



 Microsoft

ON TOUR

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 GTI

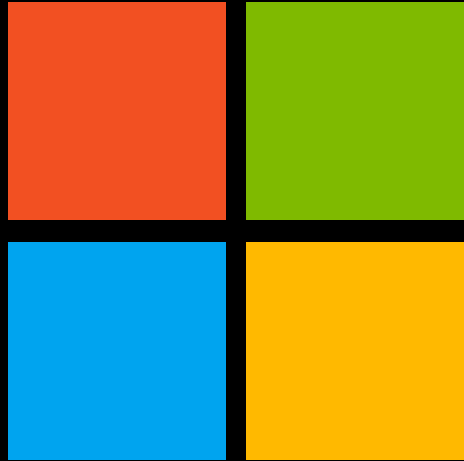
 jp.di

 TechData



The partnership with Microsoft





Our mission

Empower every person and every organization on the planet to achieve more

100



17



7

[SEE VIDEO](#)



“

The business universe is expanding. Every day, **innovation accelerates**, as **technology blurs** the boundaries between physical products and virtual **experiences**. This...is our **Industrial Revolution**.

Disruption is the new reality, and the **opportunities are limitless**. Every business is a technology business.

•..... Satya Nadella•

“



10%

of global GDP from
tech by 2030

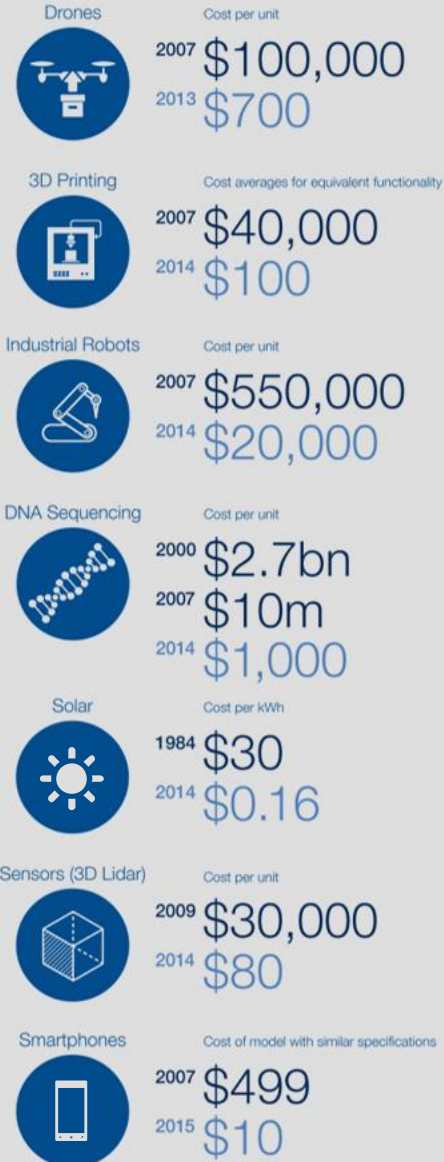
90%

of global GDP from
non-tech by 2030

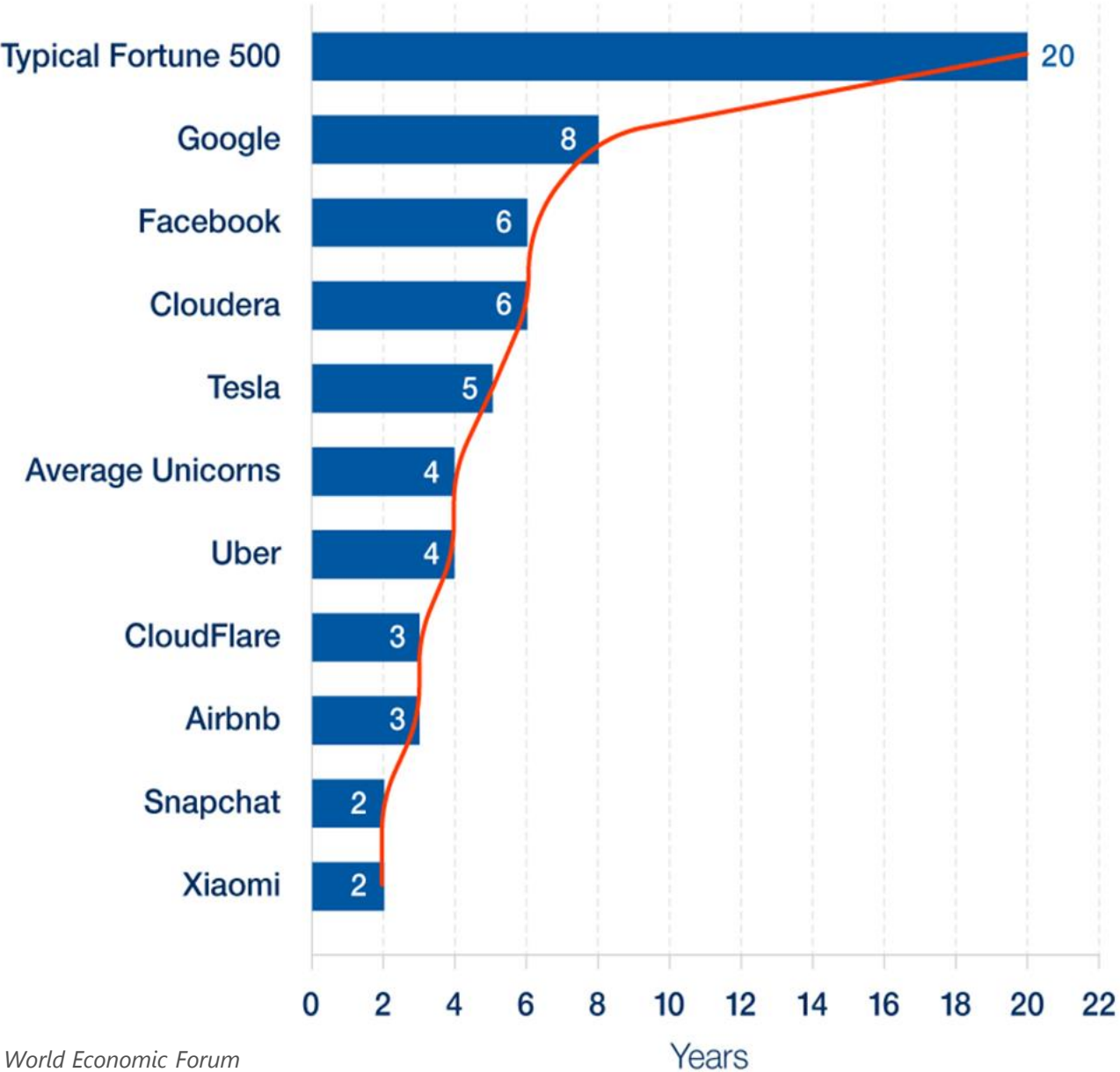
Digital Transformation and the 4th Industrial Revolution



THE COST OF KEY TECH DECREASED VERY QUICKLY



TIME TO REACH \$1B OF MARKET VALUE



Source: World Economic Forum

The way we work is **changing**



72.3%

of the workforce in 2020
will be *mobile workers*

45%

use *social tools*
in their day-to-day



2x

more teams than 5 years
ago

80%

of the time is spent in
collaboration

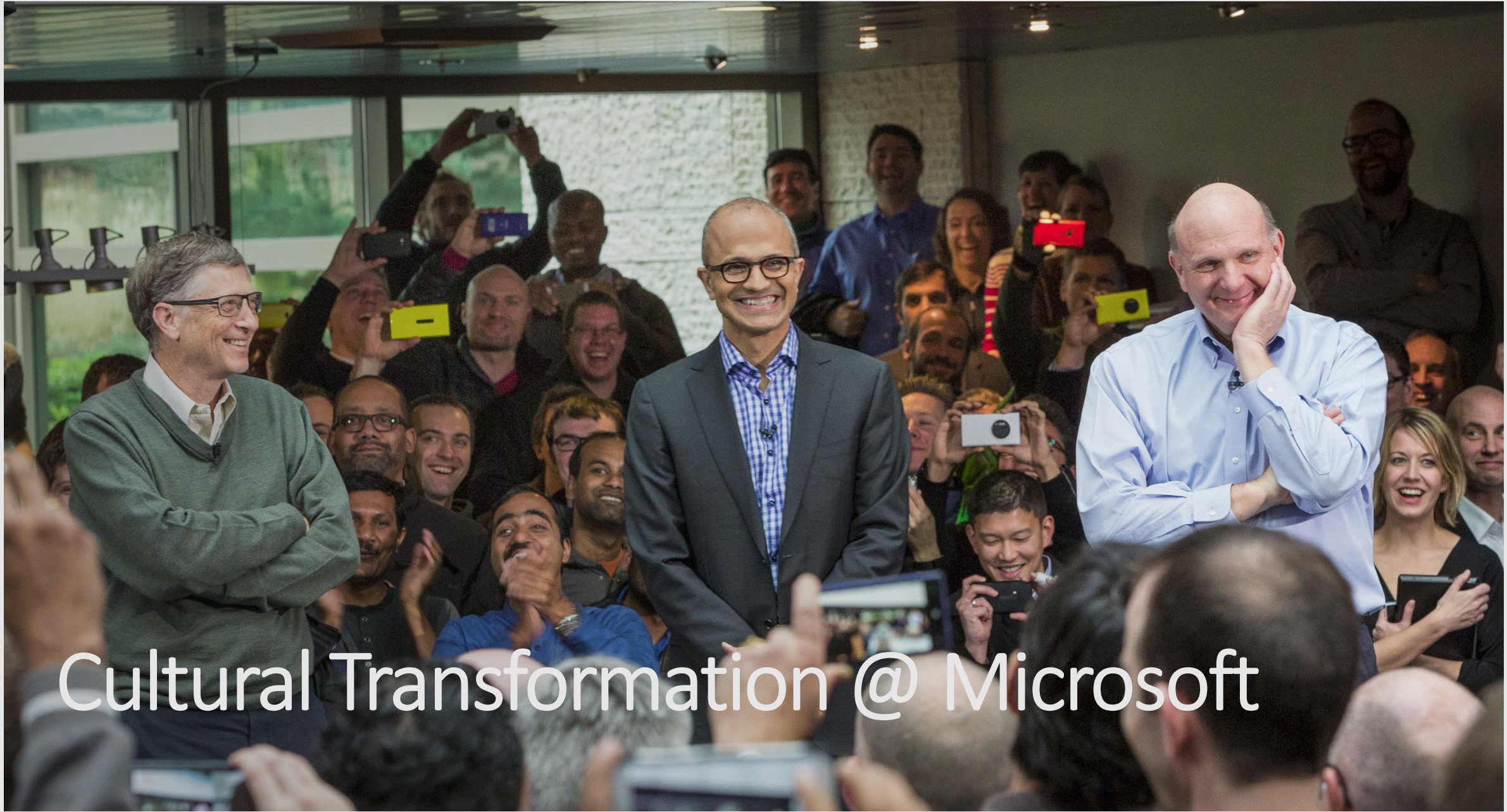


5

distinct generations

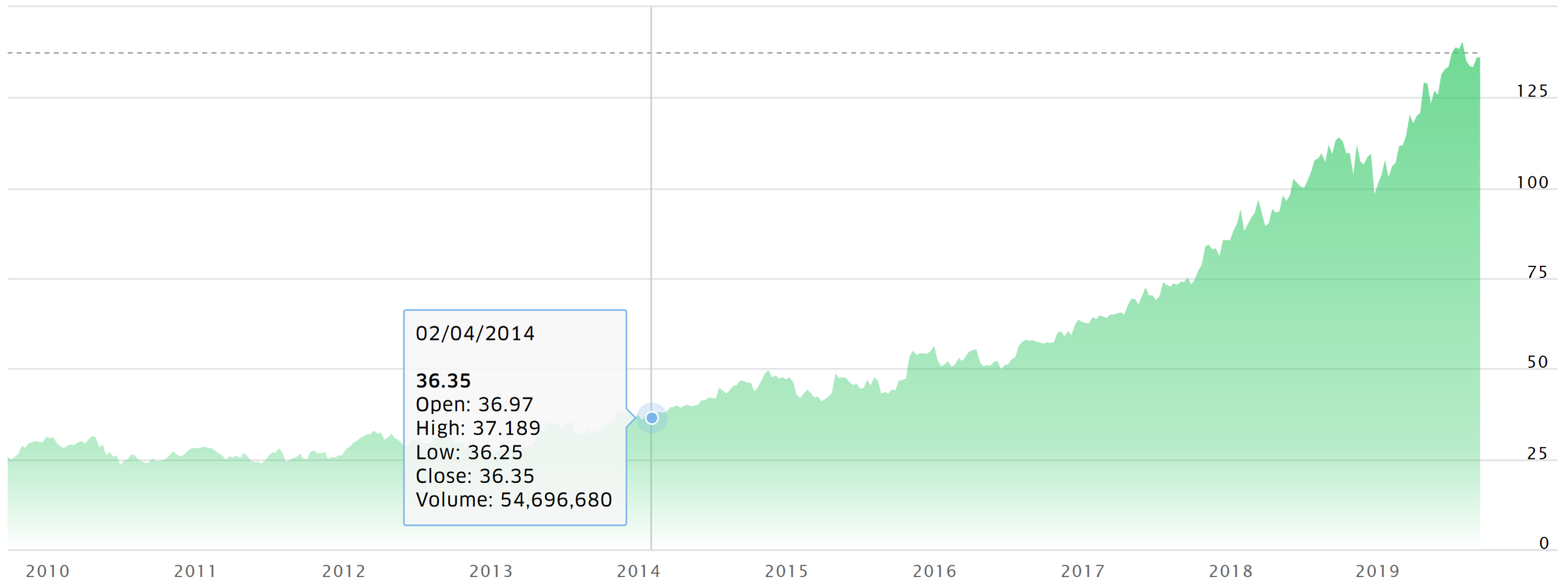
77%

of *millennials* admit that a
flexible way of work makes
them more productive



Cultural Transformation @ Microsoft

Stock performance over the years



A new virtual world

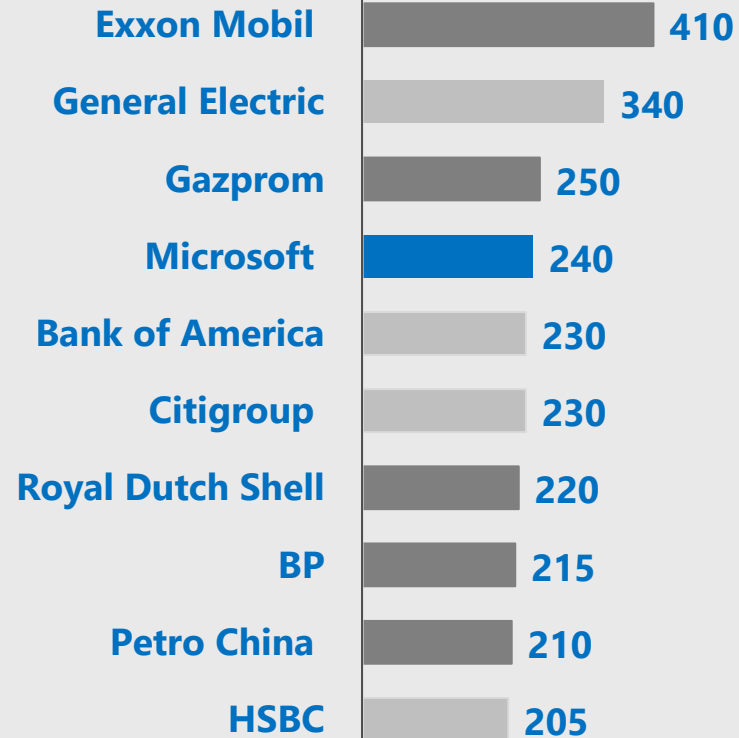
Industry

IT 

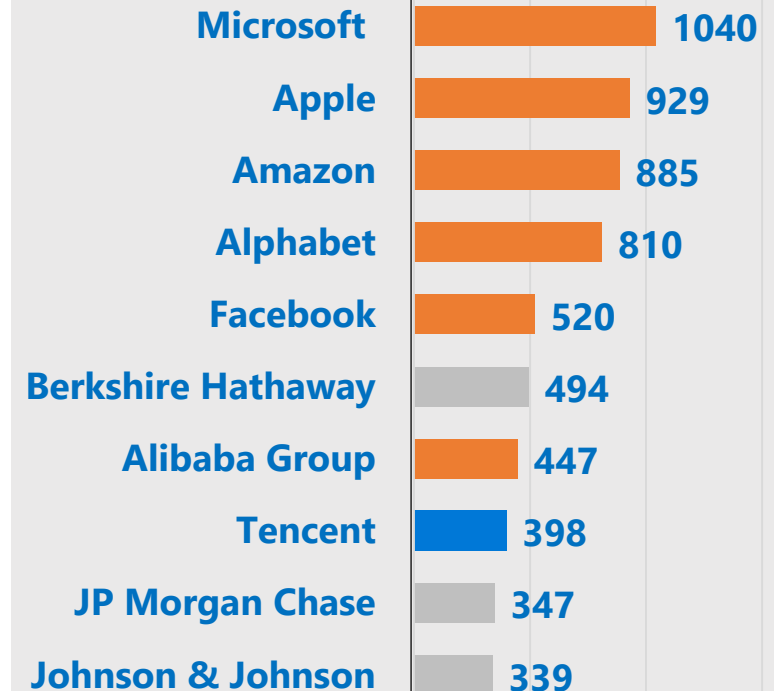
Energy 

Others 

2006



2019







SAP and Microsoft partnership—the next chapter

The trusted, optimized, seamless enterprise-ready cloud partnership



Trusted

20+ year alliance partnering together for the benefit of our mutual customers

Microsoft runs SAP and S/4HANA

SAP runs internal S/4HANA on Azure

Seamless

Co-located engineering resources & aligned sales and marketing teams provide a seamless customer experience

Optimized

Unique capabilities, roadmap, and experience to support SAP HANA & enterprise workloads from on-premises and Azure

“We are taking our partnership to the next level... Together, we will help companies win the customer-driven growth revolution...”

—Bill McDermott, CEO of SAP

“Building on our longtime partnership, Microsoft and SAP are harnessing each other’s products to not only power our own organizations, but to empower our enterprise customers to run their most mission-critical applications and workloads with SAP S/4HANA on Azure.”

—Satya Nadella, CEO of Microsoft

A VIDA DO DINHEIRO

"Microsoft vai continuar a investir em Portugal"

TECNOLOGIA

Microsoft protege políticos portugueses de hackers



Microsoft Portugal já faz mais de 50% da faturação em serviços na Cloud

negócios

Sem fazer barulho, a Microsoft voltou ao topo

Paula Panarra

«Temos a tecnologia ideal para ajudar a resolver os desafios dos nossos parceiros e clientes.»

Exame

Macro

GESTÃO NA PRÁTICA. COMO GERIR EQUIPAS DE SUCESSO

A importância do erro e da comunicação

Paula Panarra, a líder da Microsoft em Portugal, aceita o erro como aprendizagem e acredita na transparência e no diálogo para resolver os problemas

Texto Sofia Ramos Foto Diana Tinoco

Para Paula Panarra, uma equipa de sucesso concretiza a sua missão e é fiel ao seu propósito. Já o elevado desempenho em equipa desenvolve-se com "muito trabalho". A ex-lógica em princípio a parte de coisas e das t, o erro é co no pro- feedback ais. Étnicos de redita nas veridade, es mais r- títua ino- funções lo de equi- linhamen- da cultura filial des- colabora- dos ao ropia.

"reuniões de connect", entre os elementos da equipa. Cada gestor tem, no máximo, 12 pessoas na sua equipa e organiza reuniões bimensais e uma mensal, para dar feedback e apurar os resultados. As dificuldades podem surgir quando "não há comunicação, porque as pessoas não sentem que têm o espaço necessário para expor os seus pontos de vista". Por isso, é muito importante investir na transparência e na motivação, que acontece também com a celebração dos sucessos.



AS DICAS DE PAULA PANARRA

CRIAR UMA EQUIPA DE SUCESSO

1. Assegurar uma missão e objetivos claros na equipa
2. Pensar o talento de forma abrangente
3. Capacitar continuamente as equipas (recursos e formação)
4. Gerar energia positiva: "comunicar", "comunicar" e "comunicar"
5. Aprender com os erros e celebrar o sucesso

O QUE DIZEM CINCO AUTORES

1. Simon Sinek: "Uma equipa não é um grupo de pessoas que trabalham juntas. Uma equipa é um grupo de pessoas que confiam umas nas outras"
2. Ken Blanchard: "Nenhuma de nós é tão inteligente como todos nós"
3. Steve Jobs: "As grandes conquistas no mundo dos negócios nunca por uma pessoa acontecem por uma equipa de"
4. Henry Ford: "Re e unimos. Mas juntos é prog e ibrem juntos é

Nadella anuncia mudança de cultura na Microsoft

Em destaque, Gestão 10 de Julho de 2014

Pouco estará fora de hipótese, segundo o CEO, que admite até escrutinar parcerias "cansadas". A mudança inclui implantar processos de engenharia e partilha de informação mais expeditos e lineares.



Comunicação na Gestão da Pessoa

VANDA DE JESUS

DIRECTORA DE MARKETING, COMUNICAÇÃO E RELAÇÕES PÚBLICAS DA MICROSOFT PORTUGAL

Uma cultura de growth mindset

DINHEIRO VIVO TV

Building the Future juntou três mil para Ativar Portugal (e vai repetir)



Paula Panarra

negócios

EMPRESAS

Randstad: Microsoft é a empresa mais atractiva para se trabalhar em Portugal

A Randstad Employer Brand Award 2018 revelou o ranking das empresas mais atractivas para trabalhar em Portugal. A Microsoft ocupa o primeiro lugar da lista.

Tech intensity = (Tech adoption x Tech capability)^{Trust}

Tech intensity



Gaming



Modern life



Modern workplace



Business applications



Applications & infrastructure



Data & AI

Tech intensity

GitHub

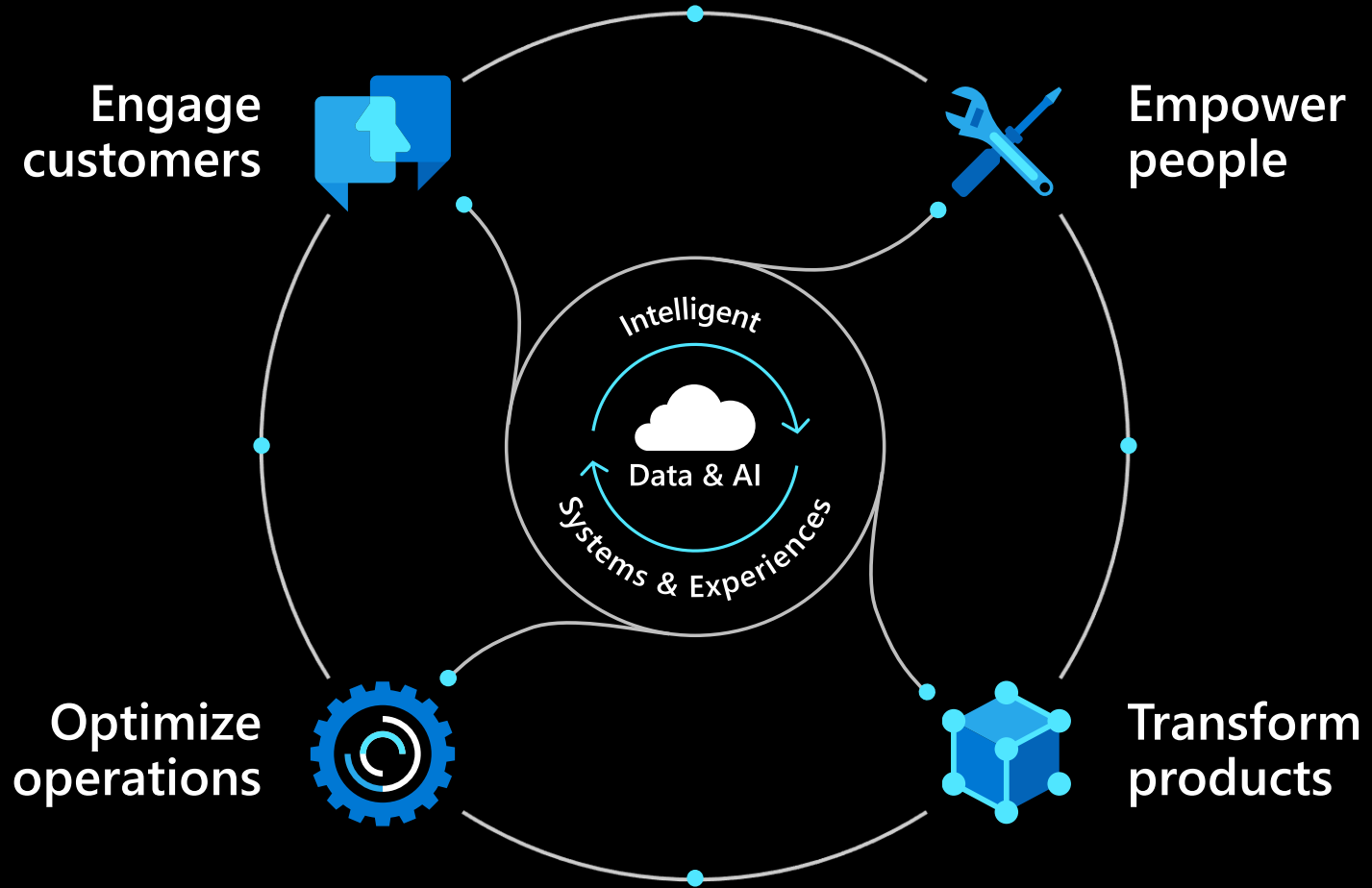
Azure

Power Platform

Dynamics 365

Mixed reality

Microsoft 365



Microsoft
Partner Network

Building a profitable cloud business



An aerial view of a city skyline, likely New York City, with a dark purple overlay. The text "We're in this together" is centered in the upper half of the image. The word "together" is enclosed in a white rectangular box.

