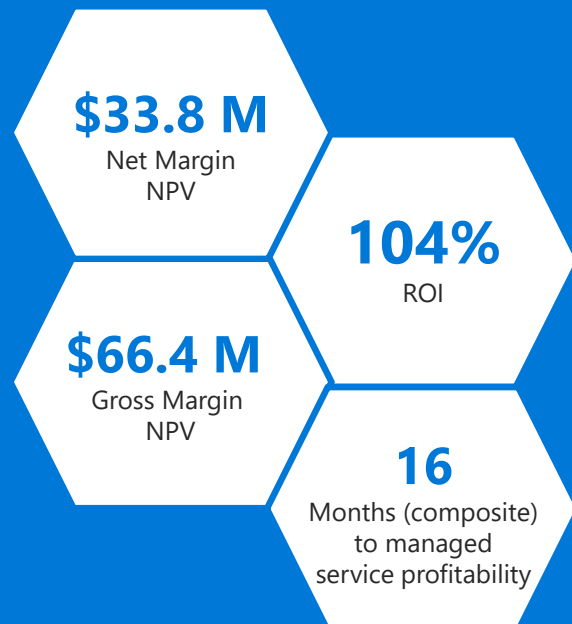
## By year 5 of the analysis...

Over **\$85.3 million**  
in annual managed service  
revenue

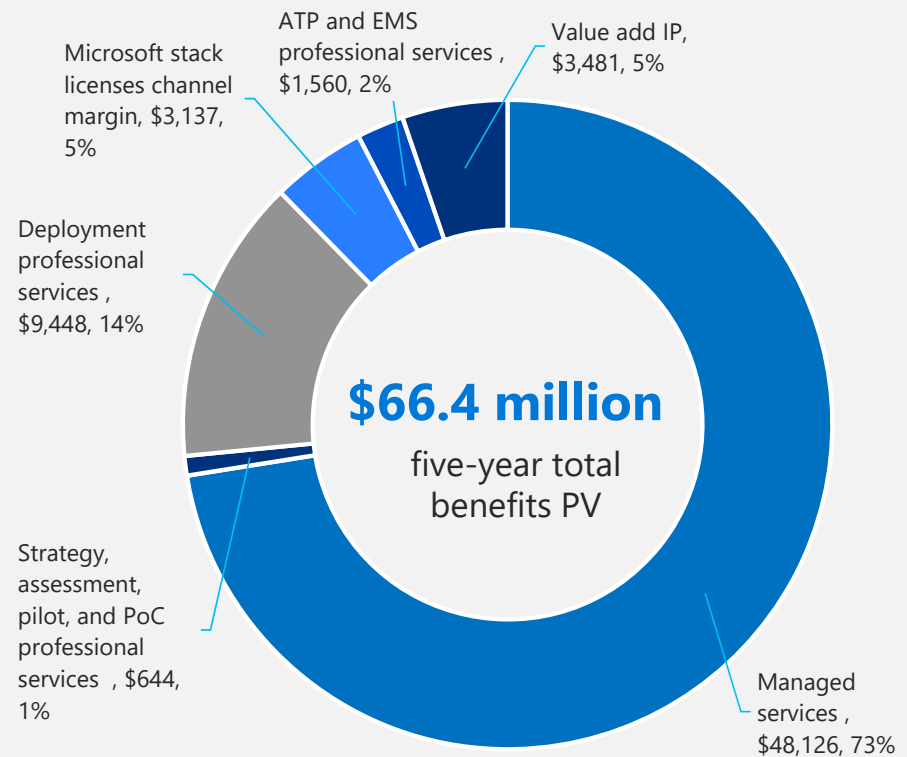
Over **\$28.7 million**  
in annual managed service  
gross margin

Average managed  
service gross margin of  
**34%**

# Microsoft partners that transition to a solutions-focused, relational business model will benefit greatly



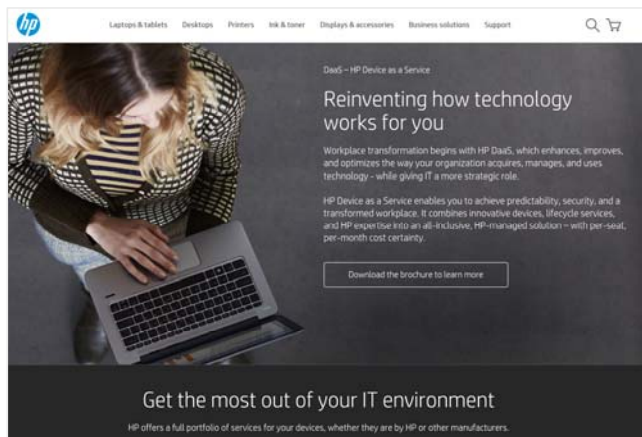
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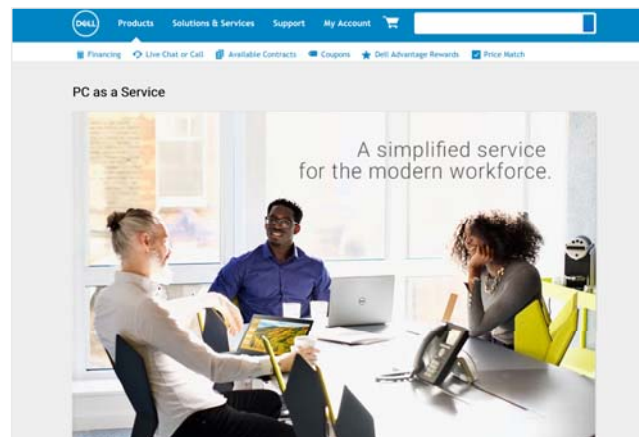