We're in this **together**

Not all revenue streams are created equal

Product resell



Project services



Managed services



Packaged IP



Recurring revenue sources

Cloud partners are more profitable, grow faster, and have more recurring revenue



2x
growth

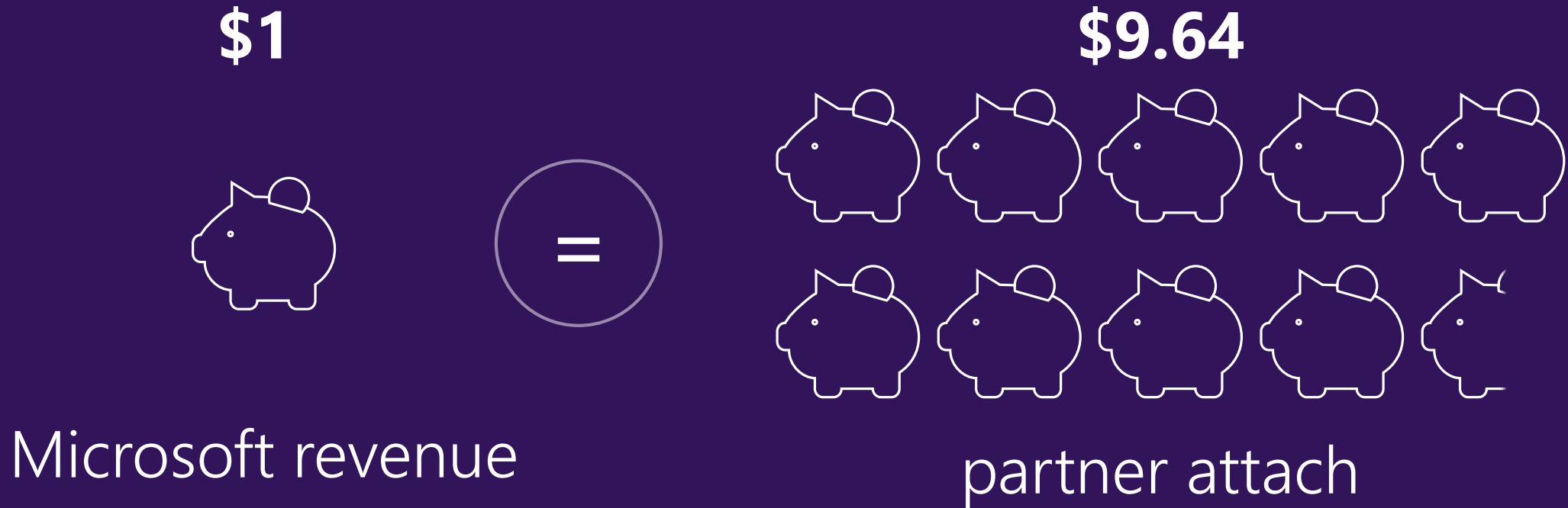


1.5x
gross profit



1.8x
recurring revenue

Cloud partners attach more value to Microsoft Cloud Solutions



Specialize to differentiate your offering



Specialize



Go vertical



Build IP

Benefits of differentiation



**Higher
price point**



**Increased
efficiency**



**Expanded
geographic reach**

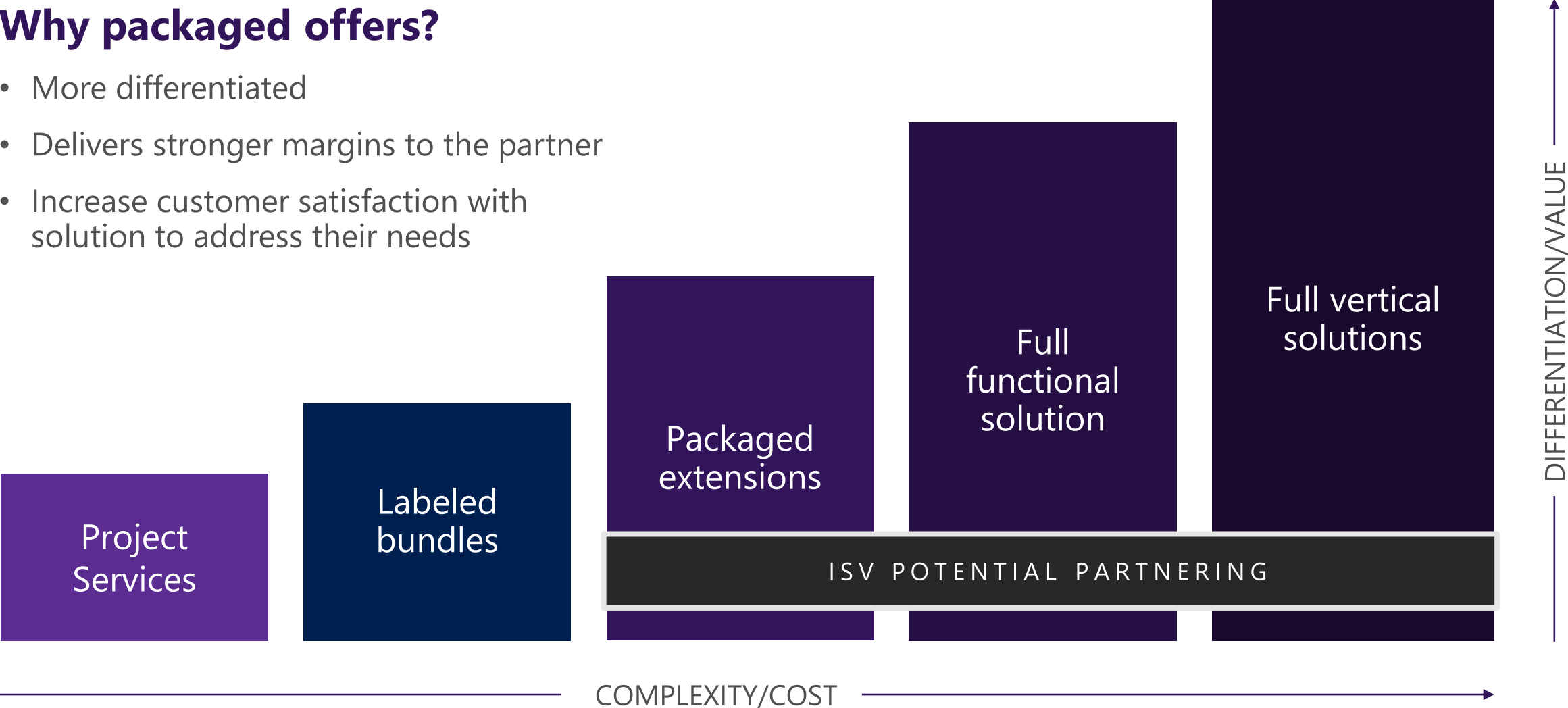


**Increased average
revenue per customer**

The IP staircase

Why packaged offers?

- More differentiated
- Delivers stronger margins to the partner
- Increase customer satisfaction with solution to address their needs





Modern
workplace



Biggest market opportunities

Microsoft 365 Security

Microsoft 365 Teams extensions and adoption



Business
applications



Dynamics 365

PowerApps



Applications &
infrastructure



Azure Cloud Migration



Data & AI



Analytics and AI

Top 6 Partner profitability resources



Cloud Practice Development Playbooks
aka.ms/practiceplaybooks



Build a Practice homepage
aka.ms/buildapractice



Profitability scenarios and financial models
aka.ms/profitabilityscenarios



Profitability benchmark toolkit
profitabilitybenchmark.microsoft.com/



Cloud profitability blog
blogs.partner.microsoft.com/




Smart partner marketing
partner.microsoft.com/en-US/smart-partner-marketing

Stay curious!

WELCOME TO
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Introducing a new approach to learning

The skills required to advance your career and earn your spot at the top do not come easily. Now there's a more rewarding approach to hands-on learning that helps you achieve your goals faster. **Earn points, levels, and achieve more!**

 **Introduction to Azure**
Module - 8 Units


Get started with Azure by creating and hosting a new website in Azure.

[Start learning for free >](#)

<https://docs.microsoft.com/en-us/learn/>

Calendário de Formação para Parceiros - Portugal

Consulte o Calendário de Formação gratuita para Parceiros Microsoft e registe-se já!




<https://www.microsoft.com/pt-pt/partner-training/?n=pt-business>

FutureProof Help Contact us Login

Grow your Microsoft expertise to serve your customers better.

Advance your skills with Microsoft partner training and certification so that you can find the right solution to meet your customer's needs every time. Get to the top of your field with validated skills and expertise.



<https://future-proof.net/>

Microsoft

Microsoft Dynamics Learning Portal

Welcome

Welcome to the Microsoft Dynamics Learning Portal, where you can expand your knowledge and competency in all aspects of Microsoft Dynamics. We offer courses, videos, exam prep guides, and access to workshops that can help you grow your understanding of Dynamics, your clients' proficiency on the platform, and your business. Sign in below to build your learning plan and consume course content across Microsoft Dynamics products.

Dynamics Learning Portal is available to Microsoft Partners, Academic Community educators and students, MCT and MVP awardees and Microsoft employees.



<https://mbspartner.microsoft.com/>



Microsoft CSP Program Overview

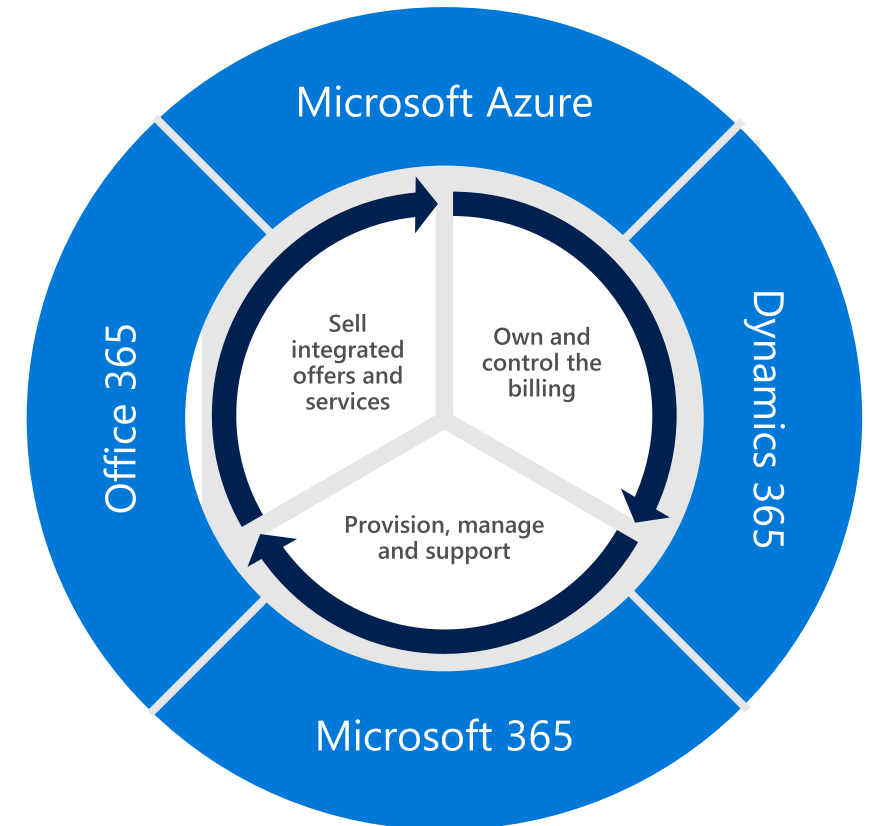
Key benefits of Microsoft CSP program

67%

of customers expect to purchase a wide variety of cloud services from a single vendor

Own the end-to-end customer lifecycle and offer single packaged solution

- 1 Create cloud subscriptions and partner offers
- 2 Set package price and sell to customers
- 3 Place order for all Microsoft Cloud Services
- 4 Be the first point of contact for customer support



Note: additional Microsoft services/solutions are available under the CSP program

Partner of the future

70%

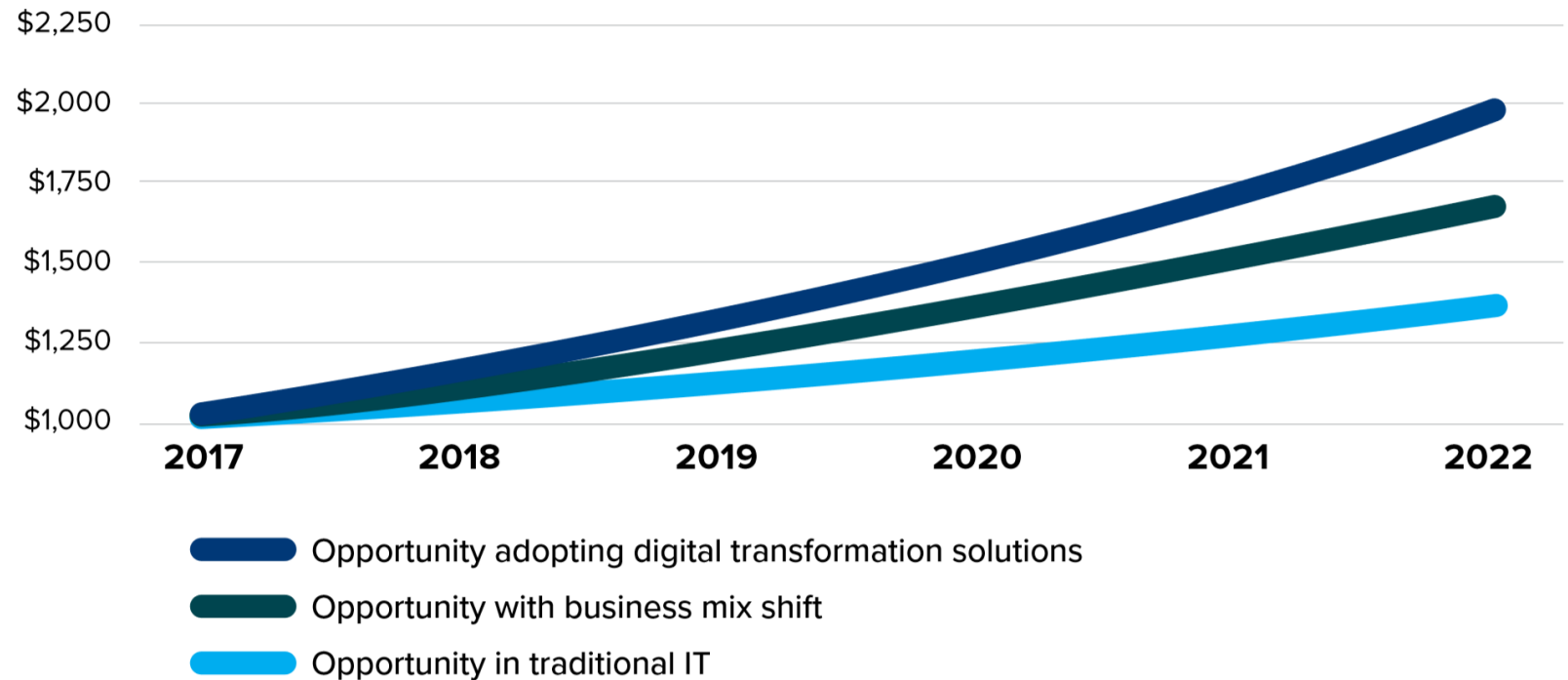
of cloud services providers' cloud revenue will be mediated by channel partners/brokers by 2020¹

30%

By 2021, at least 30% of the channel will not exist in the format we know them today²

Total Available Market for Microsoft Partners

(\$B Worldwide)



Source:

(1) IDC FutureScape: Worldwide IT Industry 2017 Predictions

(2) IDC worldwide IT channels & alliances predictions April 2017

Source: IDC eBook, sponsored by Microsoft, The Digital Transformation Series, Part 1: The Digital Transformation Opportunity 2018

What indirect providers offer to resellers

Microsoft has built a global network of qualified Indirect Providers to help with*



Support/Billing



Commerce Portal



Business services & guidance



Flexible credit terms

Key benefits to work with Indirect Providers



Ramp quickly



Focus core investment



Evolve with agility



Faster time to profit

* Specific offers can vary depending on indirect provider.

[SEE VIDEO](#)

CloudFirst
Sydney, Australia

 Office 365

[SEE VIDEO](#)



Simon Smith
CEO, Extrinsica Global

A modern office interior with large windows and two people working at a table. The scene is bright and professional, with a woman and a man sitting at a long table, looking at laptops. The office has a clean, minimalist aesthetic with grey walls and large windows that offer a view of a city building.

FY20 Cloud Solution Provider Indirect Reseller Incentive

July 1, 2019 – June 30, 2020

Microsoft
Partner
Network

CSP Indirect Reseller Incentive

Effective
July 1, 2019
through
June 30, 2020

1 Purpose

Reward and support CSP Indirect Resellers for driving the activation and enablement of customers with Microsoft based Online Services.

3 Need to know

- Local accelerators potentially available (per country choice)
- Co-op component will be introduced in H2
- Core program and strategic product accelerator rates will adjust in Q2
- New Customer Add accelerators begin in Q2
- Azure incentives for new Commerce Platform transactions begin in Q2

¹ Unique accelerators for the 3 Microsoft Clouds (Azure, Dynamics, Modern Workplace), each with defined earning opportunity launch Oct. 1.

² Global Strategic Product Accelerator includes M365 E3, M365 E5, M365 Business, O365 Biz Premium, the 2 E5 Mini Suites, D365 Business Central

³ Core = Windows Server Std | Strategic = SQL Server

⁴ Incentives for Azure billed on the commerce platform will be paid in the Modern Commerce Experience Partner Led incentive tool.

Incentive guide and other resources available on MPN at aka.ms/partnerincentives

2 Eligibility

- Active MPN membership
- Attain defined MPN competency at Gold or Silver level
- Onboard to the CSP incentive tool

4 Incentive rates

Q1 Incentive

	Rate
Core Incentive (Rebate only) – O365	6%
Core Incentive (Rebate only) – M365, D365, Azure	8%
CSP Customer Add Accelerator (continued from FY19) ¹	2%
Global Strategic Product Accelerator ²	2%
Global PSTN Calling and Conferencing Accelerator	20%
Software in CSP – Subscription ³	Core – 1.25%, Strategic 6%

Q2 – Q4 Incentive

	Rate
Core Incentive (Rebate only)) – Azure billed revenue on existing platform; Azure billed revenue derived from new commerce platform ⁴ ; O365, M365	4%
Core Incentive (Rebate only) – D365	6%
CSP Customer Add Accelerators for 3 Clouds	Varies
Global Strategic Product Accelerator ²	5%
Global PSTN Calling and Conferencing Accelerator	20%
Software in CSP – Subscription ³	Core – 1.25%, Strategic 6%

Azure Reserved Instance (RI) Incentive

	Rate
Azure RI (Paid on consumed Azure RI revenue)	10%

Incentive Eligibility

Partner must attain all eligibility criteria to participate.

Eligibility type	Eligibility requirement	Program specific criteria
Microsoft Partner Network (MPN) enrollment	Enrollment status	Active MPN membership
Partner status & performance	MPN competency	Attain one of the defined competencies
Operational Onboarding	Partner Center onboarding	Complete onboarding to Partner Center including completed bank and tax forms

Incentive Eligibility – MPN competencies

To participate in the Indirect Reseller incentive, a partner must attain one of the named MPN competencies at v-org level and meet the following:

- Silver or Gold level competency attainment
- Competency status must be Active Earned, Active Pre-Approved, Active Non-Compliant or Active Inherited

Competency	Level
Cloud Business Applications	Silver or Gold
Cloud Customer Relationship Management*	Silver or Gold
Cloud Platform	Silver or Gold
Cloud Productivity	Silver or Gold
Data Analytics	Silver or Gold
Data Platform	Silver or Gold
Enterprise Mobility Management	Silver or Gold
Enterprise Resource Planning	Silver or Gold
ISV*	Silver or Gold
Small and Midmarket Cloud Solutions	Silver or Gold
Windows and Devices	Silver or Gold

** Competency retired. Partners will remain eligible under these competencies until their competency anniversary date.*

Payments

1 Payment schedule

Type	Frequency	Expect payment within
Rebate	Monthly	45 days after end of earning month

2 Payment method

- Partners may receive payments via wire transfers.
- Partners can only receive payments after completing enrollment to the partner incentive tool.
- Partners can view their earnings and payment activities via the Partner Center Dashboard.

3 Minimum payment threshold

- If the incentive earnings are below the minimum threshold of \$200 USD, those earnings will be carried over to the following month and the partner will not receive payment.
- Incentive earnings under \$200 USD at the end of the program year (July 1, 2018 – June 30, 2019) will be forfeited.



CSP Campaign for Office 365 (O365) and Microsoft 365 (M365)

CSP Campaign for Office 365 (O365) and Microsoft 365 (M365)

1 Purpose

- Drive revenue with new customers across O365 & M365 SKUs in SMB and Corporate segments

2 Eligibility

- Licensing model: CSP
- Billing Option: Annual and Monthly Billing
- Minimum 3 new customers during campaign period for any of the selected SKUs to earn incentives
- SKUs: please see the table on the right

3 Incentive rates

	M365 Products	Non M365 Products
Monthly billed	9%	6%
Annually billed	20%	16%

4 Need to know

- Campaign period: September 15, 2019 to March 15, 2020
- New customer is a new or existing tenant without any of the eligible products CSP revenue in the year prior to the campaign start date

Product Rev Sum Division	Product Family
O365 Business Premium	O365 Business Premium
	Office 365 Business Premium - DE
O365 Core - M365 Business	O365 Business - M365
O365 Core - M365 E3	O365 E3 - M365
O365 E5 - M365 E5	O365 E5 - M365
	O365 E5 w/o Audio Conf - M365
O365 E5 - Sec & Comp	M365 E5 Compliance
	M365 E5 Security
O365 E5 Security/Analytics	MS MyAnalytics
	MS MyAnalytics EDU
	O365 Adv eDiscovery Storage
	O365 Adv eDiscovery Storage EDU
	O365 Adv Threat Protect Plan 1 EDU
	O365 Adv Threat Protect Plan 2 EDU
	O365 Adv Threat Protection - DE
	O365 Adv Threat Protection Plan 1
	O365 Adv Threat Protection Plan 2
	O365 Advanced Compliance
	O365 Cloud App Security
	O365 Customer Lockbox
	Office 365 Advanced Compliance EDU

Please contact your Indirect Provider to know the full details.