# Device or PC as a Service

Create in-house or leverage existing offerings in-market



[HP DaaS](#) delivers a modern consumption model that simplifies how commercial organizations equip users with the right devices, accessories, and lifecycle services



Device as a Service (DaaS) solutions like [Dell PC-as-a-Service](#) combine hardware, software, PC lifecycle services

## Example components

- Device
- On-site delivery
- Technical support
- Out-of-Box Configuration
- Break-fix

\*Source: The Partner Opportunity For The Modern Desktop, July 2018

# Device-as-a-Service Framework

## Modern Commercial Device



### Modern device, optimized for security

Virtualization Based Security

Windows 10 Pro / Enterprise / Edu

## Cloud Managed



### Reduce operational cost with modern deployment & management

Configured with Zero or Light  
Touch Provisioning

MDM management of Hardware,  
OS and Software

Hardware warranty and support

## Modern Billing



### Simple subscription motion, maximum customer flexibility

Subscription Payment

Single monthly cost per device

Usage Flex (Up and down)

# Windows as a service



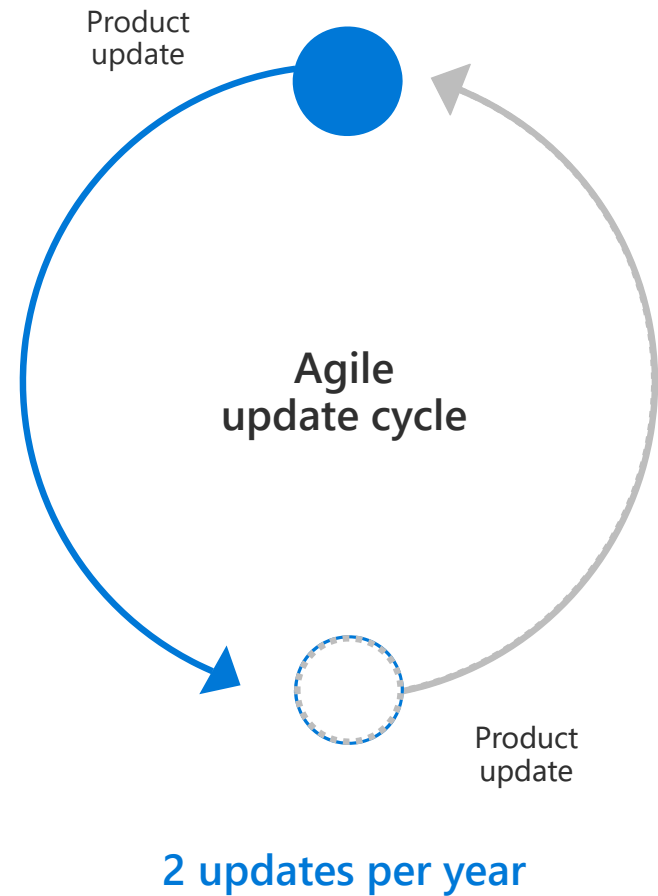
Increased security



Improved productivity

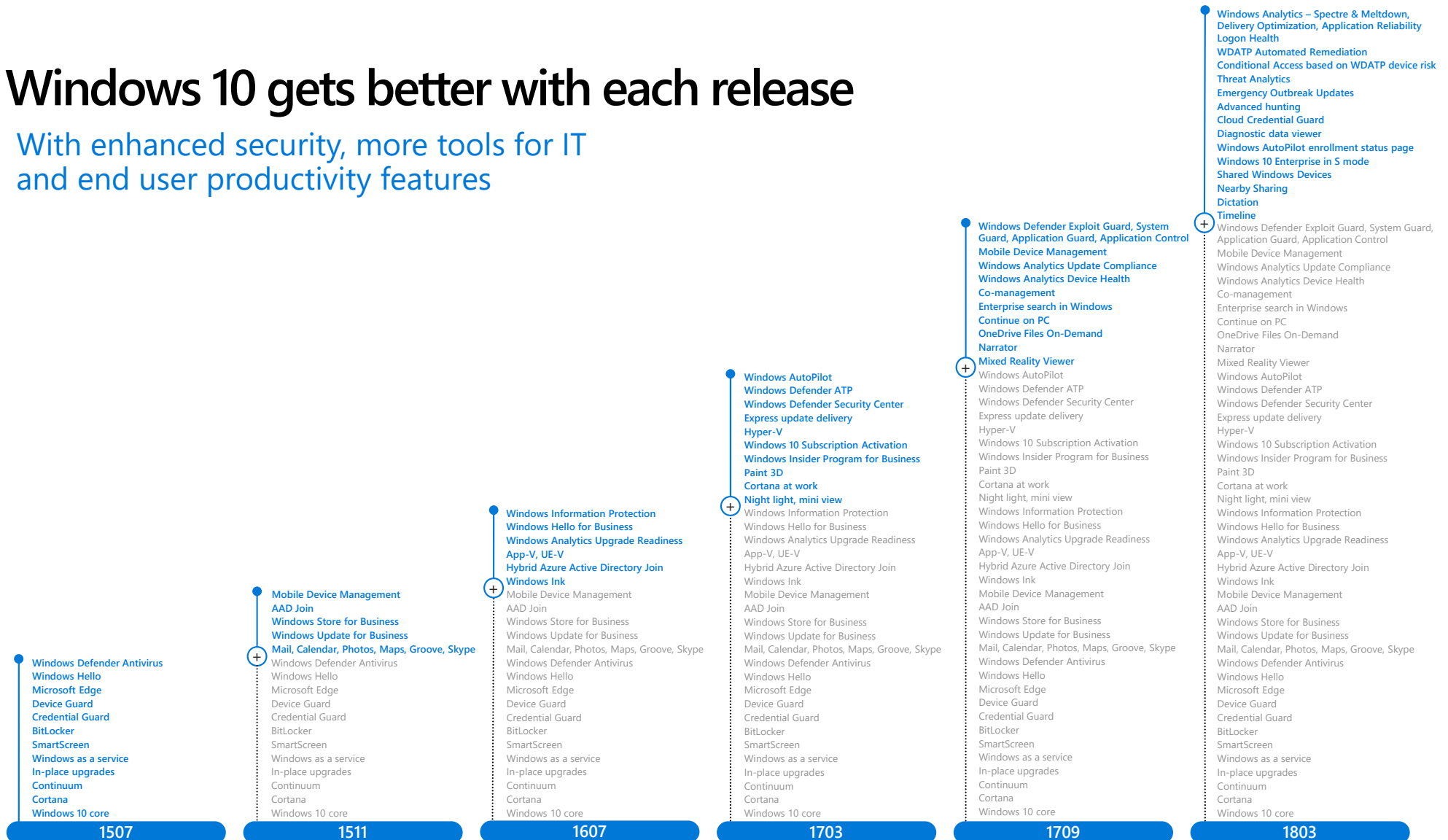


Simplified deployment



# Windows 10 gets better with each release

With enhanced security, more tools for IT and end user productivity features





# Update as a service

A new way of building, deploying, and servicing Windows



## Building

- Continual, ongoing development
- Deliver new features twice per year
- In the open, to enable and encourage feedback



## Deploying

- Keep the OS current with simple, automated update process
- Unmatched application compatibility
- Flexible timelines, methods, tools



## Servicing

- Simplified process, to ensure consistency, stability and reliability
- Delivered using cumulative updates
- Eliminate platform fragmentation for all Windows-based devices



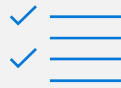
# Update as a service

How to validate apps: Minimize the up-front effort, focus on reactive approach



## Create and maintain an app portfolio

- Complete list of apps and web pages used throughout the organization
- Business and IT experts identified
- IT works with the business to eliminate duplicates, define supported versions



## Prioritize, identifying critical apps

- Business critical
- Managed
- Supported
- Unsupported
- Blocked



## Validate business-critical apps

- Structured testing, using predefined test plans executed with business and IT experts
- Automated if possible
- Target small percentage of apps



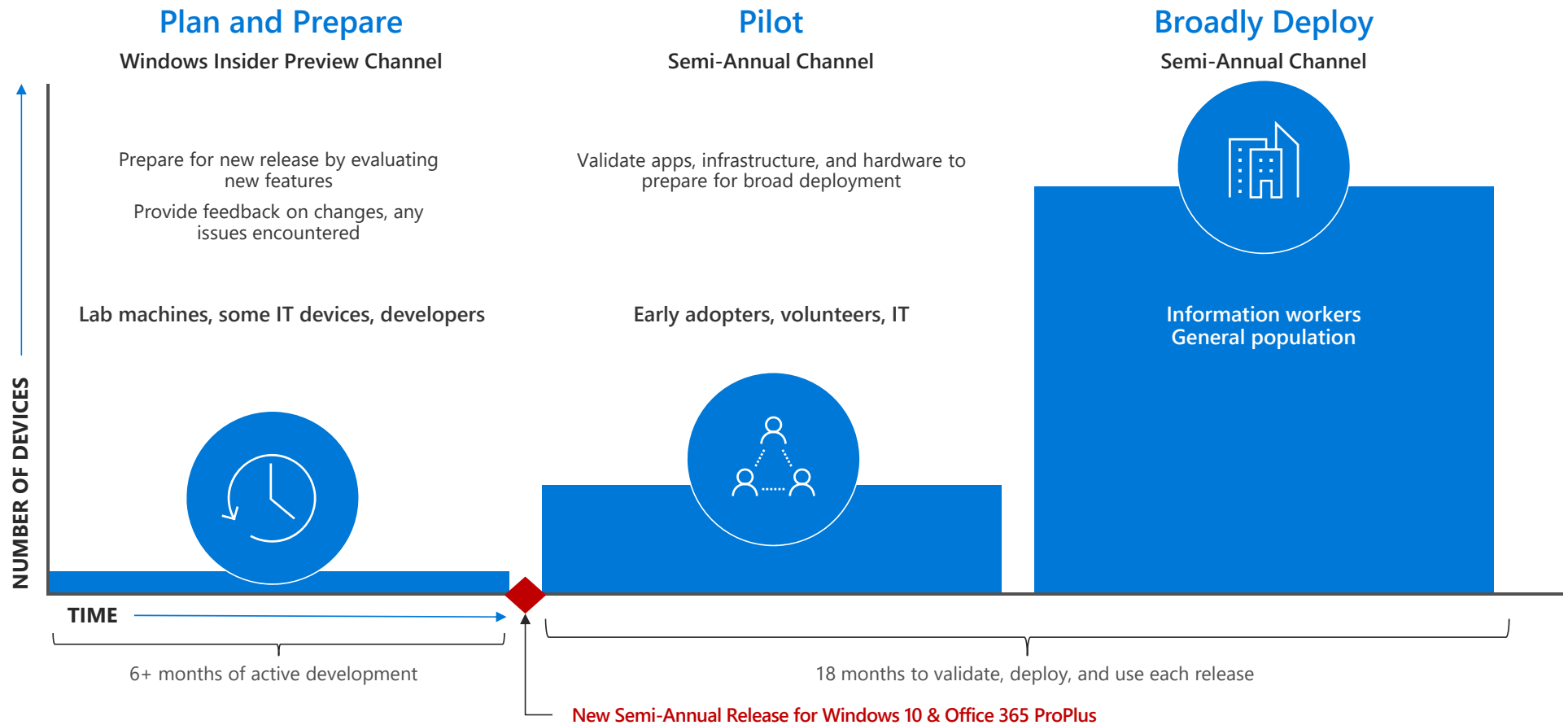
## Leverage pilots for broader validation

- IT pilot, to gauge infrastructure, environment, and business productivity app readiness
- Business pilot, targeting the broadest set of applications possible
- Broad deployment using rings, to minimize risk