100



17



7



**7 billion people
on the planet**

**7 billion chances to
make a difference**

[SEE VIDEO](#)



CLOUD AZURE

Pedro Custódio

Partner Technical Consultant

Business Continuity Challenges

Business Continuity Challenges



Cost of protecting key applications and workloads



Integration with existing investments and technologies



Comprehensive protection from metal to app



Monitoring and management of protection and recovery

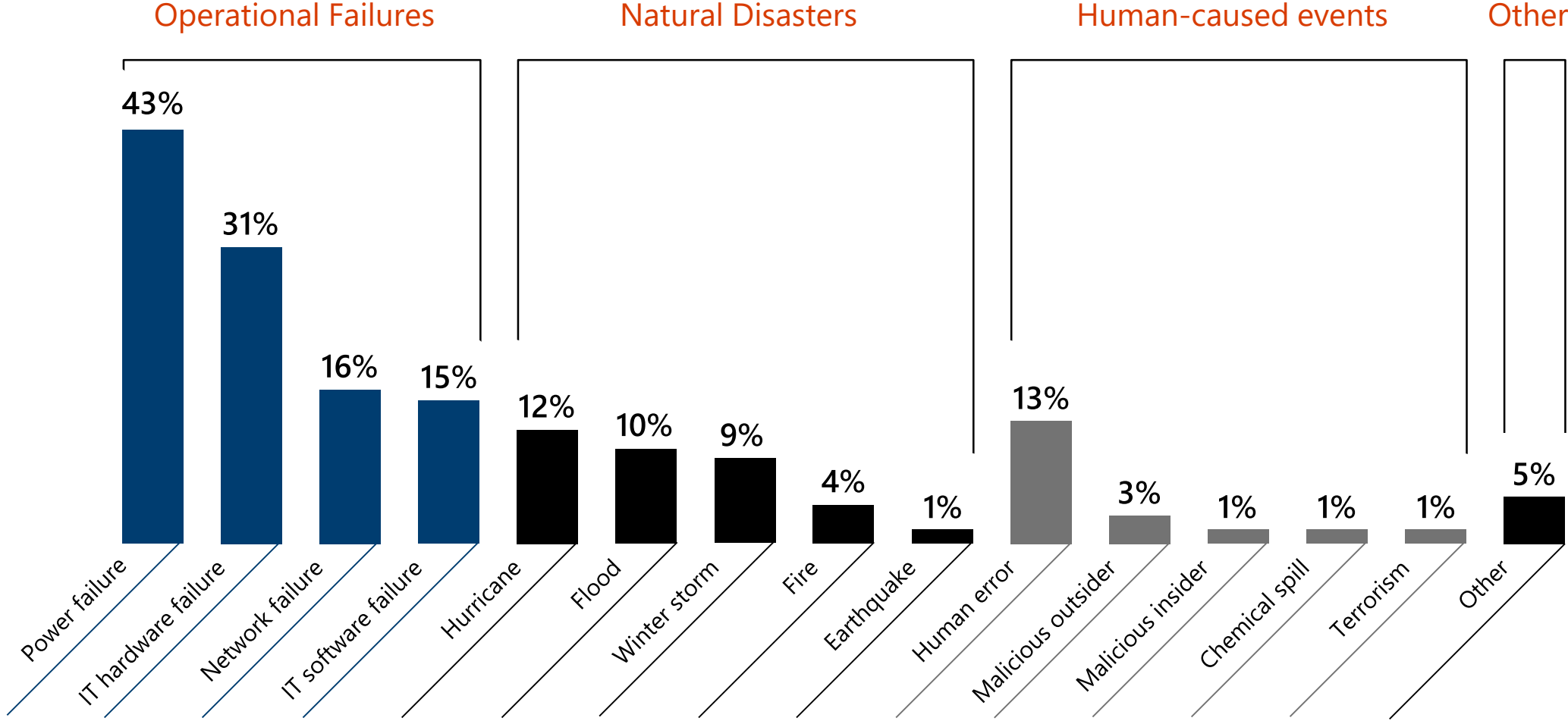


Complexity of integration, protection, and recovery

Plan for various types of disasters



Causes of IT "Disasters"



Source: Forrester "The State of Business Technology Resiliency Q2 2014", May 12, 2014

Disaster Recovery to Cloud => BIG



3+

Number of datacenter outages per year*



1.43 Hours

Average duration of an outage**



\$690K

Average cost per datacenter outage**



\$21.13M

Estimated cost of building a 8000 sq. ft. secondary datacenter with 99.749% availability***

*Estimate based on internal Microsoft analysis of publicly available data

**2013 Cost of Data Center Outages: Sponsored by Emerson Network Power, Ponemon Institute, December 2013.

***Gartner Research, "Ensure Cost Balances Out With Risk in High-Availability Data Centers" David J. Cappuccio, February 2013.

3 out of 4 companies are at risk, failing to prepare for Disaster Recovery

50% of downtime is due to hardware & software failure and human error

80% of Apps are Mission/Business critical and they are not able to meet RTO using offsite backup

Public cloud is the big disrupter that will drive democratization of DR

The hybrid cloud market is estimated to grow from USD 33.28 Billion in 2016 to **\$91.74 Billion by 2021**, at a Compound Annual Growth Rate (CAGR) of 22.5% during the forecast period.

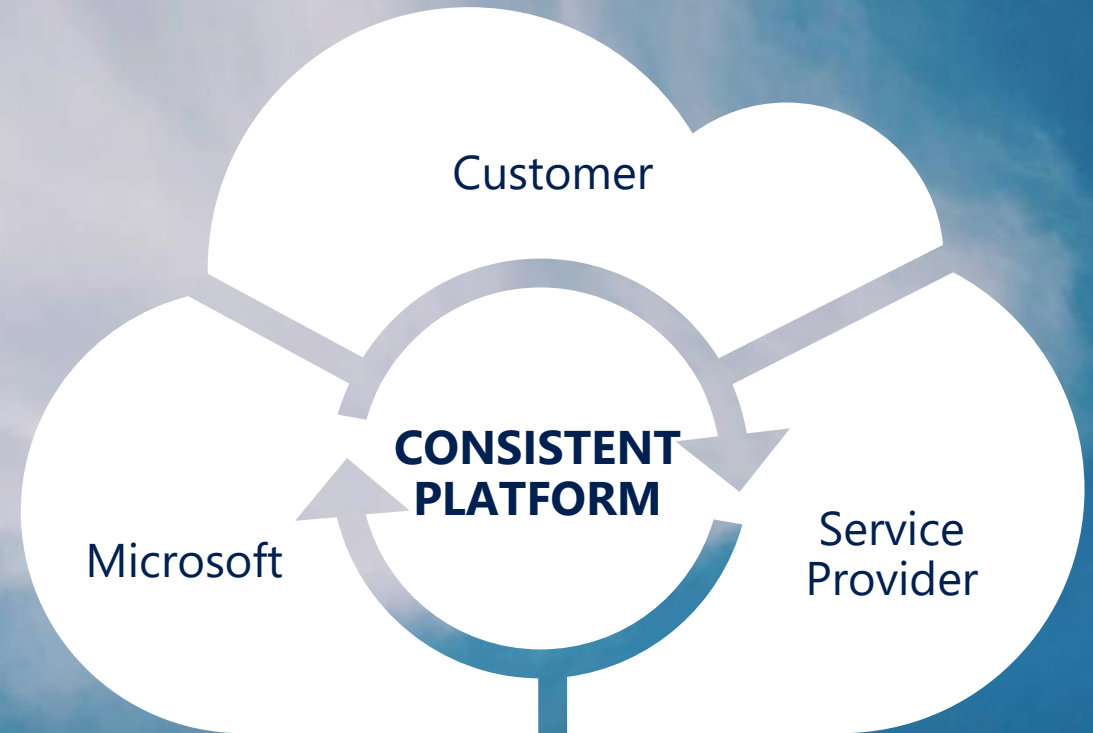
The DRaaS market is estimated to grow from \$1.42 Billion in 2015 to **\$11.92 Billion in 2020**, at a Compound Annual Growth Rate (CAGR) of **52.9%** from 2015 to 2020. In regional segmentation, **North America** is expected to be the largest market in terms of market size while **Latin America, Asia-Pacific (APAC), and the Middle East and Africa (MEA)** are expected to emerge rapidly in this market at high CAGRs

Hybrid Cloud Vision

Microsoft Cloud Platform

The platform for hybrid cloud enables IT to:

- empower **enterprise mobility**
- create the **Internet of your things**
- enable **application** innovation
- unlock **insights** on any data
- transform the **datacenter**



Development

Management

Identity

Data

Virtualization

Availability on Demand

Empower your business with cloud services from Microsoft Azure



in Rete

Cloud Migration

Devices

Enabling Technology

Azure Site Recovery and Azure Backup

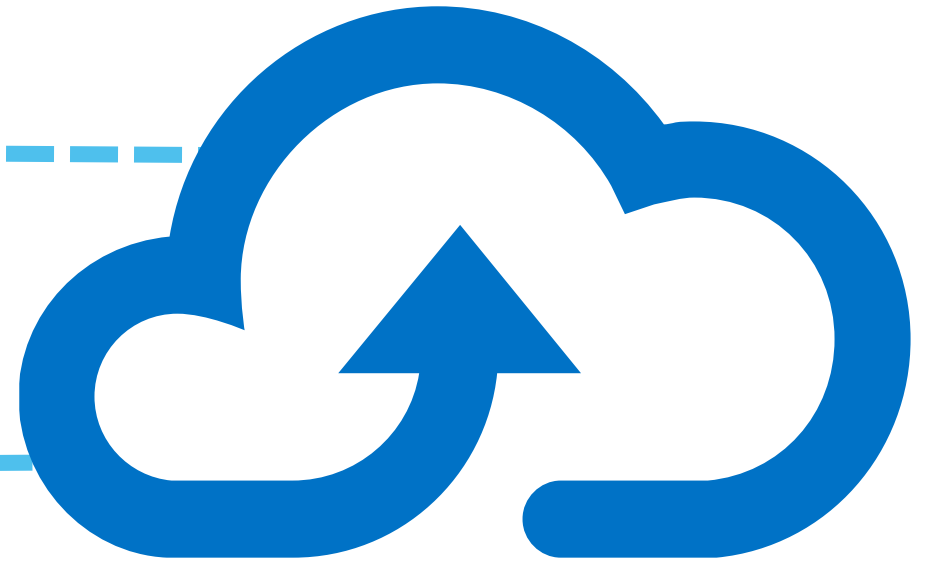
Datacenter

Availability on Demand

Azure Site Recovery



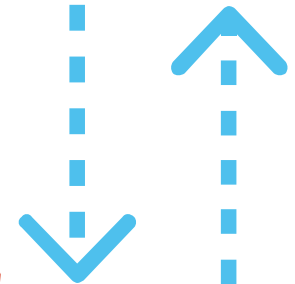
Azure Backup



Recovery

Protect your applications

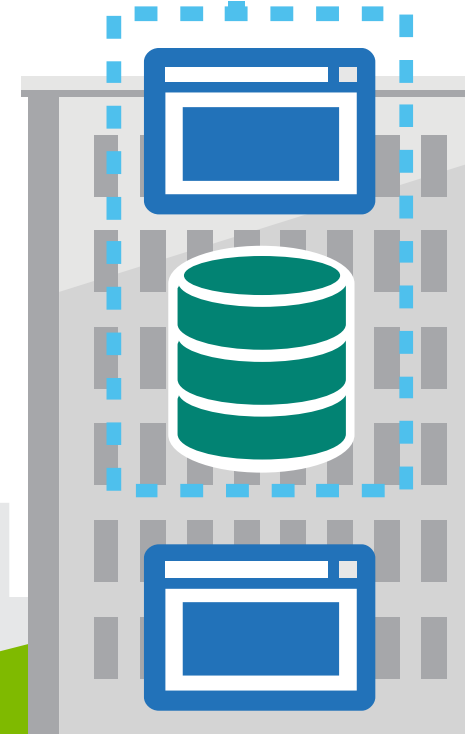
- ➔ Orchestrate the recovery of your apps for simplified disaster recovery
- ➔ Improve Recovery-Time-Objectives (RTO) and Recovery-Point-Objectives (RPO) for both planned and unplanned outages
- ➔ Achieve zero impact disaster recovery drills
- ➔ Minimize app errors and data loss with application consistent recovery points
- ➔ Replication for heterogeneous environments: Hyper-V, VMware, and physical



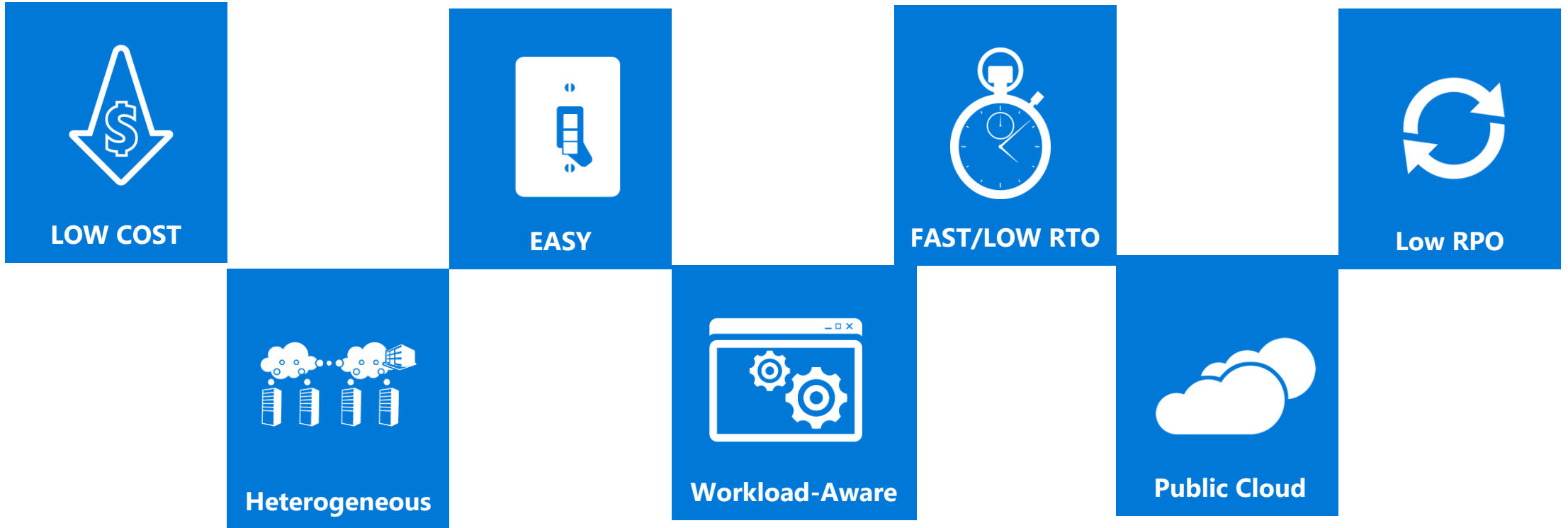
Migrate Workloads to Azure

Limit your datacenter footprint

- ➔ Reduce the burden on IT and lower costs for your on-premises infrastructure
- ➔ Control where you run apps and store data for a true hybrid experience
- ➔ Migrate Hyper-V and VMware with just a few clicks
- ➔ Increase datacenter agility with on demand, near-limitless cloud scalability








Vision for a Modern Disaster Recovery



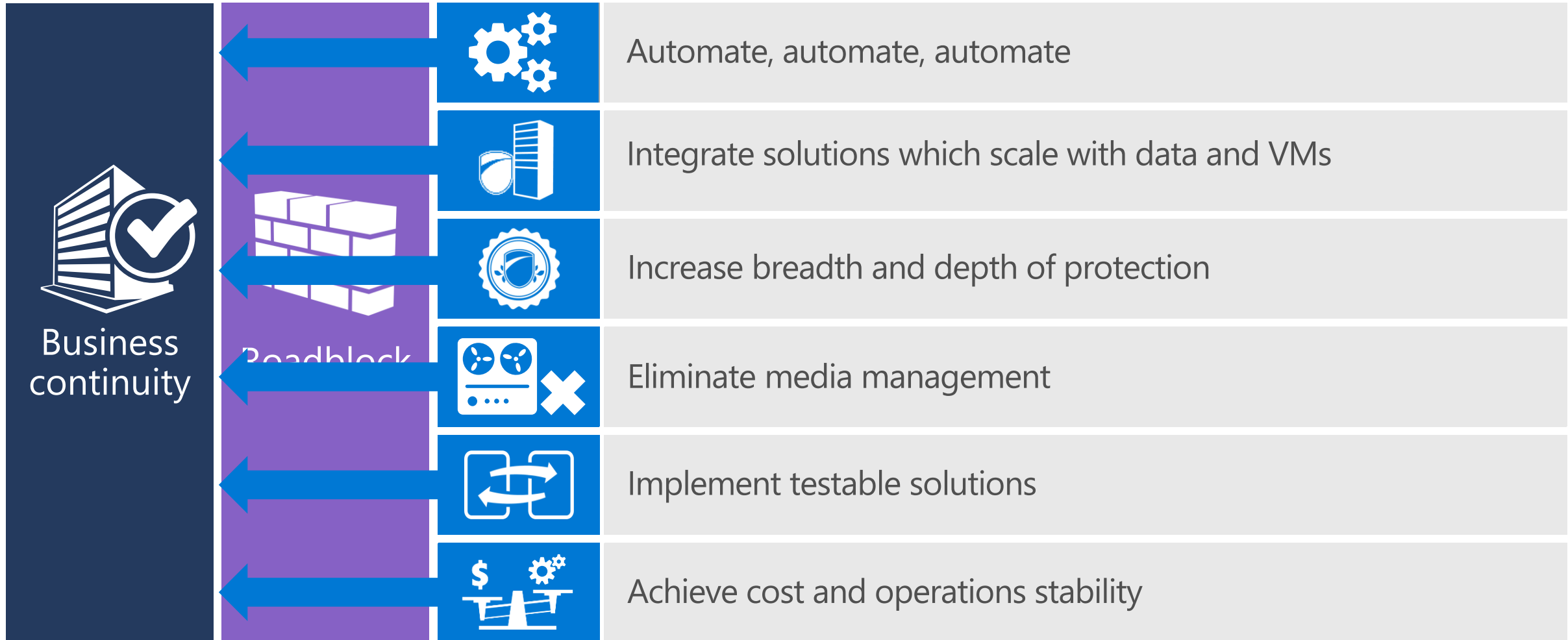
Business continuity challenges

Impact of data growth on business continuity

 Business continuity	 Roadblock		Complexity of protecting data and applications
			Too much data—often with insufficient protection
			Long data-retention requirements
			Time-intensive media management
			Untested disaster recovery and decreasing recovery confidence
			Higher costs as data size and number of virtual machines increase

Business continuity challenges

Bypassing the obstacles



Azure Backup

Microsoft Azure Backup

Simple and reliable server backup to the cloud

Reliable offsite data protection

- Convenient offsite protection
- Safe data
- Encrypted backups

A simple and integrated solution

- Familiar interface
- Azure integration

Efficient backup and recovery

- Efficient use of bandwidth and storage
- Flexible configuration
- Flexibility in recovery
- Cost-effective and metered by usage

Azure Backup Solutions

Azure Backup Agent

- MARS agent on each machine (server/client)
- Files and Folders backup only

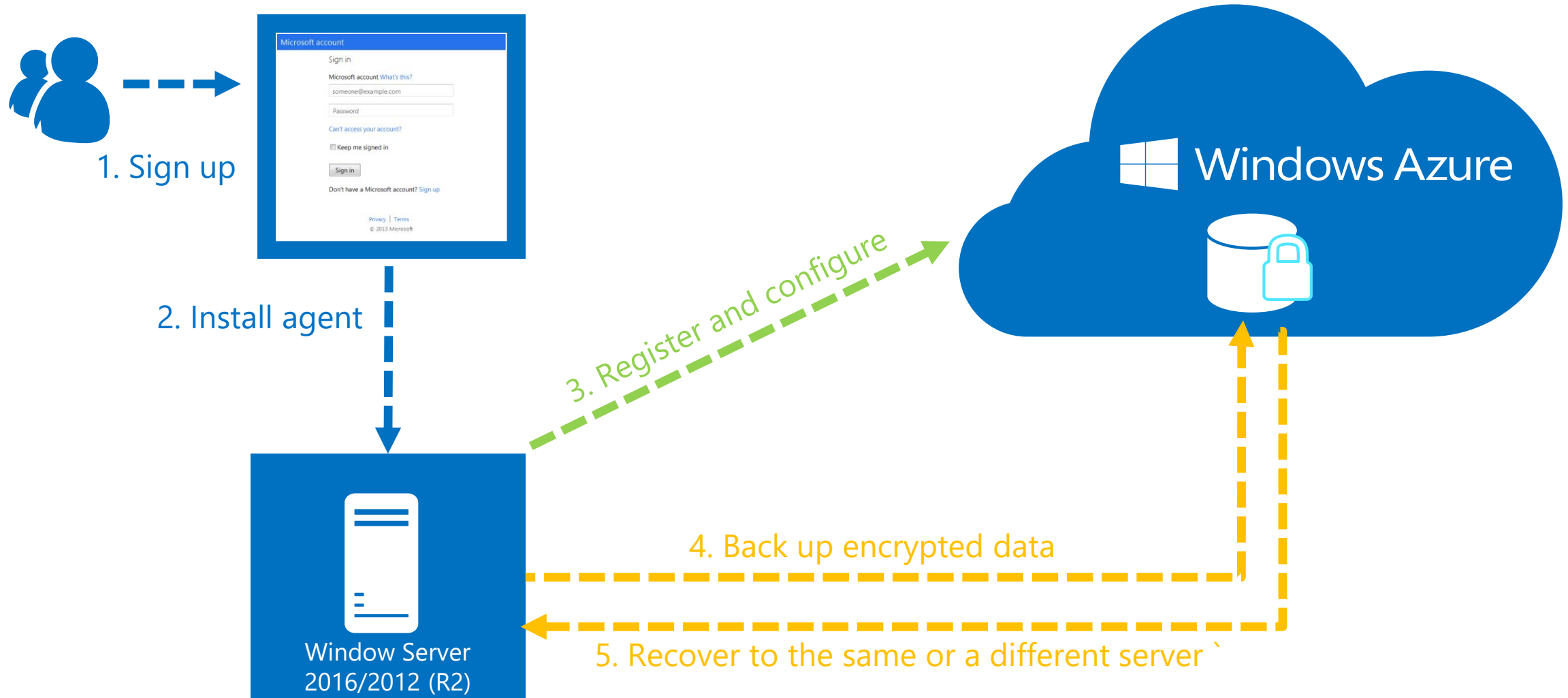
Azure Backup Server

- Central management
- Backup Hyper-V VMs, SQL, Exchange, SharePoint

Azure VM Backup

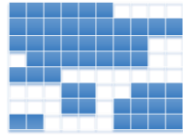
- Management done on Azure Portal
- Backup Azure IaaS VMs

How Microsoft Azure Backup works

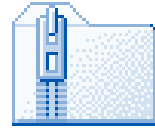


Azure Backup Network Efficiency

1. Identify
changed blocks



2. Compress



Efficient change tracking

Transfer only changed content

Compression for low bandwidth consumption

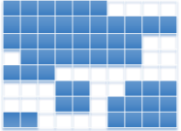
Observed 50-70%

Customer Premises

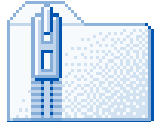
Azure Backup Security

Customer Premises

1. Identify changed blocks



2. Compress



3. Encrypt



Azure Backup



4. Encrypted data in backup vault

256-bit encryption

In transit and at rest

Admin owns and manages keys

Azure Backup Security

- Only you have your key
- Data cannot be recovered without your key
- Microsoft does not have your key.



Data is encrypted on-premises...

...encrypted on the network...

... and remains encrypted while stored.