# Update as a service

Moving from projects to managed services



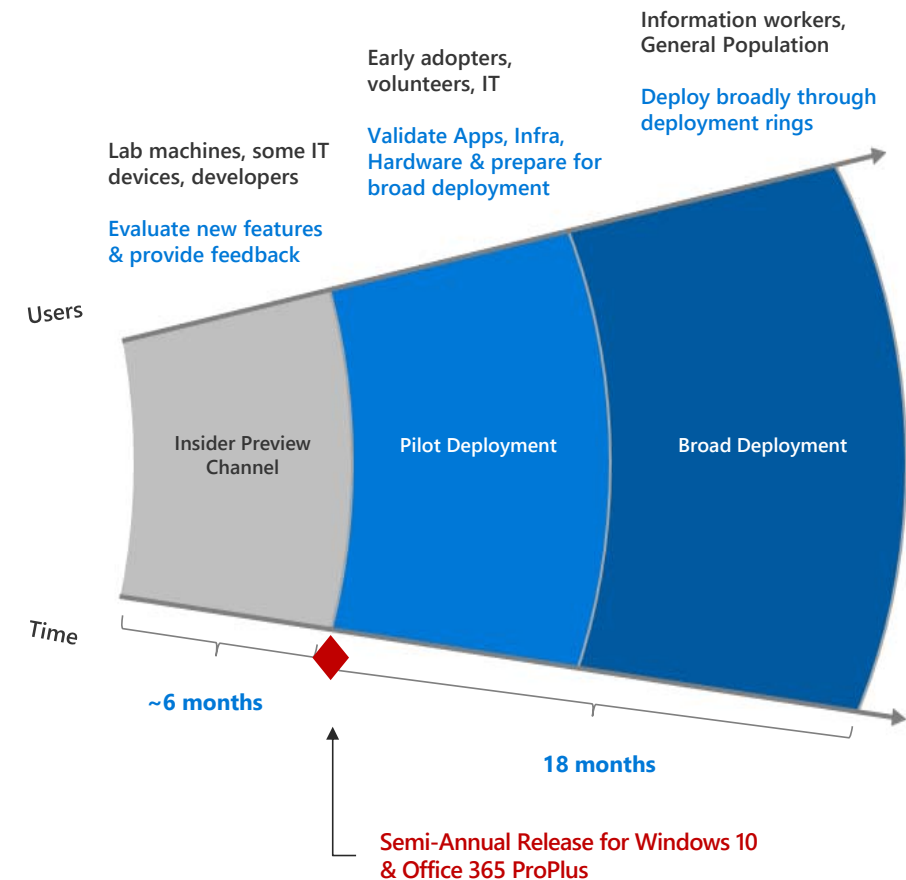
# Desktop as a Service

Windows-as-a-service & Office 365 ProPlus servicing

## Example components

- Deployment of Windows 10 and Office 365 ProPlus
- Modern Management of Windows 10 and Office 365 ProPlus
- Use Windows Analytics to verify application and driver compatibility

## Leverage the Semi-Annual Release for Windows 10 & Office 365 ProPlus



# Security services: from projects to managed services

Provide unique customer value that differentiates your practice in the market



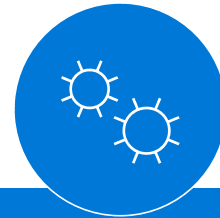
## Planning

- Assess customer's IT environment and determine risks and policies that are viable security opportunities
- Deliver Assessment Workshops utilizing partner assets, like Secure Score Toolkit
- Offer customers a roadmap based on the results from partner toolkits for mitigation or recommendations
- Provide TCO and ROI analysis for moving their security to the cloud



## Enablement

- Migrate workloads to Microsoft 365
- Remediate security or technology gaps found in the via the toolkits or workshops
- Address the powered device security needs across enterprise including on-premises
- Optimize workloads for apps running across on-premises and Microsoft 365 cloud environments
- Optimize Advanced Security Workloads



## Support Operations

- Offer further support while delivering on SLAs and uptime guarantees
- Operate and monitor your customer's Windows 10, Microsoft 365 and hybrid cloud security environments
- Provide your customers with governance over their cloud strategy by managing their policies.

## Managed Service Examples:

# Threat Protection

### Capabilities and Features



#### Threat Protection

- Windows Defender Advanced Threat Protection
- Windows Security Analytics
- Office 365 Threat Intelligence
- Office 365 Advanced Threat Protection
- Microsoft Cloud Application Security
- Azure Threat Analytics
- Windows Defender Antivirus

### Service Offerings

#### Prevent

- Threat assessments and vulnerability management
- Attack simulation and penetration testing.
- Security awareness training to respond to an attack
- Define policies and threat activity to track and report

#### Monitor

- Monitor and respond to dashboards and logs 24x7
- Block attackers' network, server or end-point access in real time
- Respond to user requests on blocked websites, downloads, email and file store/cloud access

#### Remediate

- Cyber incident response, crisis management, through remediation.
- Incident forensics, audit, reporting, and compliance management
- Change Management to implement new policies with users



### Customer Value and Solution Scenarios

#### Professional Protection

- Risk: Eliminate lost business, customer litigation, remediation cost, and productivity loss resulting from threats and attacks
- Stay a step ahead of ever changing security threats
- Free up your business to innovate

#### Defense Improvement

- Evaluate the effectiveness of your security program and operations
- Improve your ability to prevent, detect and respond to advanced threats.
- Improve team readiness



### Business Model

- Assessment may be free or at a package price (often as loss leader)
- Project consulting for solution design/implementation software/cloud solutions
- Subscription based monitoring packages or scaled to infrastructure monitored
- Datacenter, Network, Cloud, End-point Protection options
- Some sell as services division of leading security software firm, others tout value of independence / multiple best-of-breed tools
- Internally developed IP (Software, standards, processes) for threat monitoring

## Managed Service Examples:

# Identity and Access Management

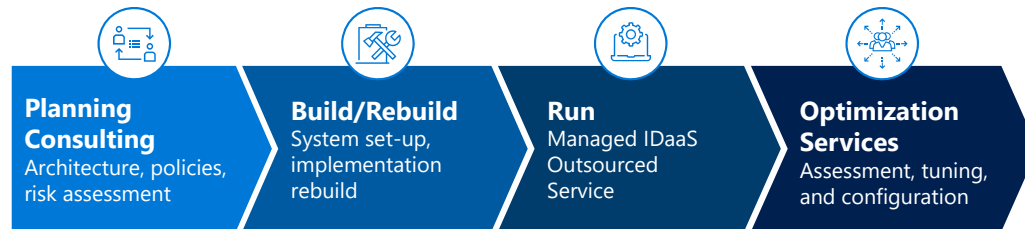
## Capabilities and Features



### Identity and Access Management

- Azure Active Directory
- Microsoft Intune
- Conditional Access (AAD)
- Microsoft Identity Manager
- Windows Hello for Business
- Multi-factor authentication
- Credential Guard