Windows Azure Backup: *Supported Platforms*

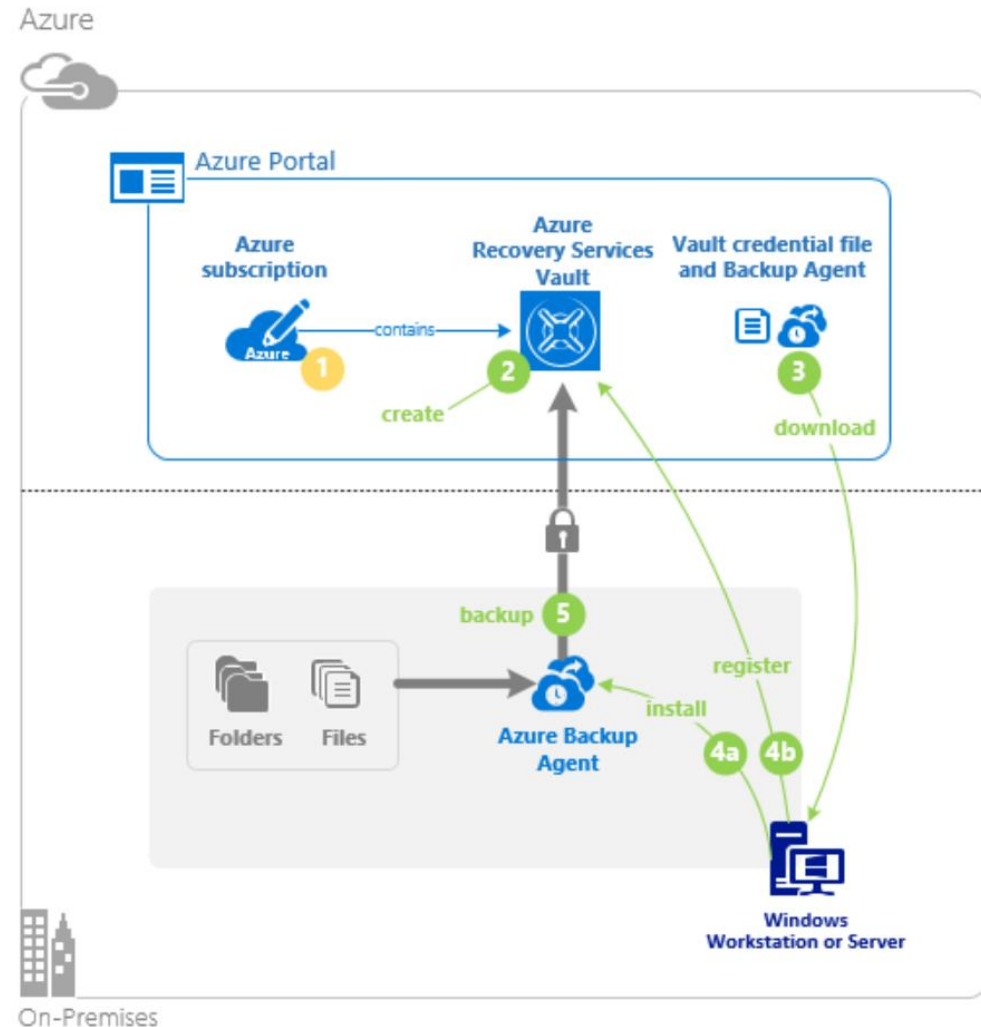
Operating System	Platform	SKU
Windows 8 and latest SPs	64 bit	Enterprise, Pro
Windows 7 and latest SPs	64 bit	Ultimate, Enterprise, Professional, Home Premium, Home Basic, Starter
Windows 8.1 and latest SPs	64 bit	Enterprise, Pro
Windows 10	64 bit	Enterprise, Pro, Home
Windows Server 2016	64 bit	Standard, Datacenter, Essentials
Windows Server 2012 R2 and latest SPs	64 bit	Standard, Datacenter, Foundation
Windows Server 2012 and latest SPs	64 bit	Datacenter, Foundation, Standard
Windows Storage Server 2016 and latest SPs	64 bit	Standard, Workgroup
Windows Storage Server 2012 R2 and latest SPs	64 bit	Standard, Workgroup
Windows Storage Server 2012 and latest SPs	64 bit	Standard, Workgroup
Windows Server 2012 R2 and latest SPs	64 bit	Essential
Windows Server 2008 R2 SP1	64 bit	Standard, Enterprise, Datacenter, Foundation

<https://azure.microsoft.com/en-us/documentation/articles/backup-azure-backup-faq/#installation-amp-configuration>

Getting Started with Azure Backup

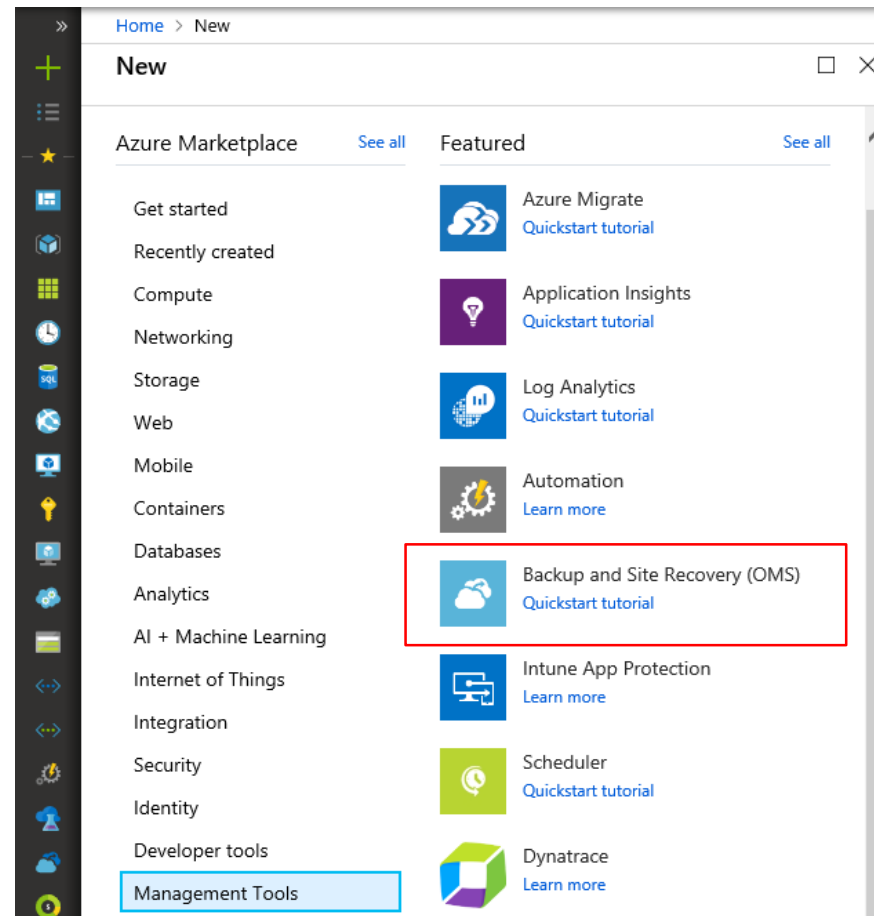
On-Premises

- 1 Get an Azure Subscription
- 2 Create a Recovery Services Vault
- 3 Download necessary files
- 4 Install and register the Recovery Services agent
- 5 Backup your Files and Folders



Create Azure Backup

1. Go to Azure Management Portal, <https://portal.azure.com>
2. Browse the "+New" icon , Select Management Tools > Backup and Site Recovery (OMS)



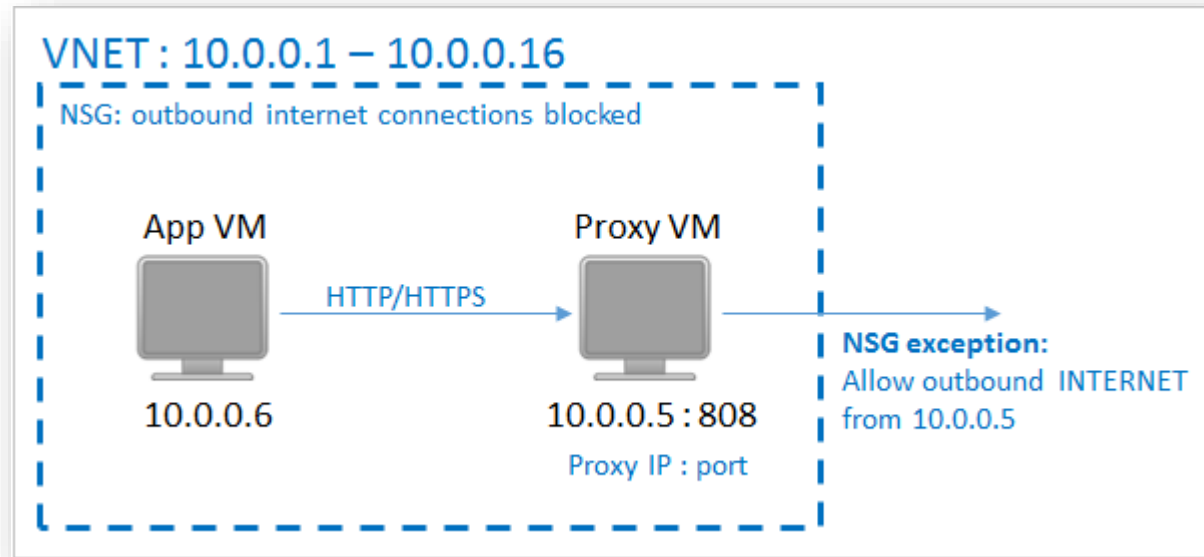
Download the Backup Agent & Vault Credentials

1. Configure Backup goal with answering below questions:
 - Where is your workload running ? (Azure / On-premises)
 - What do you want to backup ?
2. Download Backup Agent and Vault Credentials for on-premises workloads.

The screenshot displays the Microsoft Azure Backup portal interface. The top navigation bar includes 'Preview', 'Microsoft Azure', and 'Report a bug'. The breadcrumb trail is 'Home > TEST-DELETEME > Backup Goal > Prepare infrastructure'. The main content area is split into two panels: 'Backup Goal' and 'Prepare infrastructure'. In the 'Backup Goal' panel, 'Where is your workload running?' is set to 'On-Premises' and 'What do you want to backup?' is set to 'Files and folders'. Below this, the 'Step: Prepare Infrastructure' section features a blue 'Prepare Infrastructure' button. The 'Prepare infrastructure' panel contains a 'Recovery Services Agent' section with instructions: 'Please follow the steps mentioned below.' The steps are: 1. Install Recovery Services agent, with a link to 'Download Agent for Windows Server or Windows Client'. 2. Download vault credentials to register the server to the vault. Vault credentials will expire after 2 days. A checkbox labeled 'Already downloaded or using the latest Recovery Services Agent' is checked. Below this is a blue 'Download' button. 3. Schedule backup using Recovery Services Agent UI. Link: 'Learn More'. 4. Once the backups are scheduled, you can use backup jobs page to monitor the backups. Link: 'Browse jobs page'. 5. You can also Configure Notifications from alerts page to receive email alerts for backup failures. Link: 'Browse alerts page'. At the bottom of the panel is a 'Learn More' link. A vertical sidebar on the left contains various navigation icons.

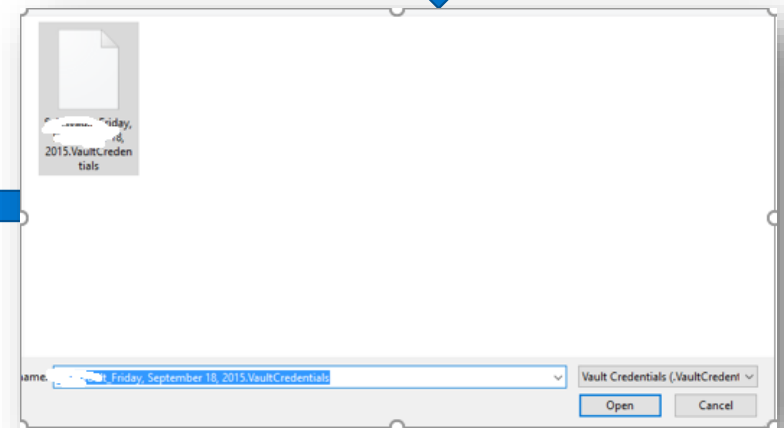
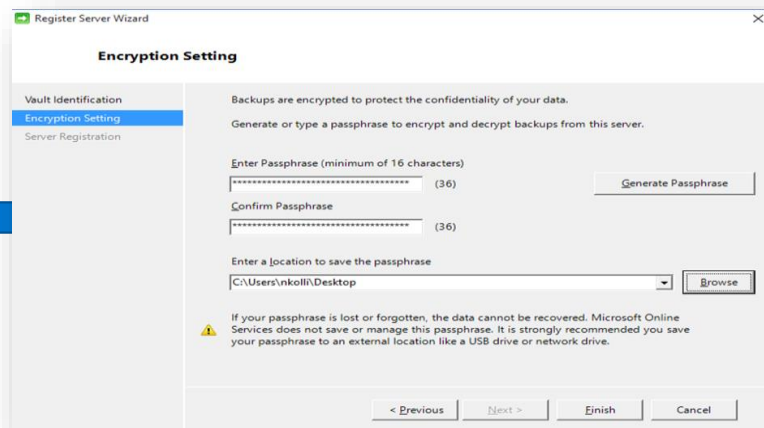
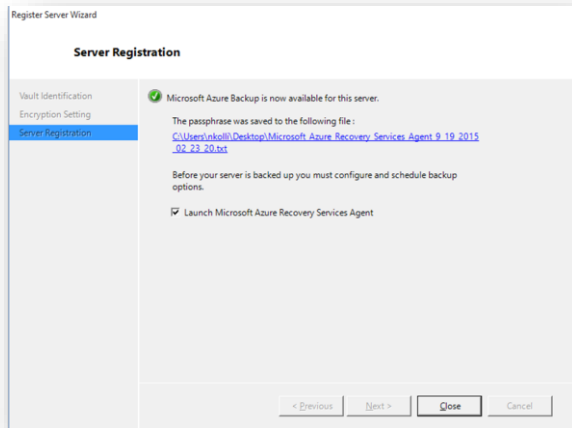
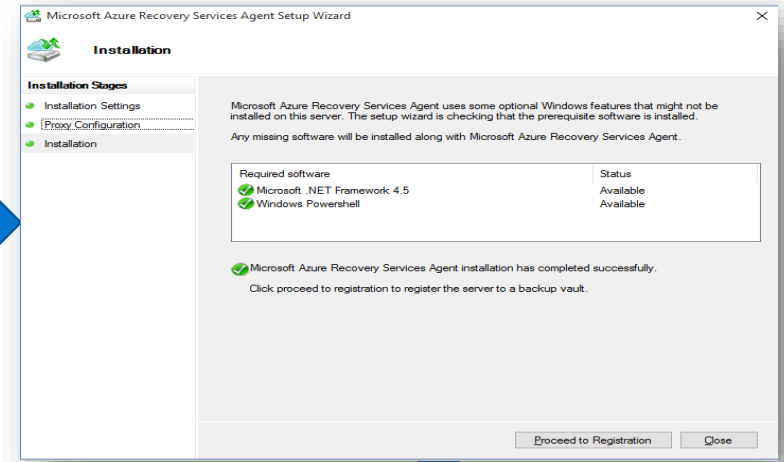
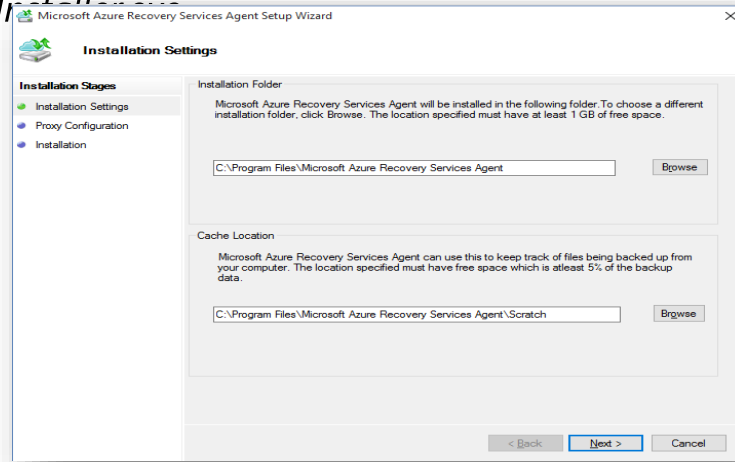
Network Connectivity for Azure Backup

- Backup Extension connectivity to Azure Public IPs
- Network Security Groups
- HTTP Proxy



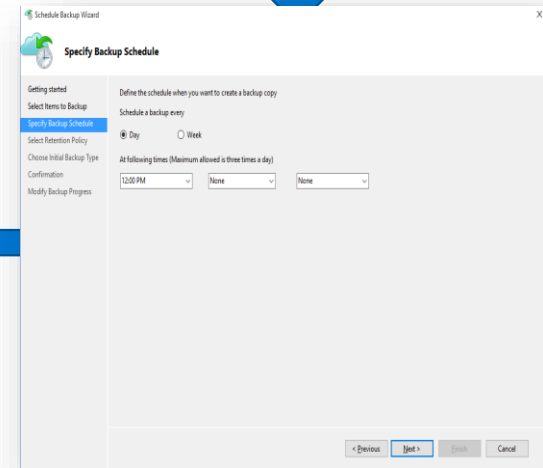
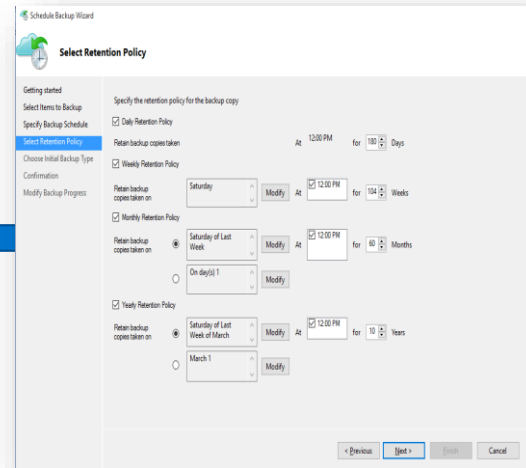
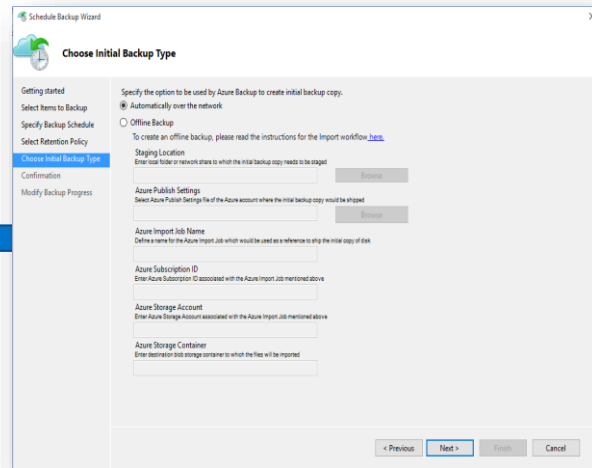
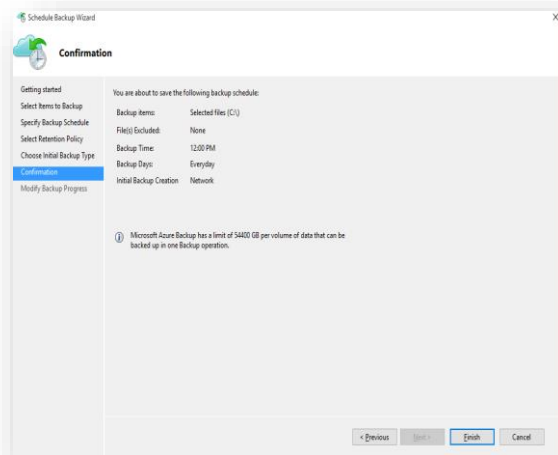
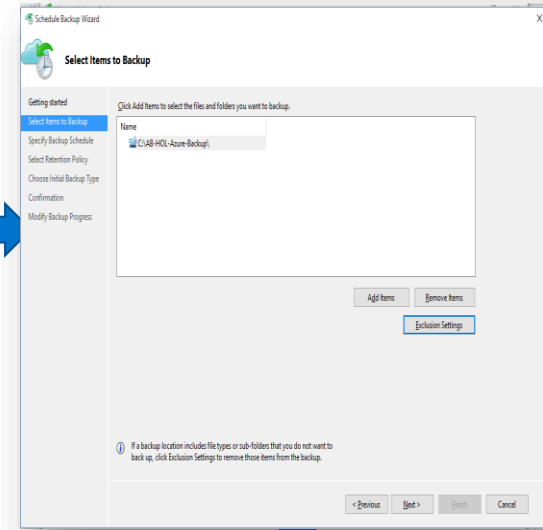
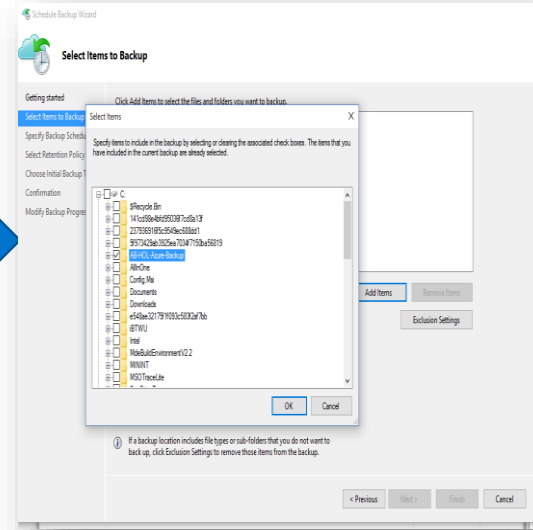
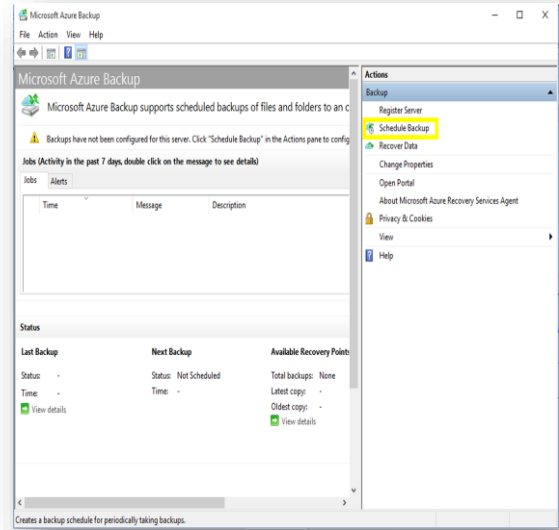
Register Your Server to Azure Backup Service

1. Install MARSAgent - *MARSAgentInstall.exe*
2. Register the server
3. Create the PassPhrase Key
4. Complete the registration

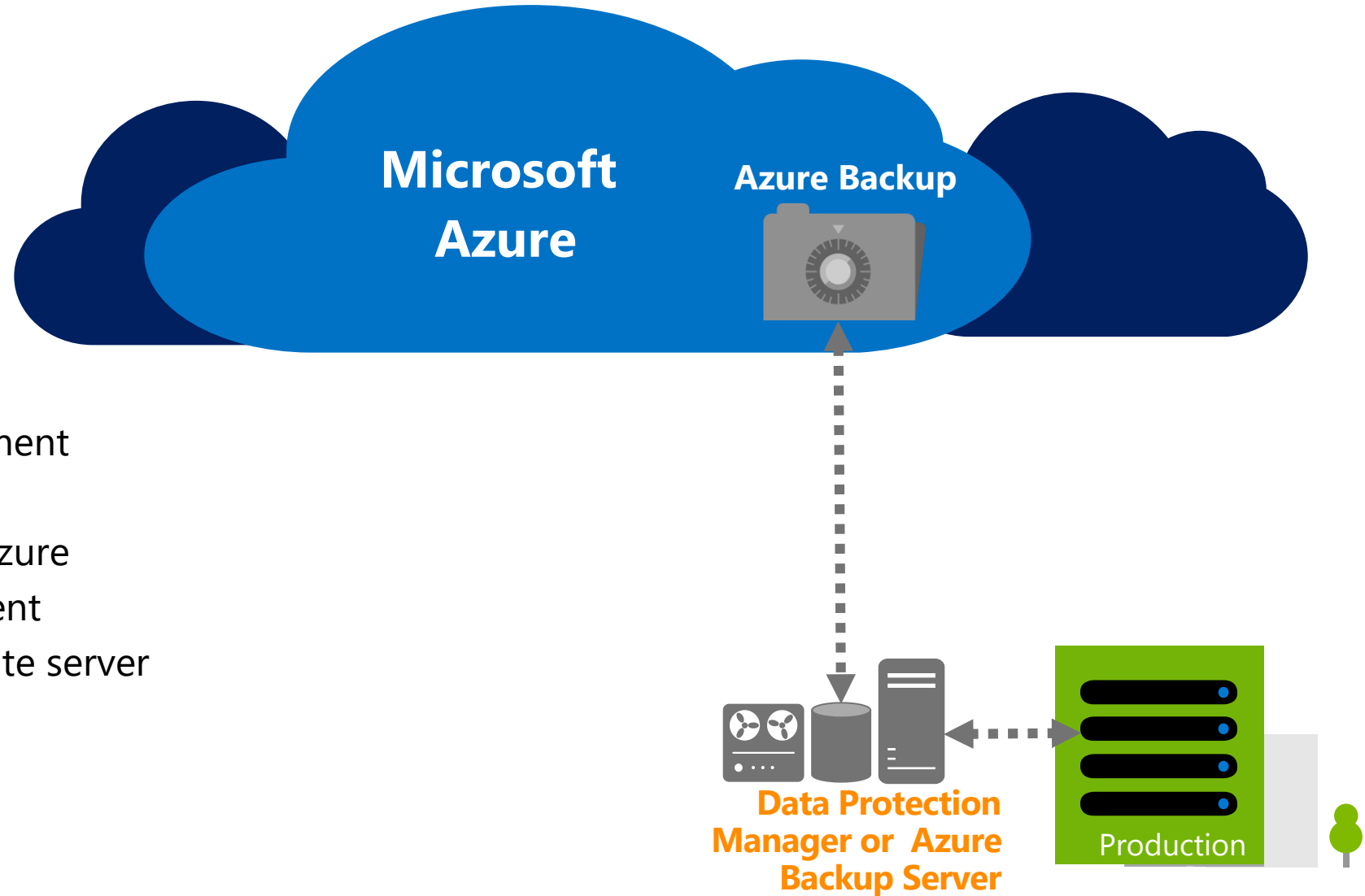


Protect Your Server

1. Start Azure Backup
2. Select the items to back up
3. Configure Exclusions
4. Specify the Date and Time
5. Specify Retention
6. Choose Backup Type



Scenario #1, Enterprise and Branch Office Backup



Solutions:

- Cloud as tape replacement
- Minimize local storage
- Workload backup to Azure
- Centralized management
- Restore data to alternate server

Scenario #2, On-premises to Azure Deployment Models

Workload backup to Azure via System Center Data Protection Manager or Azure Backup Server (D-D-C)

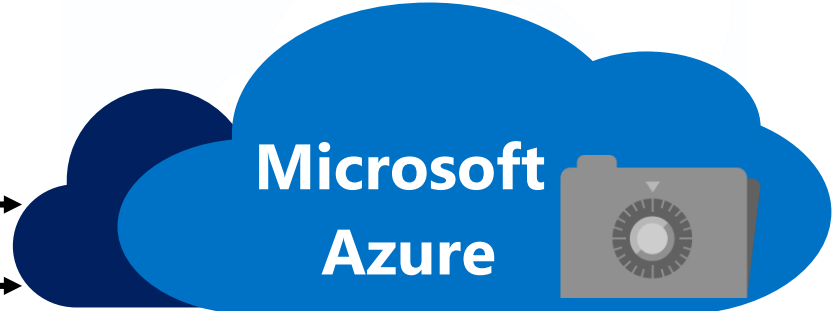
Specialized workloads
Exchange
SharePoint
SQL Server

Virtual machines
on Hyper-V and Azure & VMWare
Windows
Linux

File/Folders/Volumes
Windows Server
2012 and 2012 R2
2008 and 2008 R2
2003 and 2003 R2
Windows
XP, 7, 8 and 8.1, 10

Windows Server (Physical servers)
Hyper-V
vmware

System Center Data Protection Manager
or
Azure Backup Server



File/Folder backup to Azure (D-C)

File/Folders/Volumes
Windows Server
2012 and 2012 R2
2008 and 2008 R2

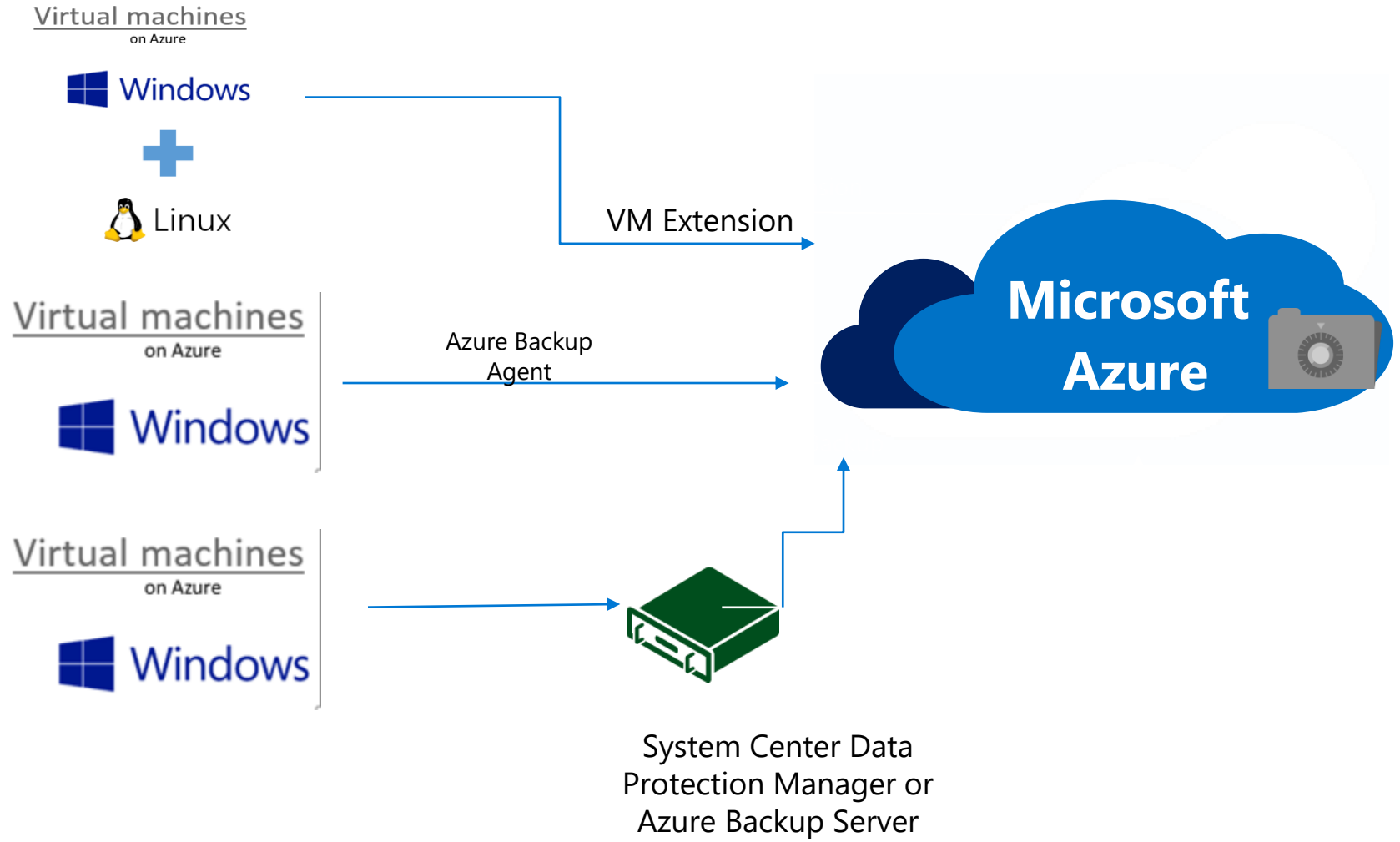
Windows Clients
Windows
7, 8, 8.1 and 10

Azure Backup Agent

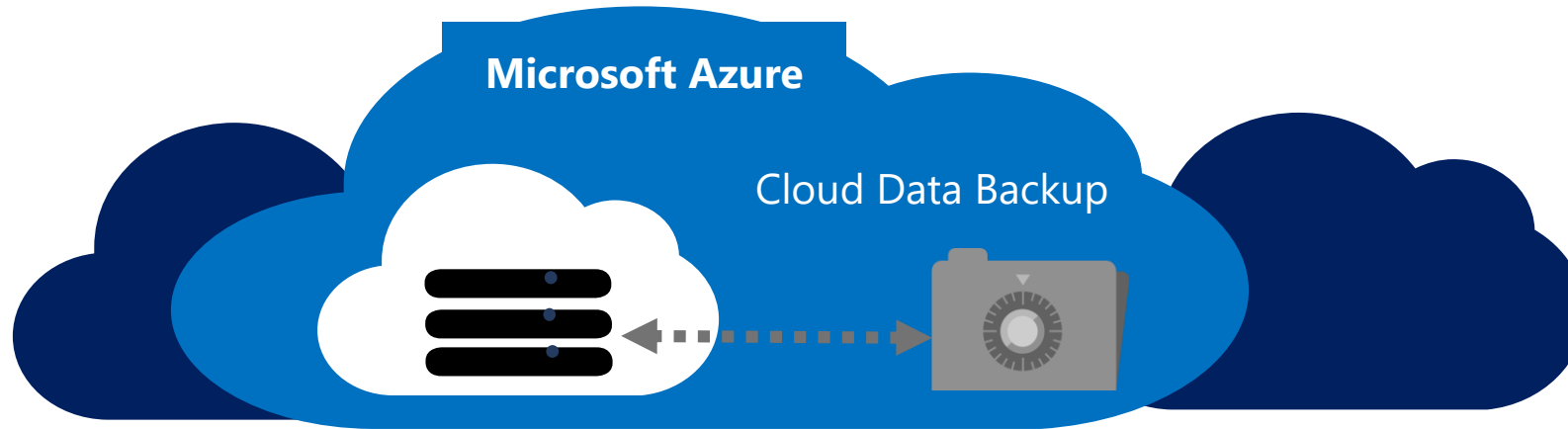
On-premises – built and managed infrastructure

Cloud – flexible, and remote infrastructure

Scenario #3, Deployment Models within Cloud



Scenario #4, Backup of Azure IaaS VMs



- Application consistent backup for MS workloads
File System Consistent for Linux workloads
- Fabric level protection

Deployment Models

	Characteristics
System Center Data Protection Manager and Azure Backup	<ul style="list-style-type: none">• Disk to disk to cloud backup - Faster operational recovery from disk backups (D to D to C)• Requires additional server and local disks• Workload backup (File/Folder, SQL Server, Exchange Server, SharePoint, Client, Hyper-V VM, VMware VM)• Only System Center Data Protection Manager server needs internet connectivity• Flexible backup schedule• Central Backup Policy Enforcement (backup policy or encryption keys)• Licensing tied to System Center• Requires Azure subscription only to backup to Azure
Microsoft Azure Backup Server	<p>Works just like System Center Data Protection Manager and Azure Backup except:</p> <ul style="list-style-type: none">• Requires Azure subscription always• Pay as you go license - tied to Azure subscription (SQL Server License bundled with Azure backup server)• Cost effective for SMB• No tape backup support <p>Note: Can perform disk to disk backup (or) disk to disk to cloud backup - sending backup data to Azure is optional</p>
Microsoft Azure Backup Agent (MARS agent)	<ul style="list-style-type: none">• No on-premises storage (D to C)• No additional infrastructure needed• File/folder protection only (no other workloads)• Windows Servers require internet connectivity• Self Service Backup and Recovery• Maximum backups can be thrice a day and single backup policy per server• No central enforcement of encryption keys or policy


Pricing Model for Azure Backup

Key Principles

- Aligning to how the Industry charges for backup
 - Based on amount of Data & Instances being backed up
- Providing customers with the flexibility to use the *most economical* storage in Azure
 - Choice of Globally or Locally redundant storage

<https://azure.microsoft.com/en-us/pricing/details/backup/>

Cost per Protected Instance	Small Instance up to 50GB	\$5/mo*
	Medium Instance 51 to 500GB	\$10/mo*
	Large Instances	*Increments of \$10/mo/500GB

 Cost of LRS or GRS Storage	Cost of LRS Block Blob Storage	\$0.024 per GB/mo*
	Or, Cost of GRS Block Blob Storage	\$0.048 per GB/mo*

No
Charges for

Restores

Outbound Bandwidth

Storage Transactions

* Prices in USD, US West DC Region

Azure Backup references



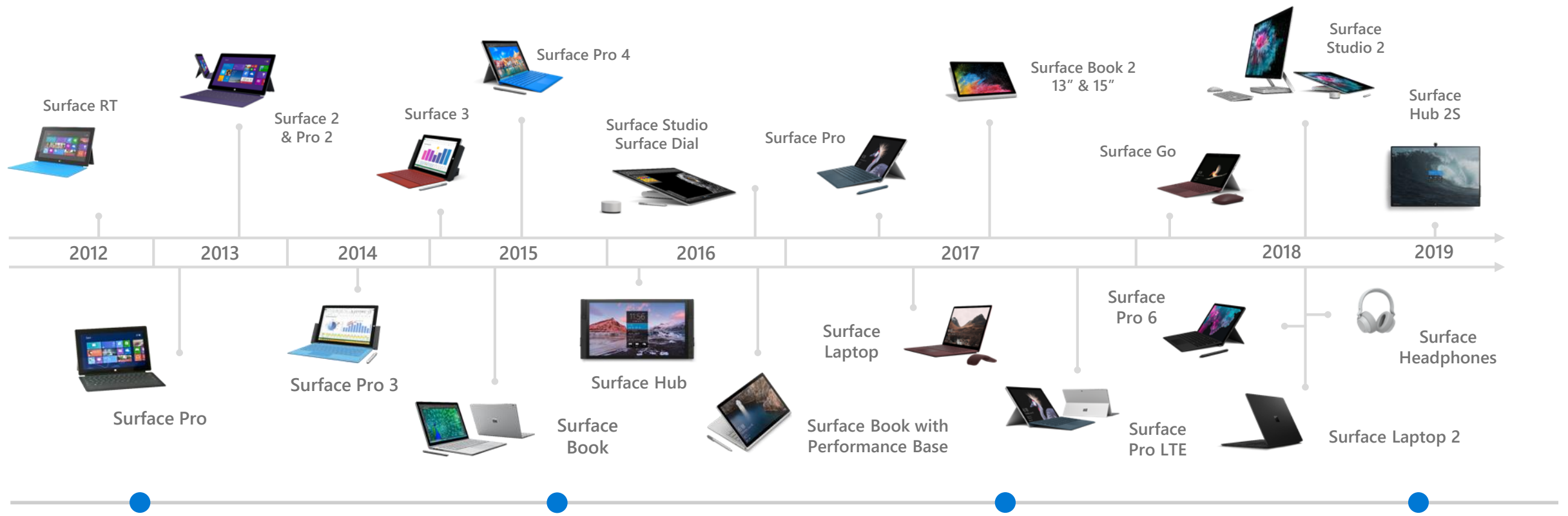
- [Overview of the Features in Azure Backup](#)
- [Back up a virtual machine in Azure with PowerShell](#)
- [Back up Azure file shares](#)
- [Offline-backup workflow in Azure Backup](#)
- [Configure Azure Backup reports](#)
- [Azure Resource Manager templates for Azure Backup](#)
- [Questions about the Azure Backup service](#)
- [Azure Roadmap](#)



Existe um Surface para a sua Empresa

Paula Fernandes
paferna@microsoft.com

Uma história de inovação



7 anos

Rendimento
Design
Forma
Funcionalidade

Dispositivos
desenhados para as
melhores experiências

22.10.2019

Surface Pro 7 para Empresas

Ultraleve e versátil

Surface Pro 7

Ultraleve e versátil

O equilíbrio perfeito entre a **performance de um laptop** e a **mobilidade de um tablet**, num design versátil que se adapta à forma como trabalha, onde quer que esteja.

A nova versão do Surface Pro conta com os mais recentes **processadores Intel® Core™ de 10ª Geração** e mais conexões (**USB-C**), mantendo o icónico design 2-em-1.

Carregamento rápido (80% da bateria em 1 hora).



Surface Pro 7

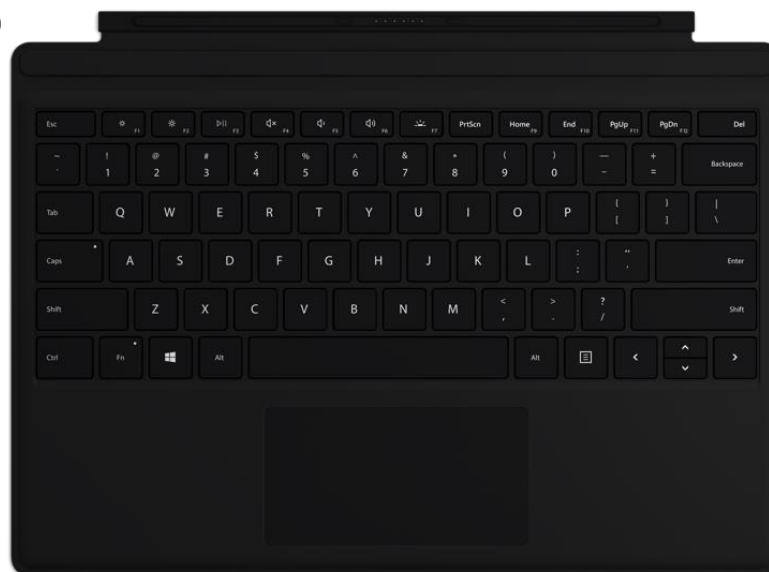
Ultraleve e versátil

Desempenho mais rápido e gráficos melhorados com os mais recentes processadores Intel Core (TM) 10ª Geração

Bateria para todo o dia, graças ao carregamento rápido

Instant On e stand-by melhorado

USB-A, USB-C e Surface Connect - mais conexões



Microfones dual far-field para otimizar chamadas através do Microsoft Teams

Display tátil 12.3" PixelSense™ de alta resolução

Consistência de design e acessórios

Novas cores de acessórios*

Disponível em Platina e Preto

*Vendidos separadamente

Complete a experiência*

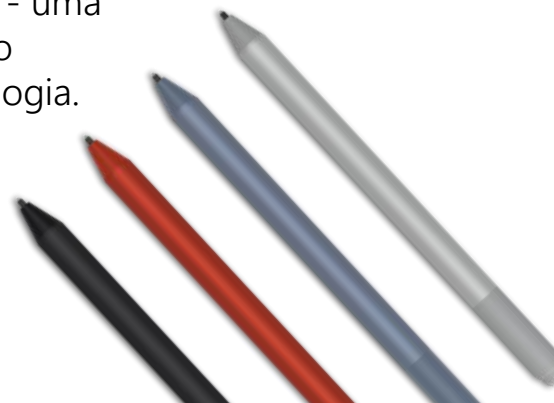
Surface Arc Mouse

Fino, leve e pronto para viajar, o Surface Arc Mouse foi desenhado para se adaptar à sua mão. Conexão via Bluetooth.



Surface Pro Signature Type Cover

Dê um toque de luxo às tarefas diárias com a Capa Surface Pro Signature Type Cover em tecido Alcantara® - uma combinação perfeita de estilo sofisticado, conforto e tecnologia.



Surface Dock



Adaptadores USB-C™

Expanda a versatilidade da porta USB-C™ com adaptadores HDMI, VGA, USB-A, e 3.5mm audio.



Surface Pen

A Surface Pen oferece a experiência de escrita e desenho mais natural de sempre. Com suporte de inclinação para sombreamento, 4.096 níveis de sensibilidade à pressão e sem atrasos.

Surface Laptop

Orgulho e Produtividade

72%

Dos indivíduos que utiliza profissionalmente deseja alargar a experiência ao seu contexto pessoal

**Satisfação
utilizador**

75%

Concorda que os dispositivos Surface preparados para Microsoft 365 contribuíram para a satisfação e retenção de talento



Surface Laptop 3

Agora com 2 tamanhos de ecrã – 13.5" e o NOVO 15"



Surface Laptop 3

Estilo e Desempenho

Design fino, leve e elegante

Desempenho mais rápido e gráficos melhorados com os mais recentes processadores Intel Core de 10ª Geração

Bateria para todo o dia com Standby melhorado

Conforto ao digitar líder na indústria

Trackpad em vidro aumentado

Display PixelSense vibrante



Novos altifalantes OmniSonic entregam uma experiência sonora mais imersiva

Volte ao trabalho mais rapidamente com o **Instant On**

USB-A and **USB-C** para melhor conectividade

Vá de 0 a 100% mais rápido com o **Carregamento Rápido**

Segurança melhorada com um **SSD removível** permitindo a retenção de dados

Microfones Dual far-field **Studio** para chamadas através do Microsoft Teams e Wake on Voice

Melhor qualidade de **imagem** mesmo em baixa luminosidade com a câmera 720p f2.0.

Cores e Acabamentos

Platina e Preto

Teclado duráveis — Alcantara® e o novo acabamento em metal

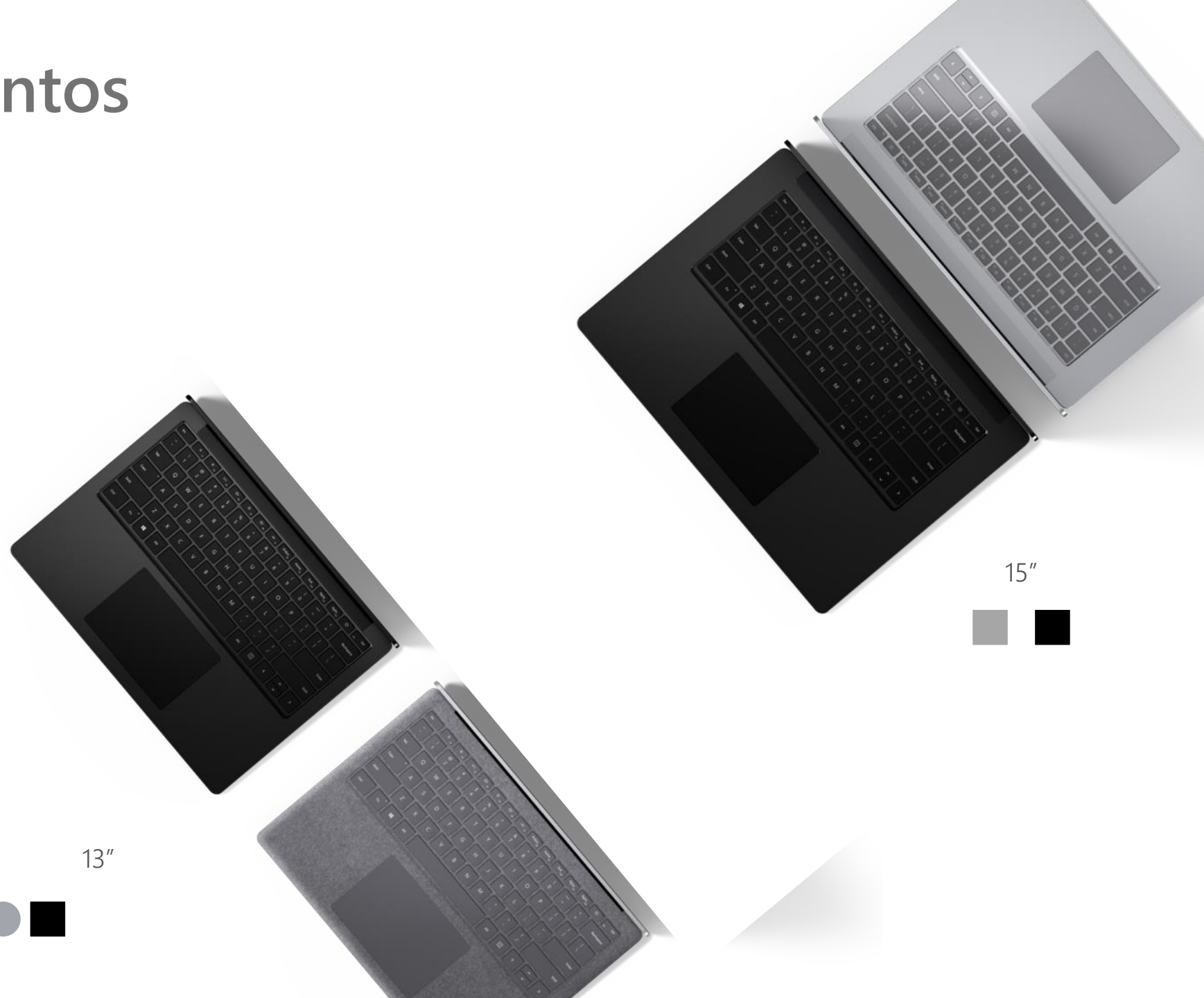
○ Alcantara®

□ Metal

13"



15"



19.11.2019

Surface Pro X para Empresas

Ultrafino e sempre conectado



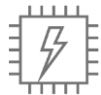
Nova abordagem

Design arrojado no Surface mais fino de sempre

LTE standard



Produtividade com total mobilidade



Poder e desempenho num design ultrafino, graças ao processador customizado e desenvolvido conjuntamente com a Qualcomm - DNA mobilidade



Incrível performance gráfica para apresentações deslumbrantes, imagens e vídeos de alta qualidade, potenciando a criatividade onde quer que esteja



Bateria todo o dia (até 13 horas), e com Carregamento rápido



Volte rapidamente à acção com o **Instant On**.

Desenhado para impressionar



Surface Pro X, o Surface mais fino de sempre, 5.3mm espessura e apenas 770 gramas de peso



Ecrã tátil 13" PixelSense™ Display de alta resolução, com ajuste automático de luminosidade



Moldura ultra fina, virtualmente ecrã de extremo a extremo. Ratio 3:2 ratio para otimização



Always ready

Surface Slim Pen* recarregada e armazenada no novo teclado Surface Pro X Signature Keyboard with Slim Pen Alcantara®

Onde quer que esteja, como preferir



No Wi-Fi, no problem.