## Service Offerings



### Across Multiple Identity Elements

- Access Governance
- Identity Administration
- Privileged Identity Management
- Access Management & Federation
- Core Directory Services
- Cloud Security



## Customer Value and Solution Scenarios

- Deep expertise, trusted best practices, latest capabilities
- Add cloud and/or mobile identity management
- Support business expansion/acquisition/divestiture
- Compliance requirements/certification
- Resolve failed implementations
- Scale to manage millions of customer identities



## Business Model

- Offer breadth of coverage across multiple solutions and/or standard packages at a discount
- Leverage other technology partner services in integrated solution
- Offer tailored solution design and/or implementation charged on project hours basis
- Industry or compliance area focus

Managed Service Examples:

# Information Protection

## Capabilities and Features



### Information Protection

- Azure Information Protection
- Office 365 Data Loss Prevention
- Office 365 Advanced Data Governance
- Windows Information Protection
- Microsoft BitLocker Administration and Monitoring

## Service Offerings

### Policy

### Detection/ Classification

### Protection Actions

### Monitor & Remediate

#### Policy development and implementation:

- Establish data governance policies
- Compliance and risk assessment
- Identify/define sensitive data (regulated, IP)
- Identify risky users
- User implementation/change management

#### Protection solutions for:

- Encryption of endpoint/device, email, file, database, cloud, data transfer, archives
- Content inspection (email, network, database, cloud)
- Data loss prevention, firewall, exfiltration scanning
- Data and document “fingerprinting” (user identification)
- Data backup, disaster recovery
- Ransomware recovery service



### Customer Value and Solution Scenarios

- Secure regulated data, protect intellectual property (focus on cost of data breach or data loss)
- Share and collaborate while keeping customer information, enterprise data, and IP confidential
- Improve employee data risk awareness and prevention
- Audit/find sensitive data storage and transfers/practices
- Encryption protects data even if lost or stolen
- Integrate information protection technologies



### Business Model

- Project based policy development and implementation
- Multiple security solution offerings tailored to needs
- Mandate specific offerings (PCI, GDPR, HIPAA, FISMA, ISO, SOX, GLBA)
- Few packaged subscriptions, due to variation in protection requirements



## Managed Service Examples:

# Security Management & Compliance

## Capabilities and Features



### Security Management and Compliance

- Azure Security Center
- Office 365 Security & Compliance Center
- Windows Defender Security Center
- Advanced eDiscovery
- Office 365 Auditing
- Customer Lockbox

Visibility

Controls

Guidance

## Service Offerings

- Governance, oversight, security/compliance requirements education and training (IT and executive/board level)
- Log data storage, monitoring systems and periodic scanning of configuration and systems vulnerabilities
- Audit/certification/consulting to specific requirements (e.g. GDPR, PCI, HIPPA, GLBA...) or processes ITIL, COBIT, ISO
- Compliance program design, testing, monitoring, assessment, and effectiveness
- Report/recommendations: security deficiencies, priorities, roadmap to meet regulatory mandates / industry standards
- Response management, recovery, and contingency planning in case of breach or compliance failure
- Forensic data search e.g. for legal discovery requirements



## Customer Value and Solution Scenarios

- Enterprise risk assessment, management, certification
- Improve ability to manage and control security processes
- Expertise for success with security audits and compliance
- Reduce cost to achieve/maintain compliance
- Avoidance of non-compliance events or litigation
- Differentiation to customers as a compliant vendor