LTE Advanced Pro connectivity¹, num
Cat16 Gigabit speed modem



2 portas USB-C™



Transformação de laptop em tablet

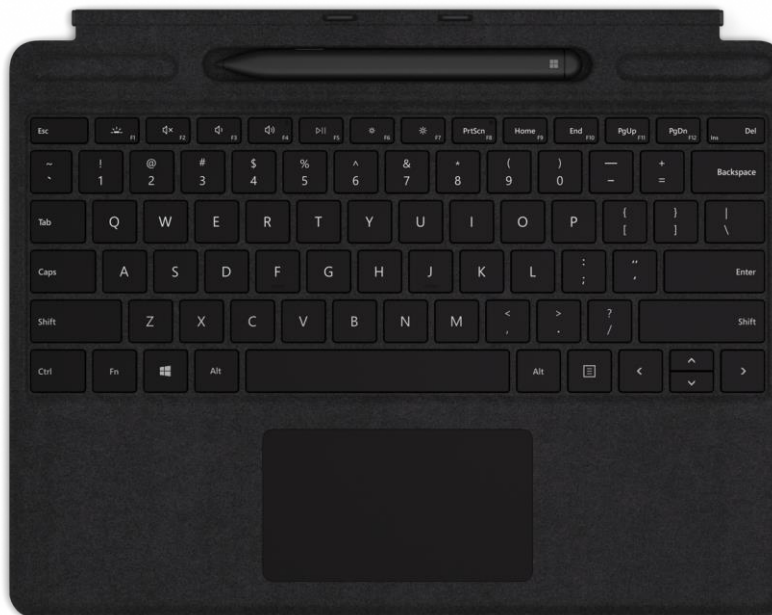


Kickstand em modo Studio para
experiência de escrita e desenho o
mais natural possível



Complete a experiência*

Surface Arc Mouse



Surface Slim Pen

Surface Pro X Signature Keyboard



Adaptadores USB-C™

Surface Dock



* Vendidos separadamente

O ambiente de trabalho está a mudar



Processamento de dados e informação é vital para inovação e tomada de decisão



Menos silos, ambientes mais colaborativos



Expectativas de maior criatividade e ferramentas que o potenciem e simplifiquem



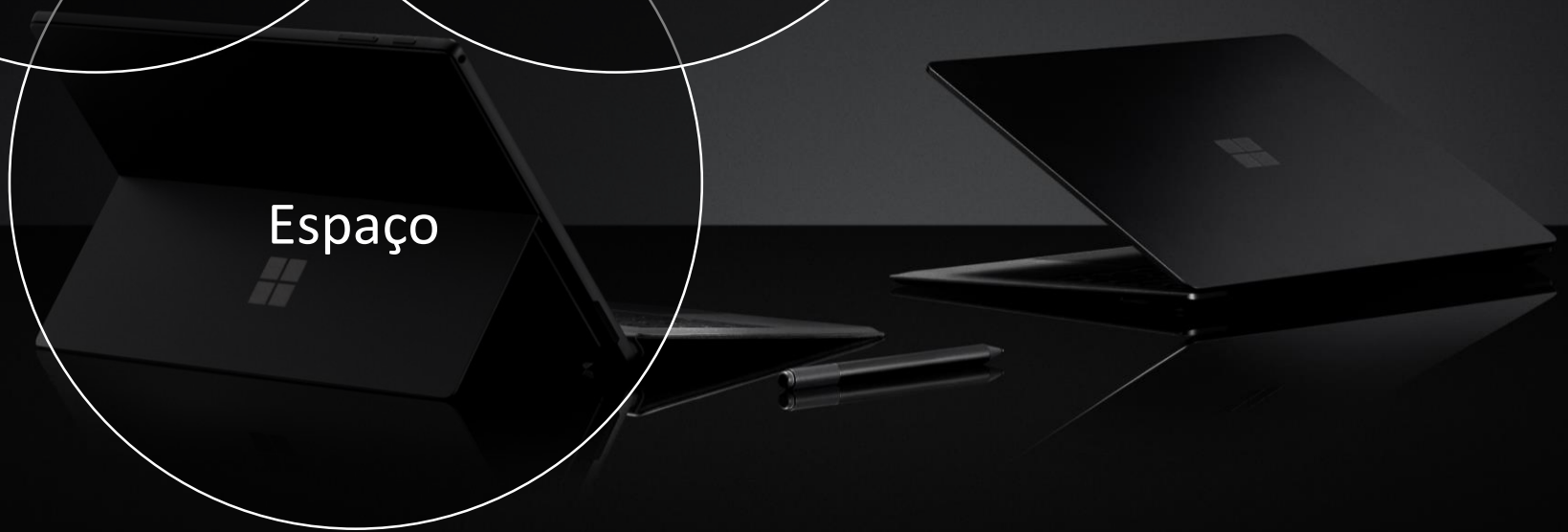
Pressão para resultados rápidos



Trabalho de equipa, chave para o Sucesso



**Pessoas
no centro**



Microsoft Surface

CONCEBIDO PARA O ESPAÇO DE TRABALHO MODERNO

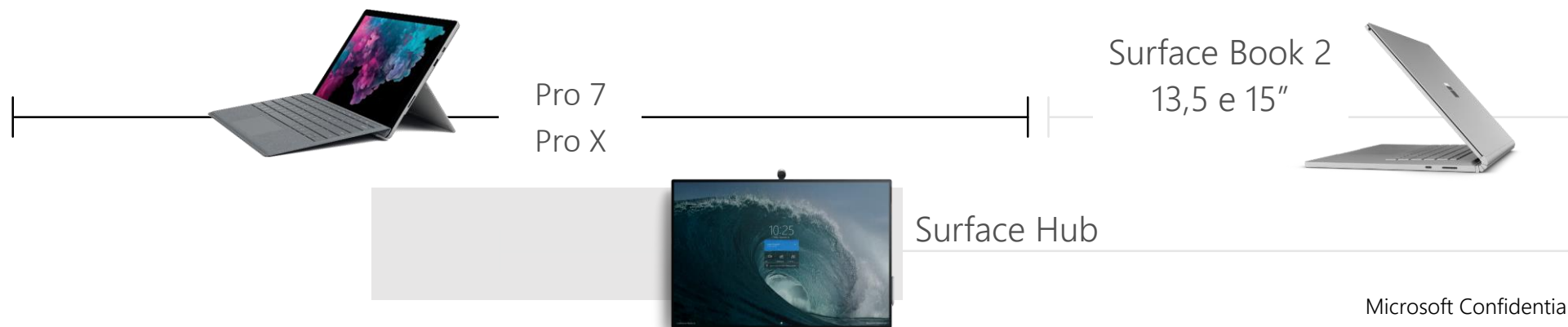
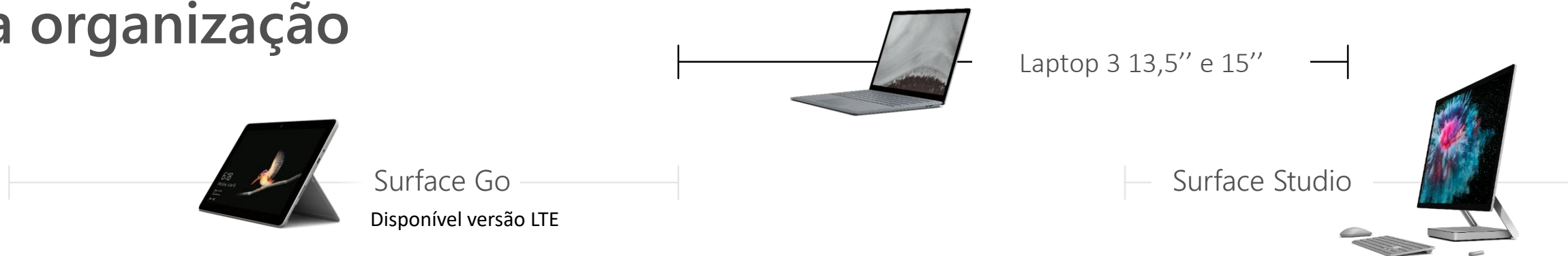


Concebido para
Microsoft 365

Desenhado com Inovação
e Design

A 1ª escolha dos
Profissionais

Dispositivos Surface para diferentes perfis na organização





Surface para Empresas

Windows 10 Pro

Segurança, Protecção avançada, Gestão de dispositivos empresarial e ferramentas de produtividade

Advanced Exchange*

Adicionalmente e sem custos, suporte Advanced Exchange — troca expedita do dispositivo

Processadores de última Geração

Maior performance e rendimento

Preparado para Microsoft 365**

Co-autoria em tempo real

Ligado à sua equipa com Microsoft Teams

*Disponível no Surface Pro 6, Laptop 2, Surface Pro 7, Laptop 3 e Surface Pro X

**Vendido separadamente

Surface Go para Empresas

A qualidade Surface com máxima portabilidade

Compacto e leve, com 10" e apenas 522 gramas

Design moderno e elegante, com a flexibilidade de poder ser utilizado enquanto tablet ou laptop

Processador Intel® Pentium® Gold com capacidade para correr software integral



Versão LTE disponível para máxima produtividade em cenários de mobilidade

Experiência de usabilidade otimizada para a utilização com Capa Teclado Surface

Surface Pro (5th Gen) com LTE Advanced

Versatilidade sem igual

Moderno, com modem LTE Advanced permitindo uma ligação consistente de velocidade 4G LTE onde estiver.

Sete, antenas invisíveis garantem a melhor conectividade possível.

Surface a liderar a revolução de conectividade implementando um Embedded SIM (eSIM)*.



Desenvolvido de raiz para LTE, sem comprometer o design e a identidade do Surface Pro.

Com o controlo e políticas de gestão para as empresas.

Desempenho superior na conectividade LTE, com modem Cat 9 e 450Mbps de velocidade no download.

*Vendido em separado

Surface Book 2 para Empresas 13,5" e 15"

Desempenho máximo e versatilidade inigualável

Processadores Intel Core de 8ª Geração, com um desempenho 4 vezes superior ao Surface Book original

Versatilidade sem comprometer performance

Placa gráfica dedicada nos modelos i7 com NVIDIA GeForce GTX 10 Series

Até 1TB de armazenamento e 16GB RAM

Até 17 horas de bateria, com as baterias no display e na base teclado

4 modos de utilização: Laptop, Tablet, Studio, e Visualização

Todas as conexões que necessita



Surface Studio 2 para Empresas

O expoente máximo da criatividade

O Surface mais potente com processador Intel® Core™ i7, placa gráfica NVIDIA® GeForce® GPU e armazenamento SSD.

O inacreditável ecrã PixelSense™ de 28" tem interface tátil e 13.5 milhões de pixels de cores vívidas, com uma proporção de 3:2 otimizada para produtividade.

Criatividade em diferentes ângulos com possibilidade de colocar o ecrã a 20 graus em Modo Estúdio, ou numa posição mais vertical em Modo Desktop.

Corre software profissional integral como Adobe Creative Cloud,* AutoCAD,* Bentley Navigator* e SolidWorks.*

Excelente experiência de vídeo com uma câmara de 1080p, ecrã reclinável, colunas estéreo 2.1 Dolby® Audio™ Premium e microfone de longo alcance.



O Windows 10 Pro que já conhece, com características que aportam funcionalidades de máxima produtividade, segurança e gestão avançadas.

Mantenha identidades e dados seguros com mais do que apenas uma password. O sistema biométrico Windows Hello fornece proteção de nível empresarial ao permitir o desbloqueio do dispositivo através do olhar.

Capacidade máxima de expressão e criatividade através das possibilidades de interação com a Caneta Surface e o Surface Dial* para atalhos intuitivos.

Design elegante e inspirador, com linhas minimalistas e extremamente fino.

*Vendido em separado



Surface Hub 2S

All-in-one colaborativo

50"

Whiteboard digital

Plataforma de reuniões

Experiência total de
computação Windows 10

Campanha EOL + Promo Book 2

Book 2 Promo

De 17 Out a 27 Nov
20% Desconto MRSP em Surface
Book 2



 Microsoft Surface

Surface for Business Offers

There has never been a better time to modernize your business with Surface.



Surface Pro 6 Save up to €504

Offer ends 31 December, while stocks last.

- i5/128 - 10% off Net MSRP (€89)
- i5/256 - 20% off Net MSRP (€228)
- i7/256 - 25% off Net MSRP (€340)
- i7/512 - 25% off Net MSRP (€423)
- i7/1TB - 25% off Net MSRP (€504)

Surface Laptop 2 Save up to €575

Offer ends 31 December, while stocks last.

- i5/128 - 10% off Net MSRP (€107)
- i5/256 - 20% off Net MSRP (€244)
- i7/256 - 20% off Net MSRP (€289)
- i7/512 - 25% off Net MSRP (€479)
- i7/1TB - 25% off Net MSRP (€575)



Surface Accessories Save 20%

Offer ends 12 November, while stocks last.

- Burgundy Pen - 20% off Net MSRP (€18)
- Burgundy Type Cover - 20% off Net MSRP (€29)
- Cobalt Blue Type Cover - 20% off Net MSRP (€29)
- Platinum Type Cover - 20% off Net MSRP (€29)



- Contact your preferred Surface Device Reseller for a quote or your Microsoft Account Manager for more information.
- Discounts are indicative only and may vary depending on quantity purchased.
- Offers are valid only while stocks last.

Dynamics 365: The power of simplicity

Pedro Pinto Lourenço
Business Director
Business Applications



The World is Changing!



Yesterday, retail was **one size fits all**



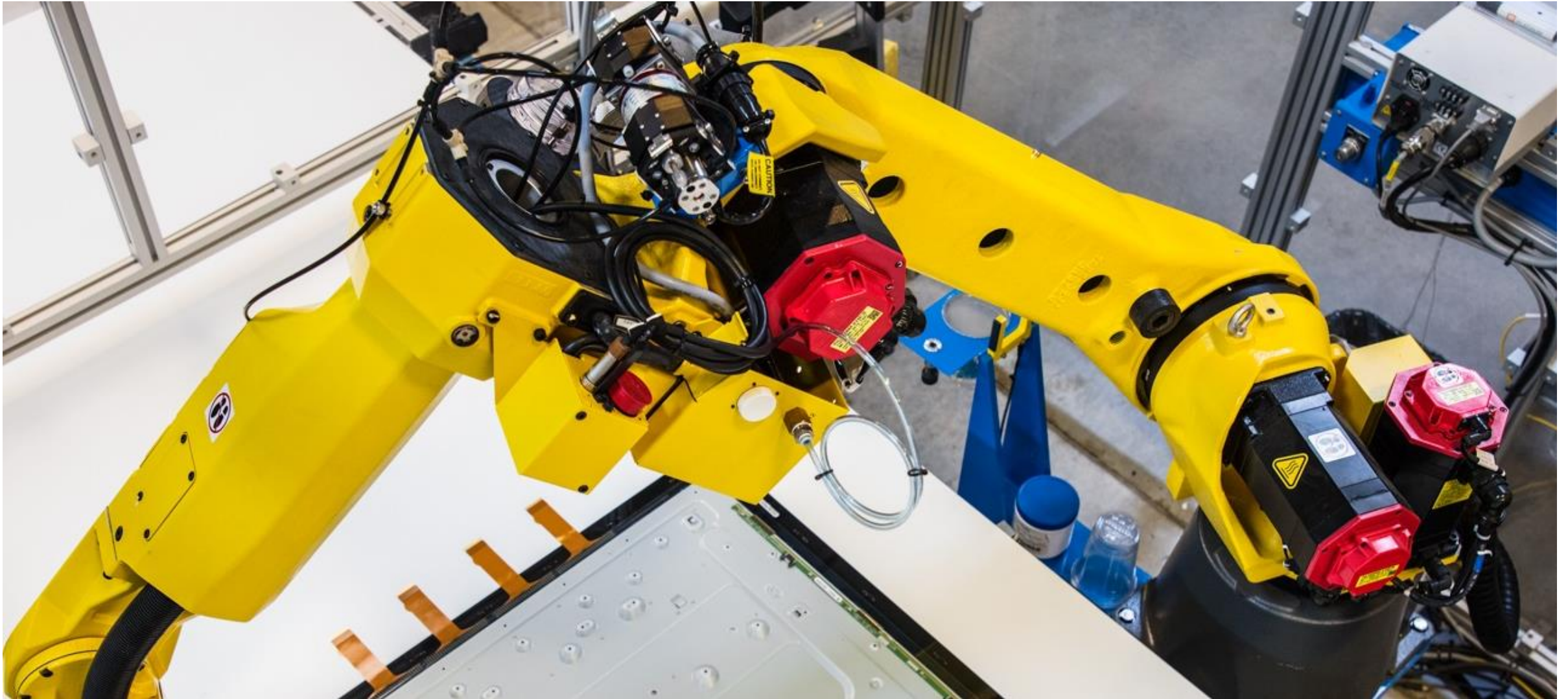
Today, retail is **personalized**



Yesterday, manufacturing was **product assembly**



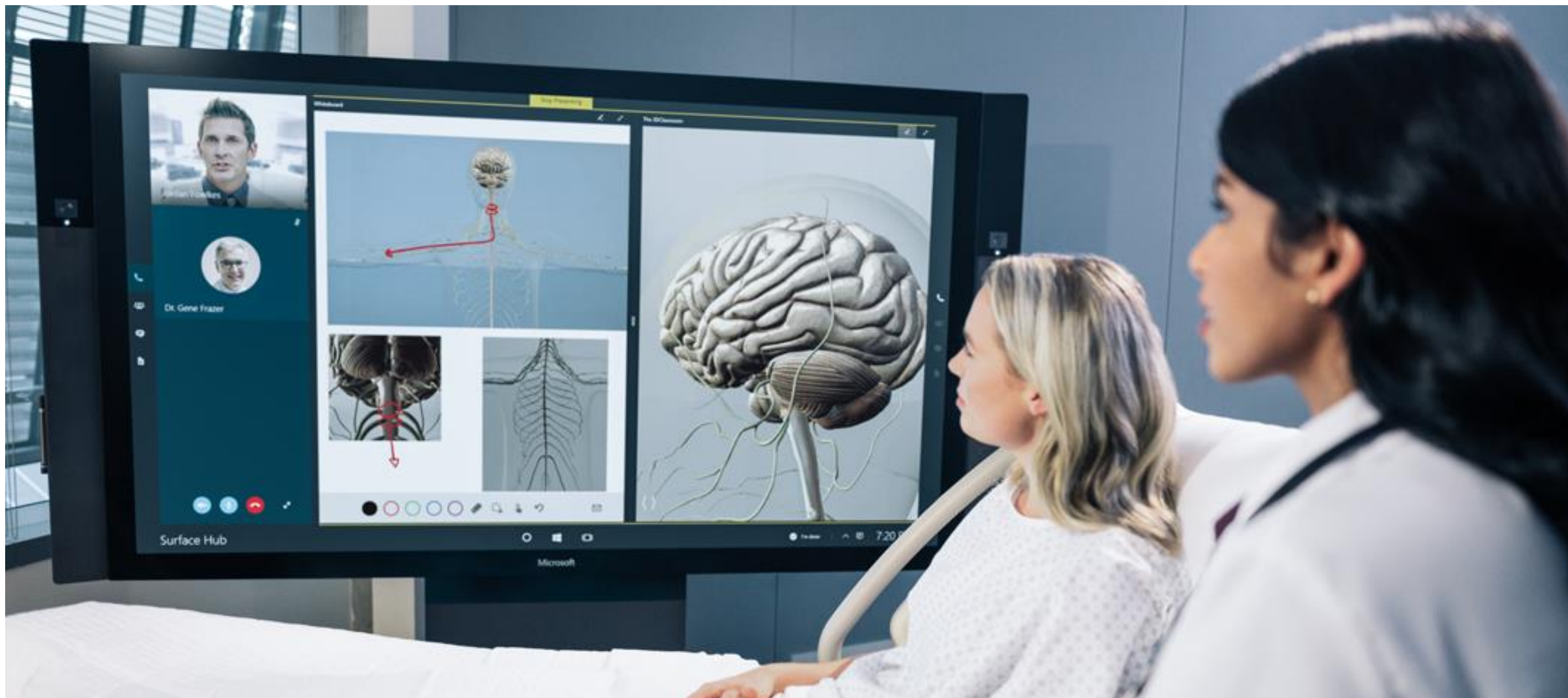
Today, manufacturing is **connected products**



Yesterday, healthcare was **reactive**



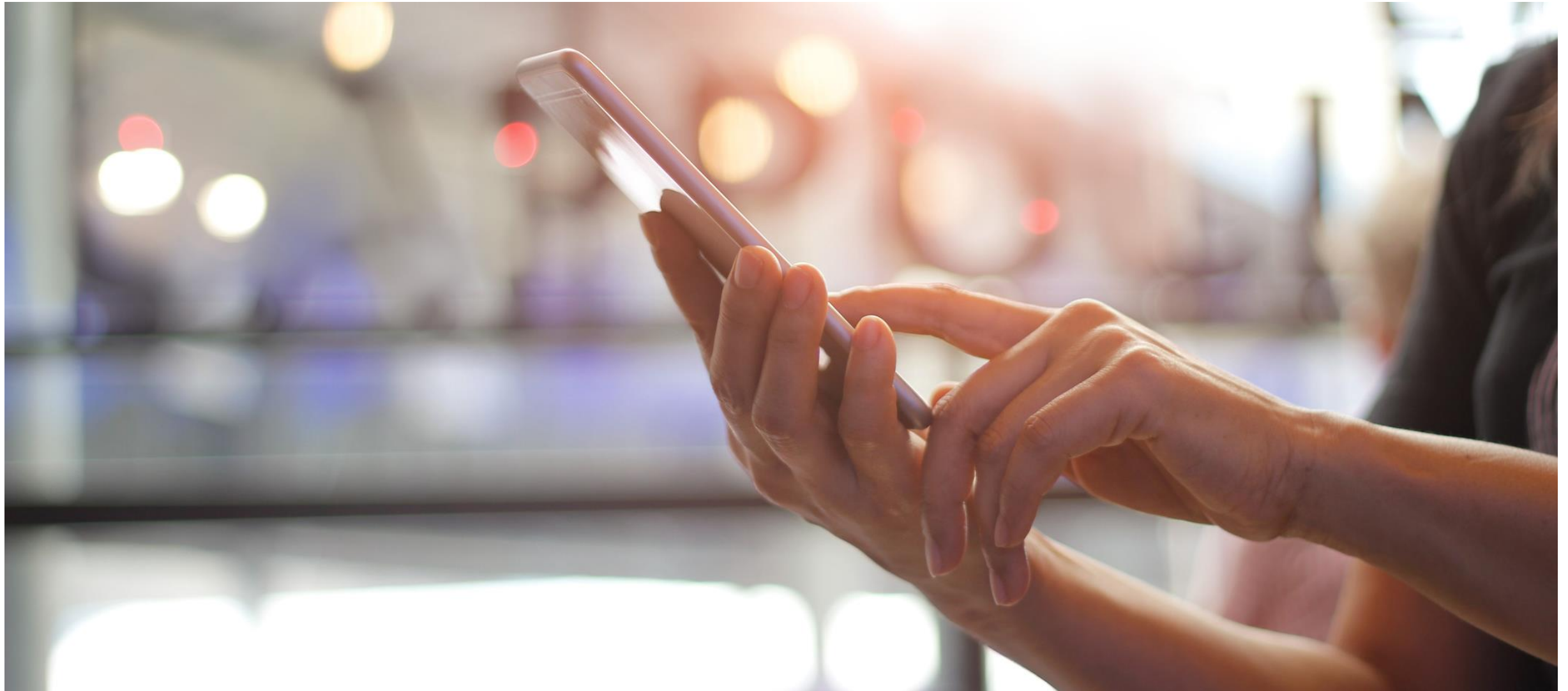
Today, healthcare is **predictive**



Yesterday, financial services were on **banker hours**



Today, financial services are **real-time**



**“ECONOMY
DOES NOT
RESPECT
TRADITION
RESPECT
INNOVATION”**



*--Satya Nadella
Chief Executive Officer*

Economy does not respect tradition but innovation!



L'ORÉAL®

LOREAL (1909)

"Did you ever imagine you could try on hundreds of looks in a matter of minutes?"



IKEA (1943)

"IKEA's core business is all about selling furniture. If adding the smart dimension helps support that it will continue to embrace it with vigour."



BURGER KING (1954)

Coffee Subscription as service to customers for 5\$ month



DOMINOS PIZZA (1960)

"We are as much a tech company as we are a pizza company" J. Patrick Doyle



CARLSBERG (1847)

Can AI help brewers predict how new beer varieties will taste? Carlsberg says "probably"



thyssenkrupp

THYSSENKRUPP (1811)

Internet-connected elevators giving profits a lift



NIKE (1972)

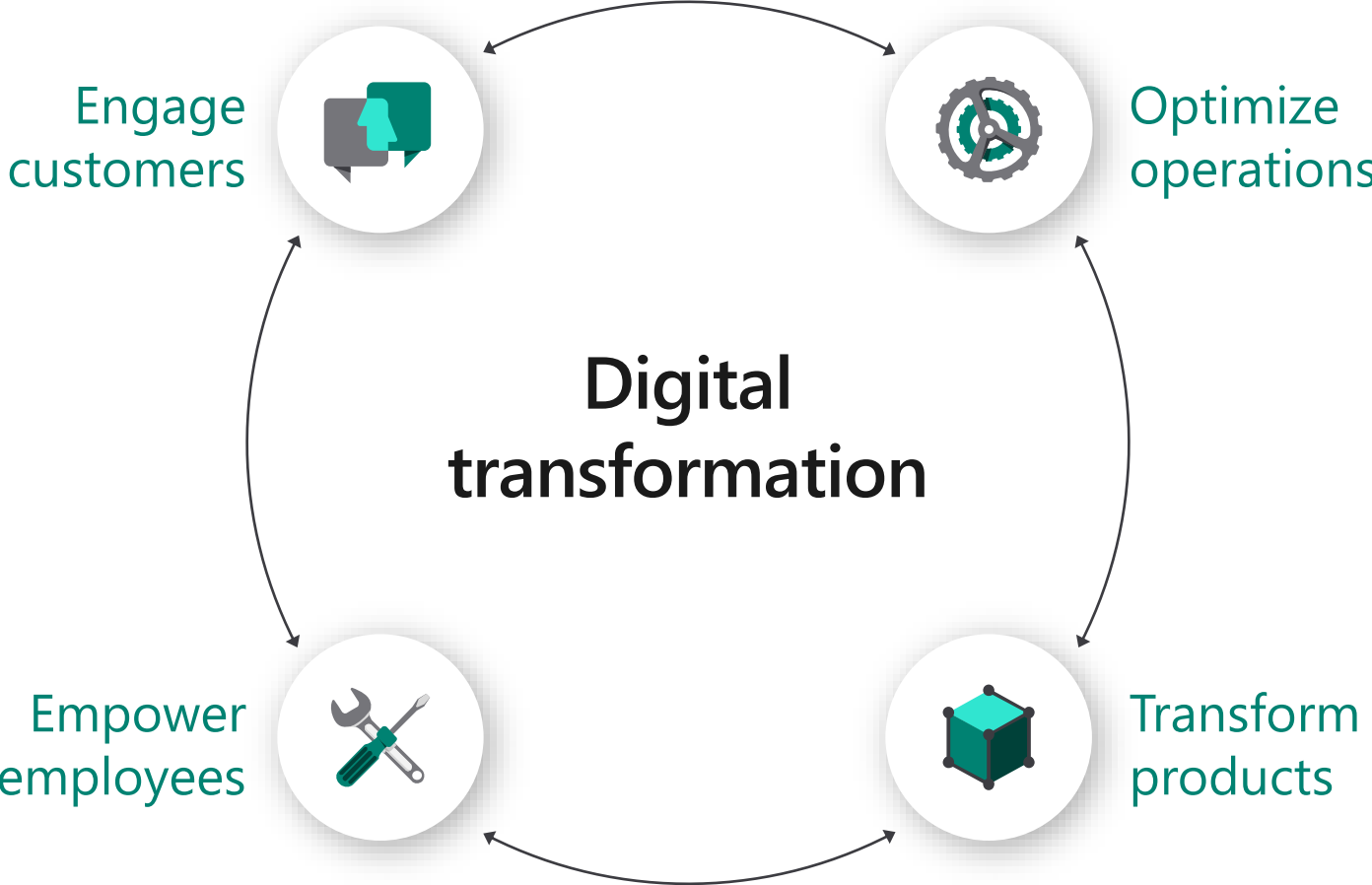
Nike By You, with personalized shoes

BOSCH

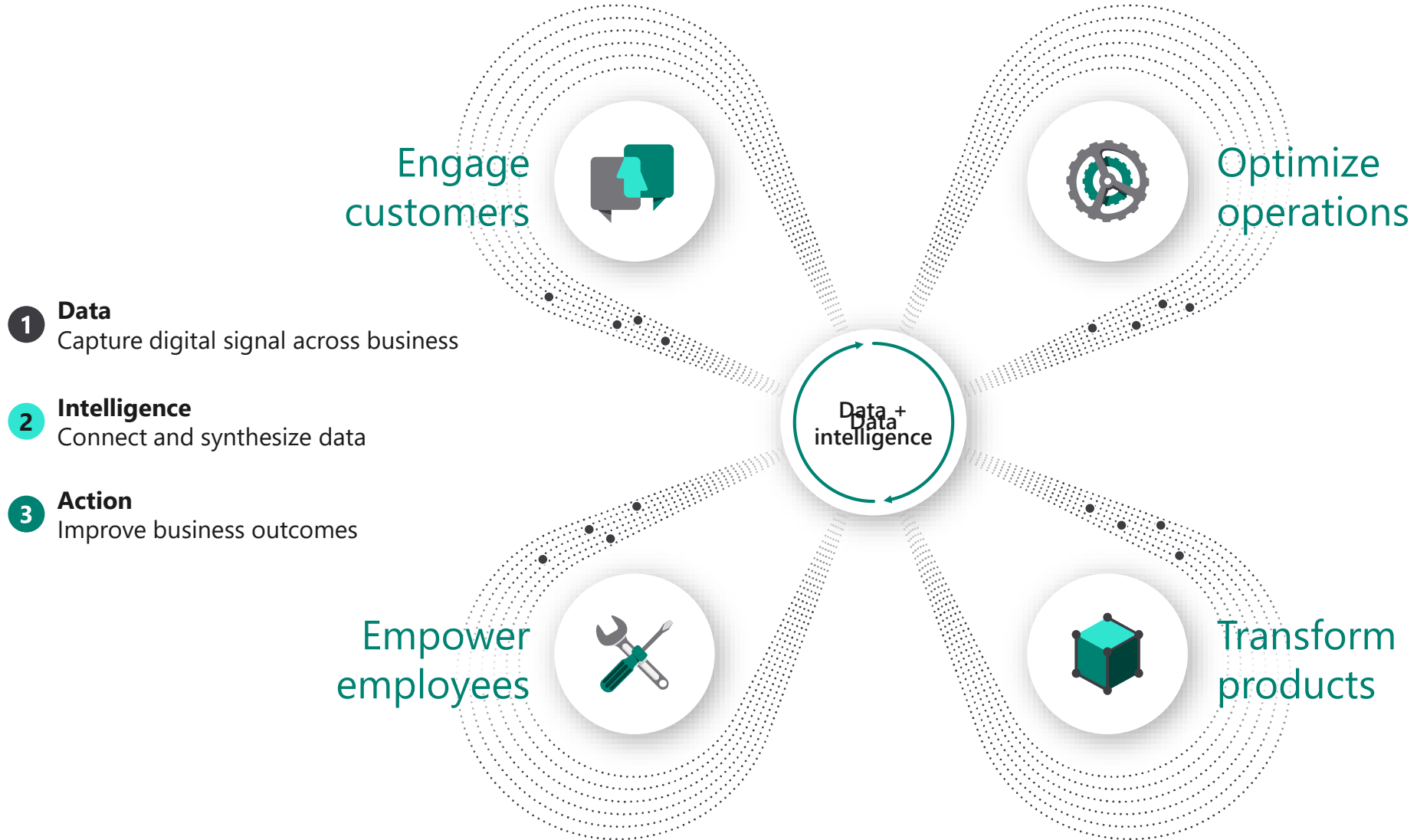
BOSH (1886)

Connected Appliance, first fridge that take selfies

Digital Transformation | Microsoft Vision



DIGITAL FEEDBACK LOOP



Microsoft – a leader in Sales Productivity

Forrester Wave: Sales Force Automation Solutions

“Dynamics 365 brought a heightened focus on seller **productivity**, with deep integrations into Office 365 and Outlook.”

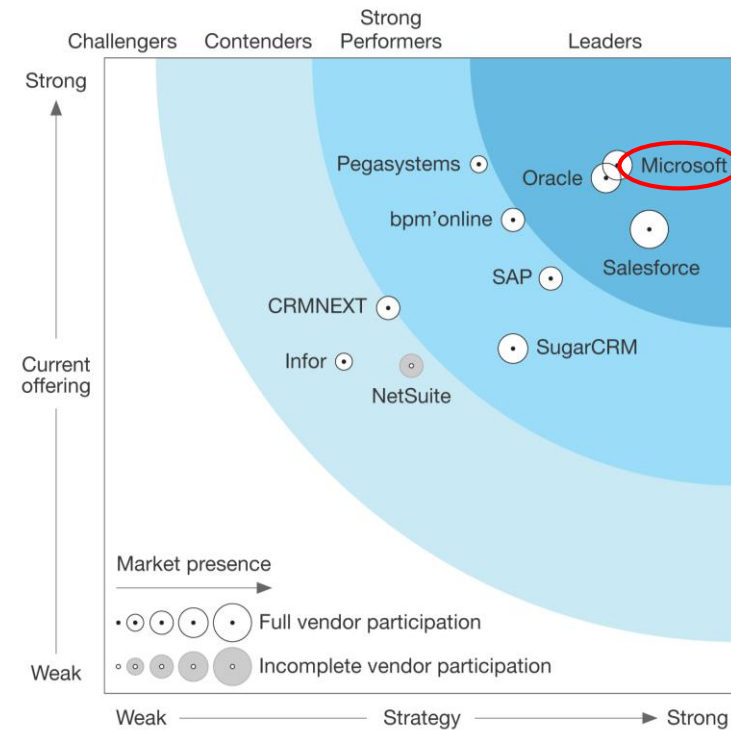
“Microsoft **delivers** on **intelligent** seller **productivity**”

Microsoft is a best fit for companies looking to capitalize on the **productivity gains** of their other Microsoft cloud investments, namely **Office 365**, and those companies that are bullish and looking to disrupt their peers with **AI** and **machine learning**.”

FORRESTER RESEARCH

Forrester Wave™: Sales Force Automation Solutions, Q2 '17

The Forrester Wave™: Sales Force Automation Solutions, Q2 2017



FORRESTER RESEARCH
The Forrester Wave™
Go to Forrester.com to download the Forrester Wave tool for more detailed product evaluations, feature comparisons, and customizable rankings.

136162

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Microsoft – a leader in Sales Force Automation

Gartner: Sales Force Automation Solutions

“The SFA product in Dynamics 365 is **relevant for midsize, large and enterprise-size clients**, as the vendor has packaged solutions to address all SFA functional needs.”

With **Dynamics 365 Sales Insights** becoming generally available in late 2018, Microsoft has enhanced its product offering with meaningful functions such as “**who knows who**” indicators and **customer relationship health analysis**.

Microsoft reference clients cited the **application’s ability to scale with the Azure-based services and platform**. They cited its **ease of configuration and how you can extend it using Flow and PowerApps** to address more complex business needs



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Microsoft Confidential: For Customer Internal Use Only

Microsoft – a leader in IoT

Forrester Wave: Industrial IoT Software Platforms

“It offers a comprehensive set of development tools as well as a rich set of **advanced analytics capabilities with PowerBI.**”

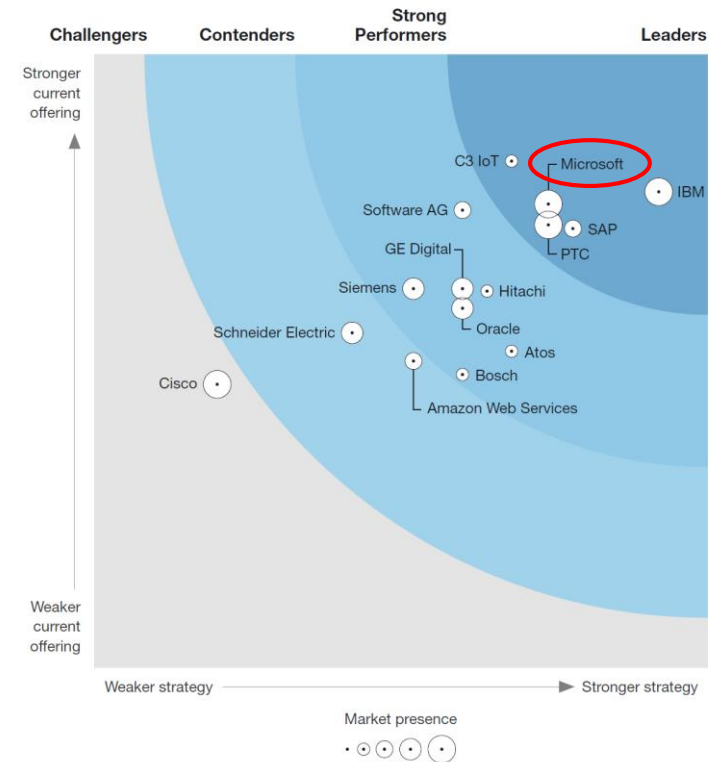
“Microsoft Azure dominates the platform deployment options and, though impressive, its **augmented reality capabilities favor HoloLens**”

“**Azure IoT Edge, will bolster Microsoft's edge**”

THE FORRESTER WAVE™

Industrial IoT Software Platforms

Q3 2018



FORRESTER RESEARCH
The Forrester Wave™

Go to [Forrester.com](https://forrester.com) to download the Forrester Wave tool for more detailed product evaluations, feature comparisons, and customizable rankings.

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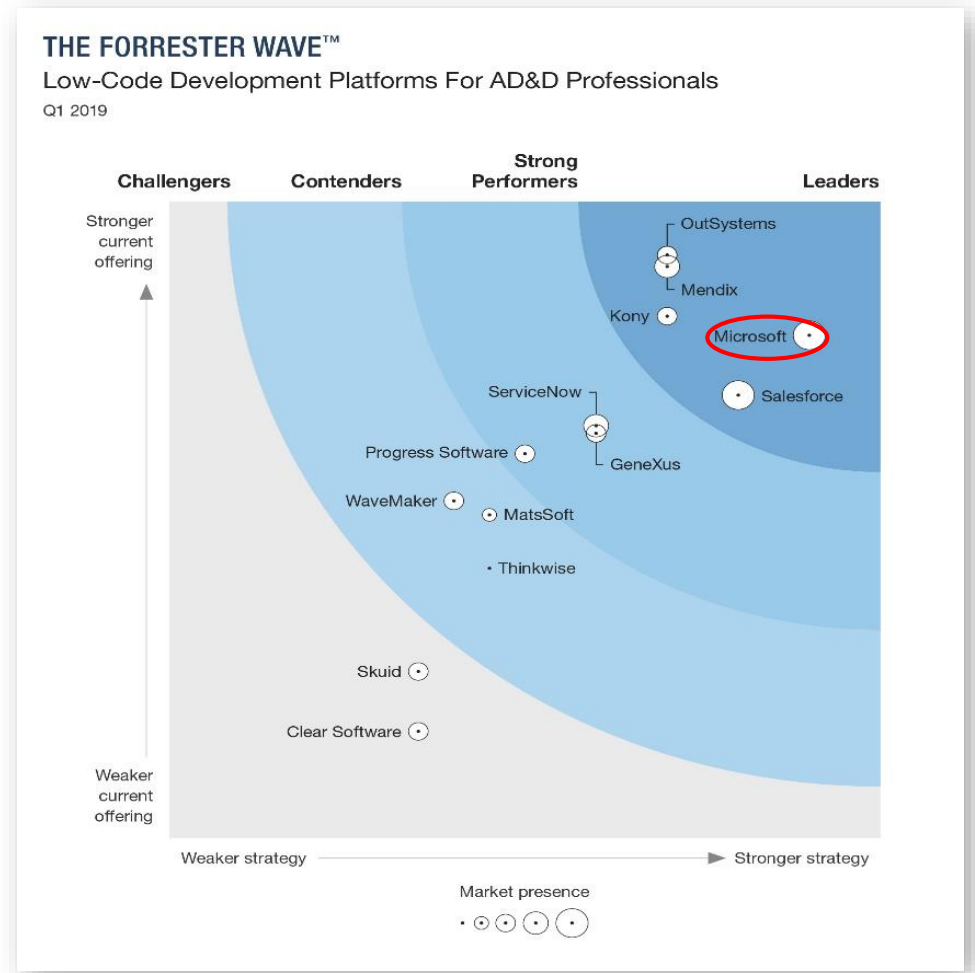
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Microsoft Confidential: For Customer Internal Use Only

PowerApps | Analysts Love PowerApps



Enterprise Low-Code Application Platforms Magic Quadrant



Low-Code Development Platforms for Application Development & Delivery Professionals

**“SIMPLICITY IS
PREREQUISITE
FOR
RELIABILITY”**

by Edsger Dijkstra

AVIS



**Avis is only No.2
in rent a cars.
So why go with us?**

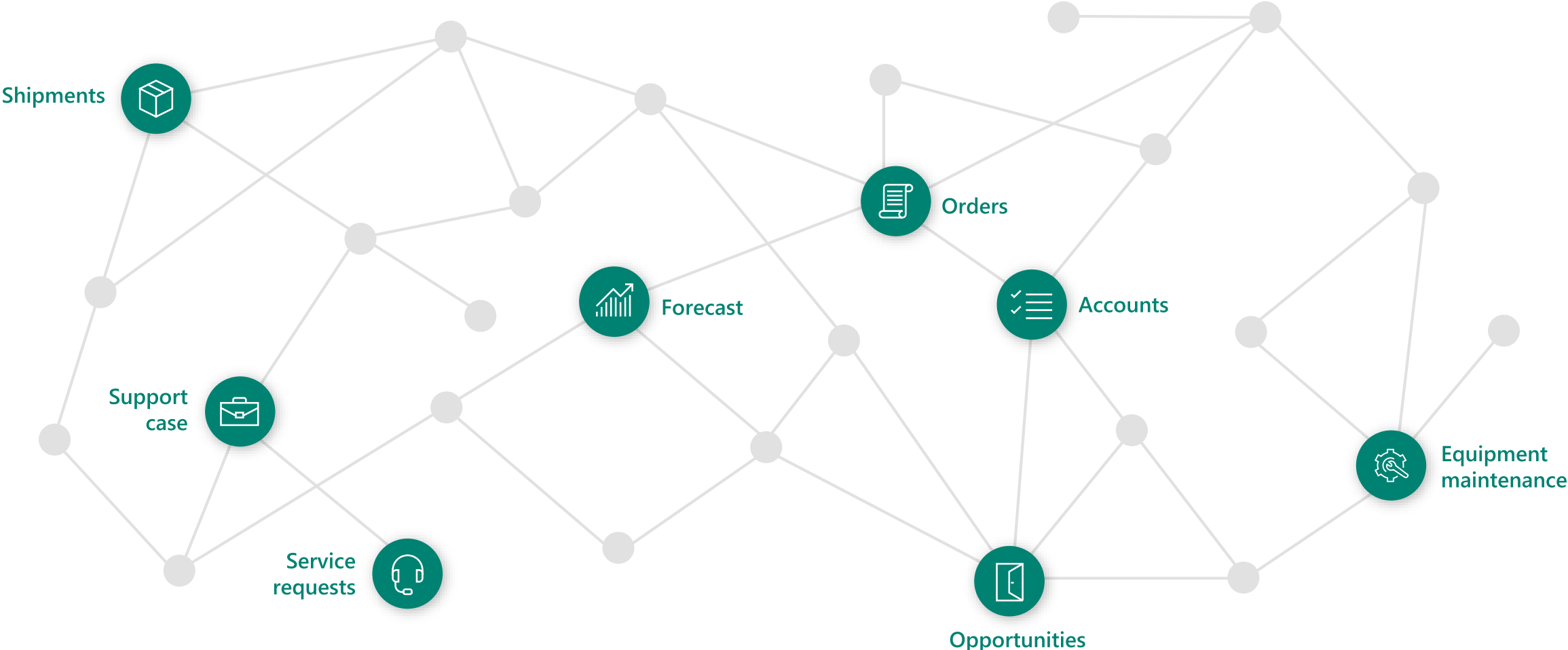
We try harder.

(When you're not the biggest, you have to.)

We just can't afford dirty ashtrays. Or half-empty gas tanks. Or worn wipers. Or unwashed cars. Or low tires. Or anything less than seat-adjusters that adjust. Heaters that heat. Defrosters that defrost.