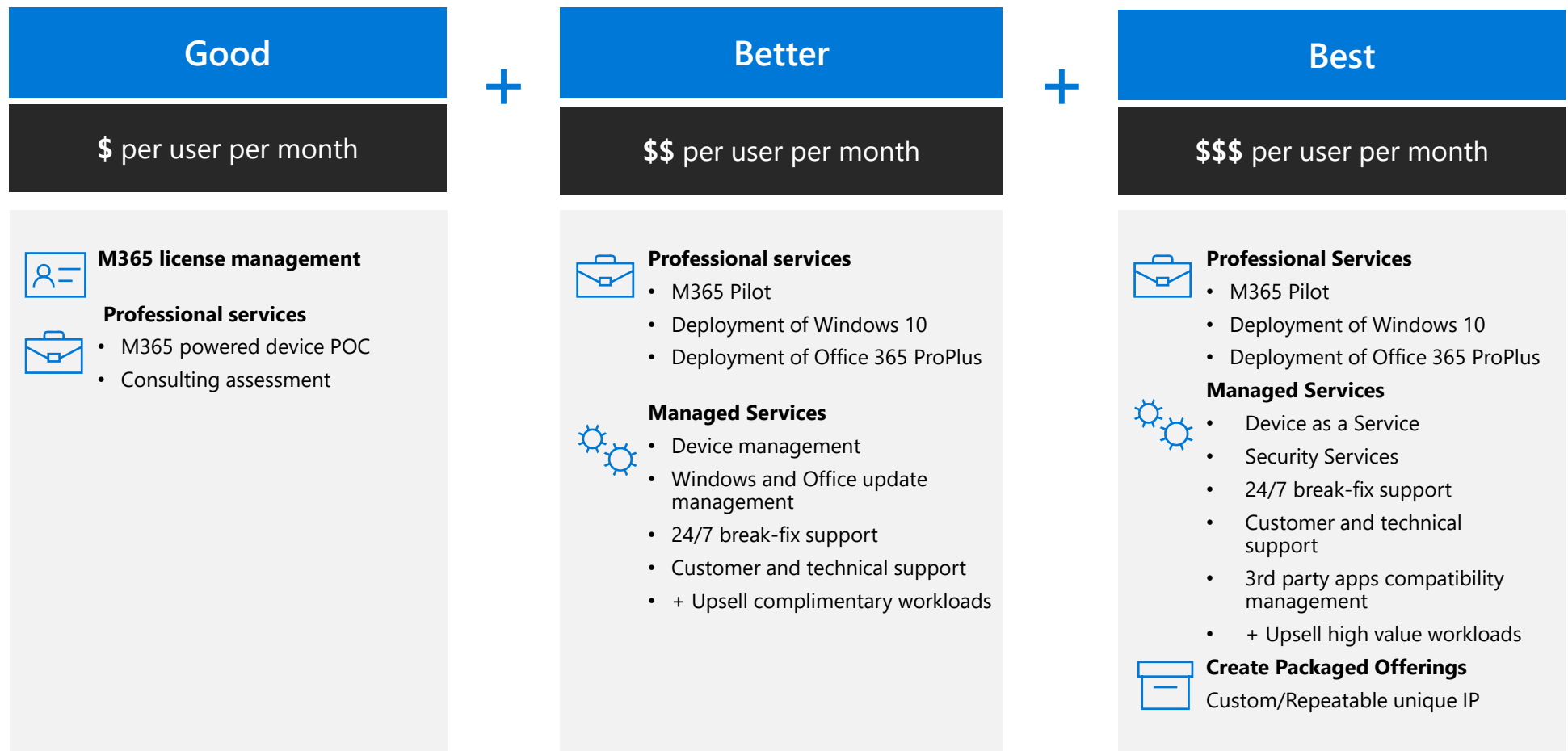


## Business Model

- Independent (3rd party) assessment/audit/report
- Solution partner/guide/consultant on project basis (education, assessment, design, implementation, change mgt., training) – “People, Process, Technology”
- Co-managed IT, supplemental services
- Managed Security Service as turnkey IT oversight (SOC)
- Operations and commitment sharing as contracted, custom managed service (may have compliance SLA)
- Leverage process IP, tools, and multiple tech partners

# Build your Managed Service Offer

Begin with the basics to shorten time to value and then expand into more complex scenarios

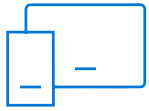


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\*Source: The Partner Opportunity For The Modern Desktop, July 2017

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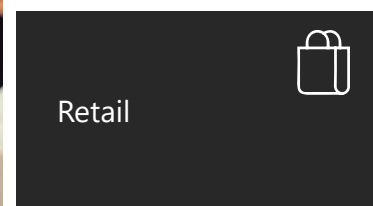
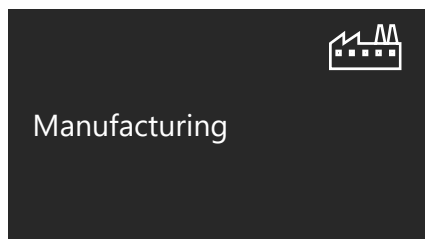
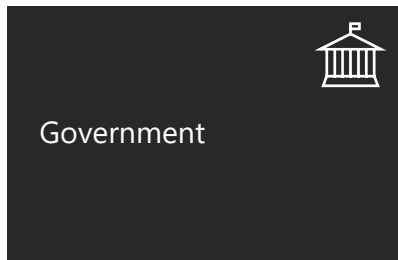
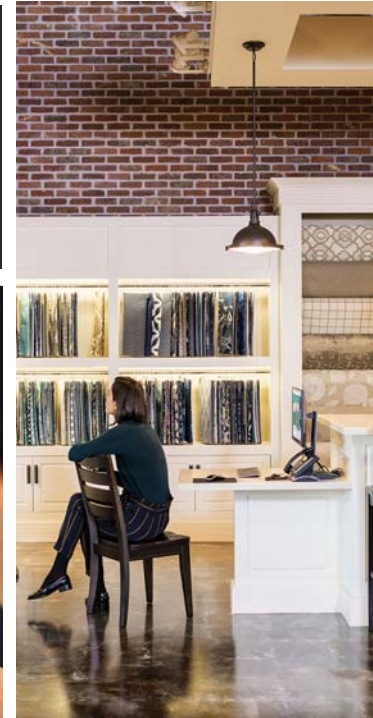
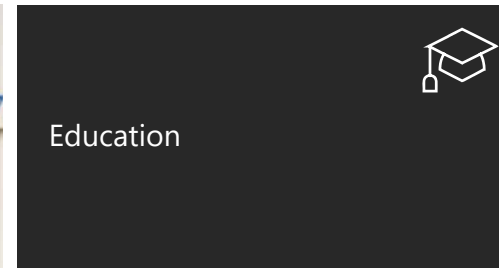
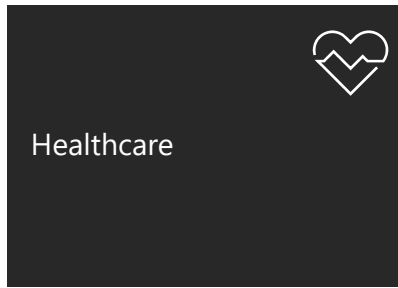


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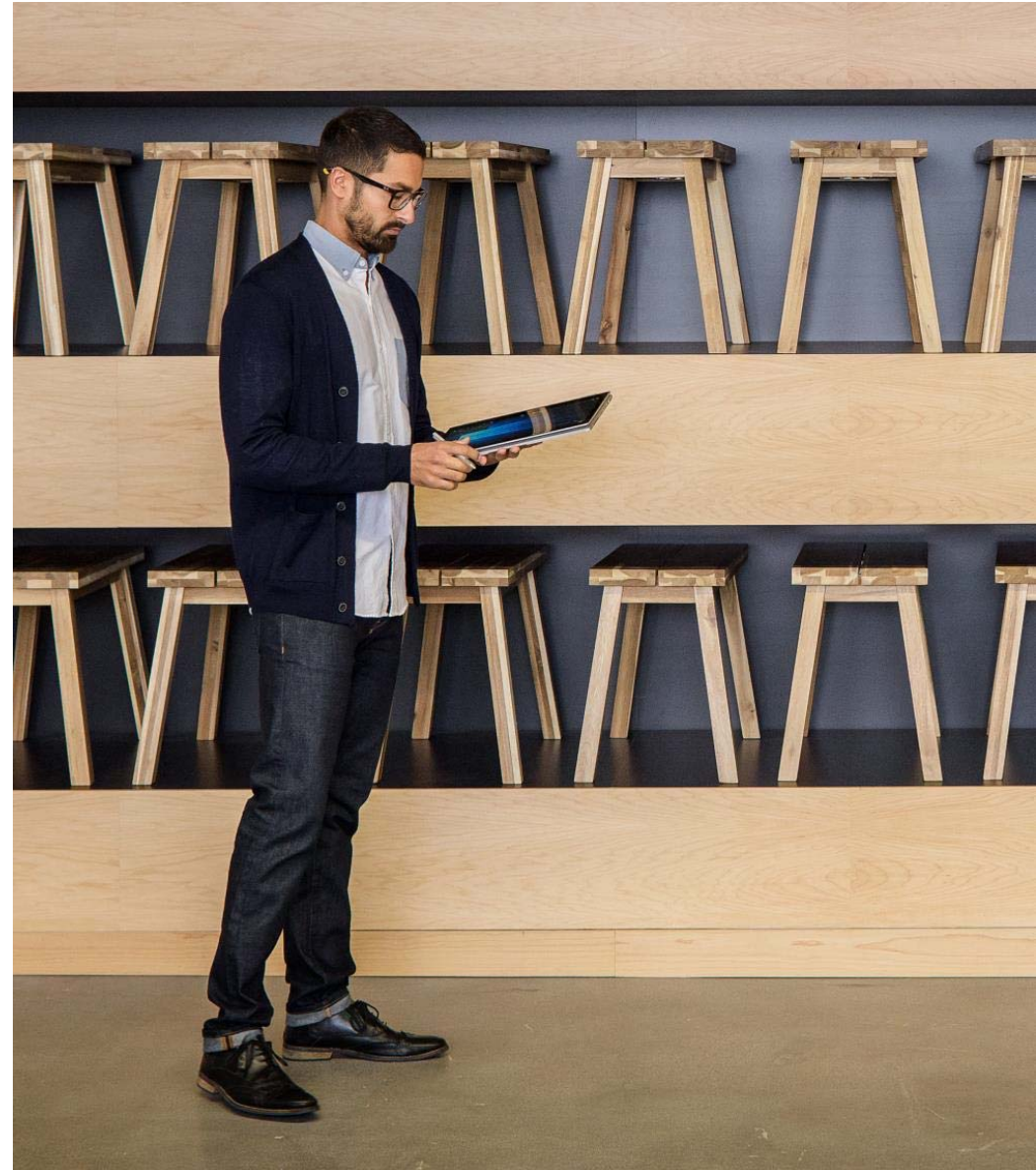
# Build solutions for industries





## Next steps

- Develop Your Windows 10 Service Offer
- Get Trained
- Launch your Service Offer
- Execute Go to Market with Marketing and Sales teams
- Close Deals and Deliver Services







Thank you.