UNIFIED PROCESSES AND DATA

Dynamics 365



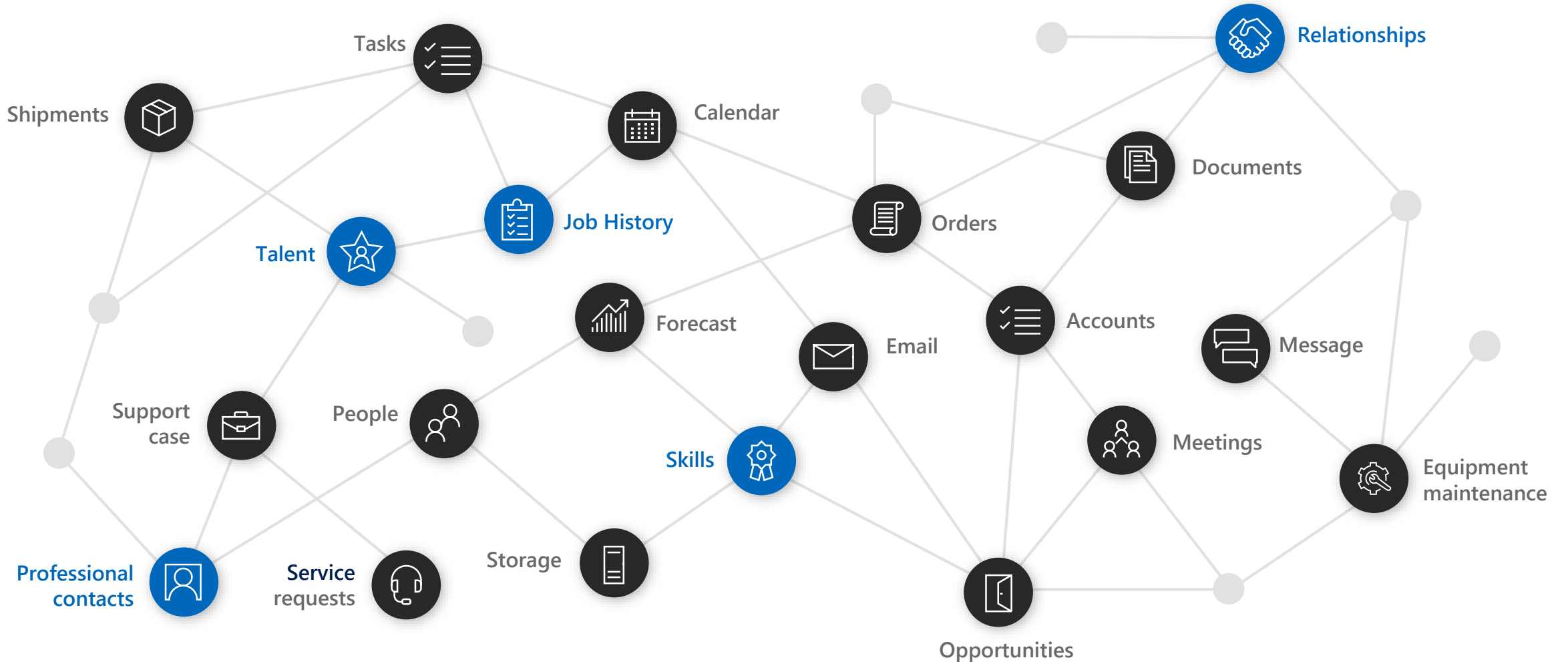
UNIFIED PROCESSES AND DATA

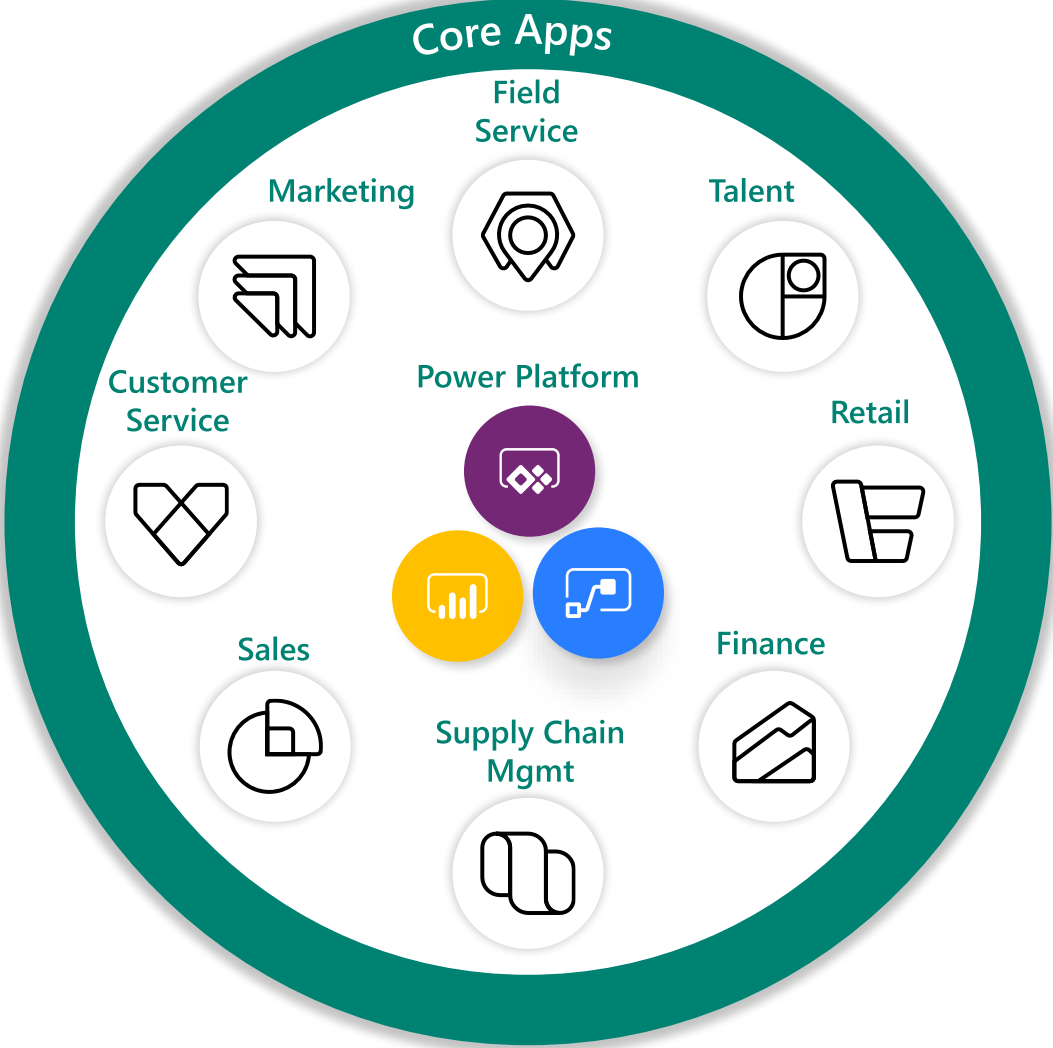
Dynamics 365 + Office 365

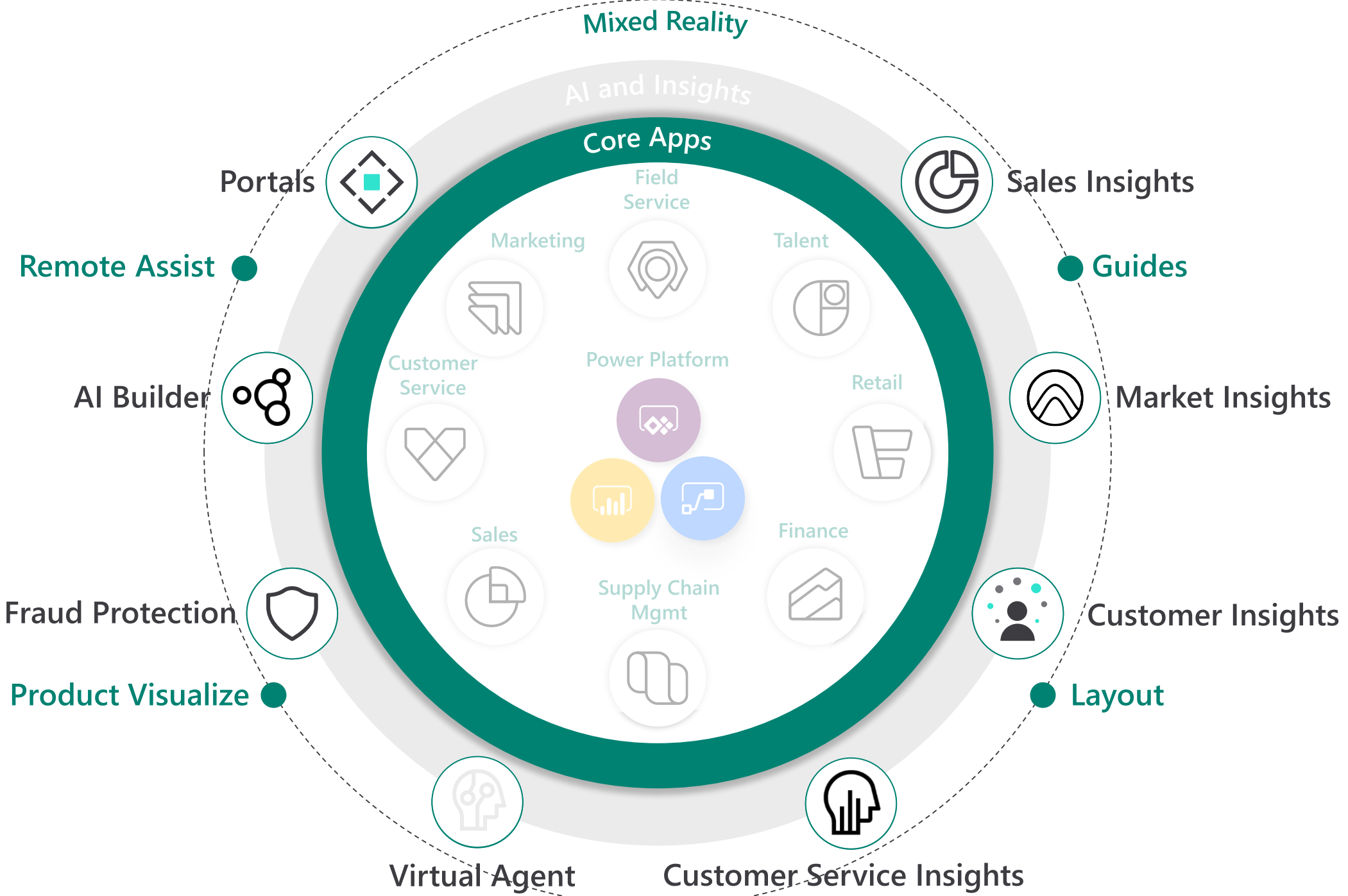


UNIFIED PROCESSES AND DATA

Dynamics 365 + Office 365 + LinkedIn







Mixed Reality

AI and Insights

Core Apps

Field Service

Marketing

Talent

Power Platform

Retail

Sales

Supply Chain Mgmt

Finance

Portals

Sales Insights

Remote Assist

Guides

AI Builder

Market Insights

Fraud Protection

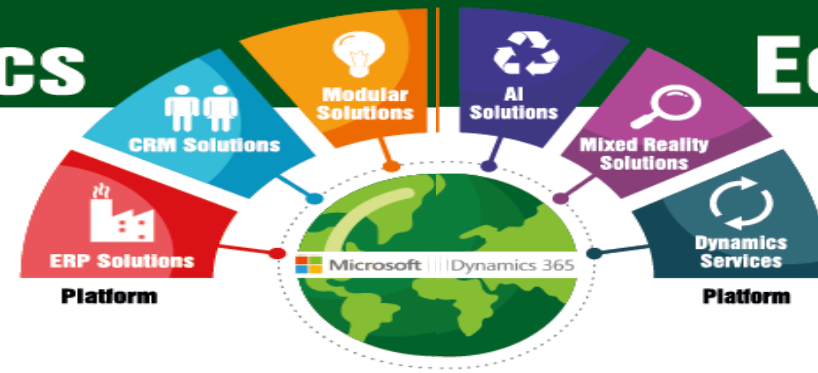
Customer Insights

Product Visualize

Layout

Virtual Agent

Customer Service Insights



01 ERP Solutions

Product name	Dynamics 365 Finance Finance management for middle and big companies	Dynamics 365 Supply Chain Management Supply chain management for middle and big companies	Dynamics 365 Business Central Enterprise resource management for small and medium companies
Functionality	<ul style="list-style-type: none"> Revenue Recognition Credit management Intercompany Treasury Organization administration Accounts receivable Budgeting Audit workbench Accounts payable Cash and bank management Cost management Consolidations General ledger Fixed assets Expense management Payroll Tax 	<ul style="list-style-type: none"> Asset management Master planning Self service portal Retail headquarter management Transportation management Inventory management Warehouse management Human resources Production control Product information management Procurement and sourcing Service management Sales and marketing Questionnaire Project management and accounting Vendor collaboration Time and attendance Fleet management Tax 	<ul style="list-style-type: none"> Planning Warehouse management Assembly management Production management Analytics XBRL Task management Service management Vendor collaboration Self service portal Accounts payable Treasury Inventory management Workflow Accounts receivable Budgeting Project management Human resource management CRM Fixed assets

03 Modular Solutions

Product name	Dynamics 365 Retail Retail management	Dynamics 365 Talent: Core HR Human resource management	Dynamics 365 Talent: Attract Hiring management	Dynamics 365 Talent: Onboard New hires management
Functionality	<ul style="list-style-type: none"> Pricing Sales channel management Stores Shift management Assortment management Product categories Employee management Retail server Call centers Loyalty management Cloud scale unit Modern POS Replenishment management Online stores Retail HQ 	<ul style="list-style-type: none"> People management Task management Compensation management Compliance Alerts management Leave and absence Employee self service Employee development Organization administration Employee transfer management Personal management Benefits Learning service Business processes management Skills management 	<ul style="list-style-type: none"> Position management Vacancies templates Candidates management 	<ul style="list-style-type: none"> Task management Resource management Onboard process management Contact management Activity management Onboard templates

02 CRM Solutions

Product name	Dynamics 365 Sales Enterprise Sales management for enterprise	Dynamics 365 Sales Professional Sales management for small business	Dynamics 365 Customer Service Customer service management
Functionality	<ul style="list-style-type: none"> Client management Contact management Marketing LinkedIn integration Sales Order management Proposal management Lead management Product information management Competitors management Microsoft Teams Integration Business process management 	<ul style="list-style-type: none"> Visual Insights Simplified Opportunity-to-invoice process Customer 360 view Sales data Business process flow Documents templates Document management Sharepoint support 	<ul style="list-style-type: none"> Customer service center Queue management Case management Task management Customer 360 view Product information management Client management Service management Integration with Dynamics 365 Virtual Agent for Customer Service Knowledge article templates Knowledge management Service scheduling migration tool
Product name	Dynamics 365 Field Service Field service and maintenance management	Dynamics 365 Project Service Automation Project management	Dynamics 365 Marketing Marketing management
Functionality	<ul style="list-style-type: none"> Competence management Resource management Mixed reality Guides for Field Service Resource planning Customer assets management Service orders management Schedule table Contracts/Offer management Sales Return management Billing Procurement management 	<ul style="list-style-type: none"> Price list management Billing Project contracts management Requirements management Resource planning Schedule table Offer management Lead management Time and expense management Client management Teams collaboration Comprehensive project operations 	<ul style="list-style-type: none"> Voice of the Customer Event management Client management Digital marketing Marketing campaign management E-mail marketing campaigns Layout editor Email A/B testing Support approvals using Microsoft Flow LinkedIn connector Logistic management Customer insights integration

Product name	Dynamics 365 Talent: Offers Offer management	Dynamics 365 Unified operations Mobile solution for Finance and Operations	Dynamics 365 Universal Resource Scheduling Schedule any data in Customer Engagement	Microsoft Social Engagement Social engagement management	
Functionality	<ul style="list-style-type: none"> Offer management Offer templates 	<ul style="list-style-type: none"> Predefined workspaces Custom workspaces designer Optimization tool for offline capabilities 	<ul style="list-style-type: none"> Multi-resource scheduling Facility scheduling Resource pools Fulfillment preferences Schedule board tab Resource crew scheduling 	<ul style="list-style-type: none"> Power BI connector Phrases analytics Search management Social selling assistance Location analytics Social Intent Analysis Social CRM Social listening 	
Product name	Dynamics 365 Omnichannel for Customer service Connect with customers thru different channels	Dynamics 365 Gamification Employee and teams competitions management	Portal Capabilities for Dynamics 365 Portal management	Dynamics 365 App for Outlook Customer Engagement solution for Microsoft Outlook	
Functionality	<ul style="list-style-type: none"> Communication panel management Single interface Agent configurator Agent dashboard / work items 	<ul style="list-style-type: none"> Gamification management KPI's management Gamification portal 	<ul style="list-style-type: none"> Portal content management Knowledge base management Authentication management 	<ul style="list-style-type: none"> Contacts and leads Link emails to contacts Relationship assistant Email templates Global search Phone calls and tasks 	
Product name	Dynamics 365 LinkedIn Connector Seamless synchronization of LinkedIn leads	Dynamics 365 Voice of the Customer Customer opinions collection	Dynamics 365 Unified service desk Framework for call centers	Dynamics 365 Commerce Omni-channel solution for retail and e-tail companies	Dynamics 365 for phones and tablets Unified app for phones and tablets

Product name	Dynamics 365 Remote Assist	Dynamics 365 Layout	Dynamics 365 Product visualize	Dynamics 365 Guides	Dynamics 365 Import tool	
Product name	Mixed reality remote presence tool	Mixed reality design spaces tool	Place a 3D digital twin of product in real life	Holographic instruction tool	Tool importing 3D models to MR solutions operations	
Functionality	<ul style="list-style-type: none"> Hololens-based Video calling File sharing Field service Connection with the all Microsoft stack 	<ul style="list-style-type: none"> Remote cooperative work Mobile support Integration with Teams 	<ul style="list-style-type: none"> Virtual & Mixed reality support Vision sharing Proposed layout in real-world scaling Edit physical design Import tool Remote cooperative work 	<ul style="list-style-type: none"> Predefined integration with Dynamics 365 for Sales View product in context Share key sales details Notes support Mobile support Predefined integration with Teams 	<ul style="list-style-type: none"> Capture work processes tool Guides constructor Attachments support Step by step instructions Instructor cards management Productivity dashboards 	<ul style="list-style-type: none"> Optimize the converted 3D models Convert 3D models to GLB Layouts support Send models to Microsoft Hololens support Visio add-in support

Product name	Dynamics 365 Sales insights	Dynamics 365 Customer service insights	Dynamics 365 Market insights	Dynamics 365 Customer insights
Product name	AI-driven insights in sales	AI-driven insights and virtual agents in customer service	AI-driven market insights	Power personalized engagement with customer insights
Functionality	<ul style="list-style-type: none"> Notes analysis Natural language support Relationship analytics Talking points Business data dashboard Predictive lead/opportunity scoring Assistant studio Predictive forecasting Sales Coaching & Call intelligence 	<ul style="list-style-type: none"> Automated AI-driven cases grouping Customer satisfaction dashboard Intelligent workflow Topic details dashboard Case resolution dashboard Virtual agents KPI summary dashboard Incoming cases dashboard Natural language support 	<ul style="list-style-type: none"> Alerts management Sources dashboard Conversation dashboard Search rules Location dashboard Activity maps Sentiment dashboard Posts management Natural language support Location dashboard 	<ul style="list-style-type: none"> Data enrichment / Segmentation Customer journey Profile unification Next best interaction Customer cards Profile search & discovery

Product name	Dynamics 365 Virtual agent for Customer service	Dynamics 365 Fraud protection	IoT Intelligence for Dynamics 365 SCM	Dynamics 365 Product Insights	Dynamics 365 Connected Store
Product name	Virtual agent configuration tool	AI anti fraud solution	Real-time IoT integration tool	Products and services real-time insights	Real-time observational data to improve in-store operations
Functionality	<ul style="list-style-type: none"> Flow integration Virtual agent designer No code customizing CDS integration Conversation tracing Transfer chat's to manager Customer satisfaction (CSAT) dashboards AI-assisted authoring Microsoft Bot Framework Skills support 	<ul style="list-style-type: none"> External compliance certification Data engineering Data diagnostic report Risk decisioning dashboard Reduce friction Shared intelligence 	<ul style="list-style-type: none"> Real-time production management Real-time stock management Predictive maintenance Predefined workspaces Predefined dashboards Dynamics 365 SCM integration 	<ul style="list-style-type: none"> AI-driven smart advisor Product performance visibility Real-time issues identification Predefined dashboards Customers experience analytic Integration with IoT 	<ul style="list-style-type: none"> Triggered real-time alerts Venue/Zone management Equipment failures control Daily Summary dashboards Integration with video cameras Integration with IoT

06 Dynamics Services

Product name	Dynamics 365 Planning service	Dynamics 365 Inventory on-hand service	Configurable business documents reporting in Word and Excel
Product name	External micro service for planning	External micro service for inventory	External micro service to setup documents
Functionality	<ul style="list-style-type: none"> Multi-tenant What if analysis Planning insights Hyper Scale External Signals support Real time 	<ul style="list-style-type: none"> Real time Improved performance Simply to share Simply to integrate 	<ul style="list-style-type: none"> Predefined templates Document lifecycle management Extended Data Model Routing

<p>Microsoft Flow</p> <p>Automated workflows solution</p> <ul style="list-style-type: none"> Alerts, Synchronization management Transparent processes between systems Predefined Integration templates Mobile support Tasks automation 	<p>Power BI</p> <p>Business intelligence solution</p> <ul style="list-style-type: none"> Predefined dashboards Power BI Insights Apps Embedded analytic Big data foundation AI visualization Common Data Service for Analytics 	<p>Microsoft Office</p> <p>Office solutions</p> <ul style="list-style-type: none"> Sharepoint Outlook Word Skype Teams Excel 	<p>Microsoft Azure</p> <p>Cloud computing solution</p> <ul style="list-style-type: none"> Azure Bot Machine Learning Logic Apps IoT Suite Cloud computing Cognitive Services 	<p>Microsoft PowerApps</p> <p>Create business solutions tool</p> <ul style="list-style-type: none"> Process automation Application constructor Common Data Service for Apps 	<p>Lifecycle Services</p> <p>Collaboration portal to manage the application lifecycle</p> <ul style="list-style-type: none"> Environment management Business process library Updates management Implementation process control User management System diagnostic 	<p>Microsoft Forms Pro</p> <p>Surveys solution</p> <ul style="list-style-type: none"> Personalized surveys Question builder Distribution channel management Real-time insights Survey incentives Integrations management
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Dynamics 365 Sales & Dynamics 365 Product Visualize

Empower Sales with world-class technology:

Help your sellers meet their customers' needs faster with mixed reality.

With Microsoft Dynamics 365 Product Visualize, sales representatives can place a 3D digital twin of a product in their customer's environment, let them explore it as if it's physically there, and make

[SEE VIDEO](#)





COMPANY

Corinthia Hotels is implementing Energy Efficiency mechanisms in their Hotels across the country

Dynamics 365 Demo



Barney Stinson · 3rd

CUSTOMER

Customer who is looking to buy solar panel for the new Microsoft Building!



Pedro Pinto Lourenço 

SELLER

Account executive for solar panels

Dynamics 365



SALES



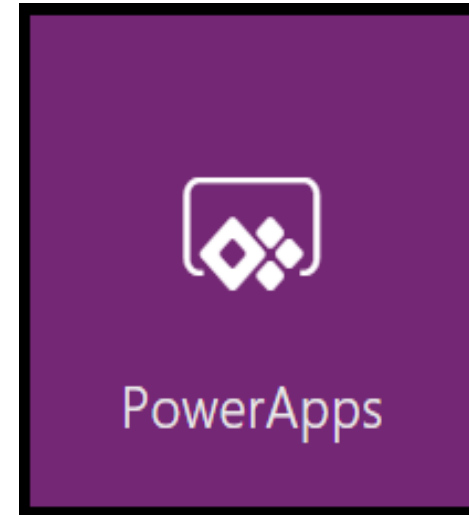
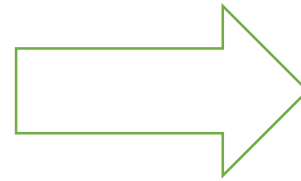
CUSTOMER SERVICE

**“MICROSOFT 365,
DYNAMICS 365,
AND THE POWER
PLATFORM, ON TOP
OF WHAT WE’RE
DOING WITH
AZURE, IS THE CORE
OF WHAT WE ARE
DOING AS A
COMPANY.”**



*--Satya Nadella
Chief Executive Officer*

POWERPOINT AND EXCEL FLIRT 😊



SOME INTERESTING STATS TO SUPPORT OUR PLATFORM BUSINESS OBJECTIVES...

500 million new apps will get created in the next five years – more than the total created in the last 40!¹

65% of application development activities in the enterprise will be in the low-code category by 2024²

Demand for **mobile apps** is growing **5x faster** than IT departments can deliver³

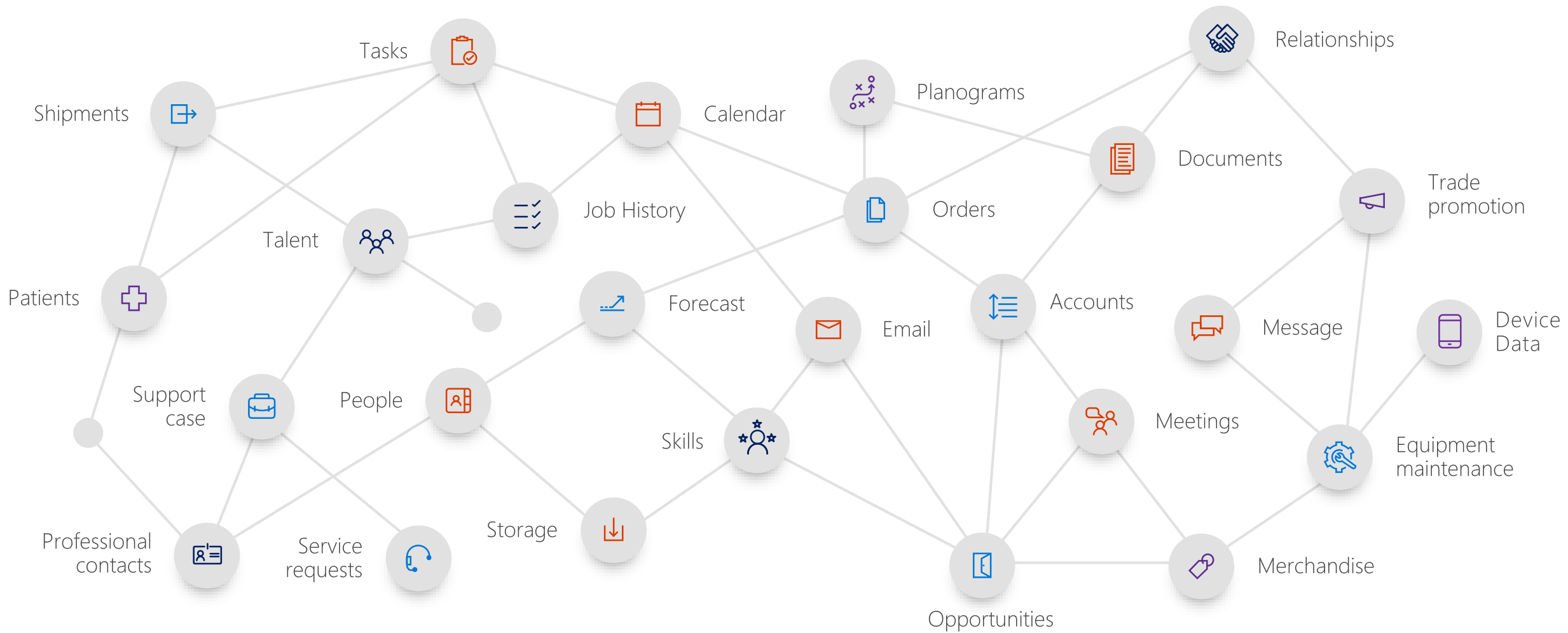
Estimated **Low-Code Development Platform** Market to exceed \$52B By 2024⁴

¹ Satya Nadella, Microsoft FY19 Q4 earnings call – Jul 2019

² Gartner Magic Quadrant for Enterprise Low-Code Application Platforms – Aug 2019

³ Gartner, How to Deliver Enterprise Mobile Apps Faster - 2017

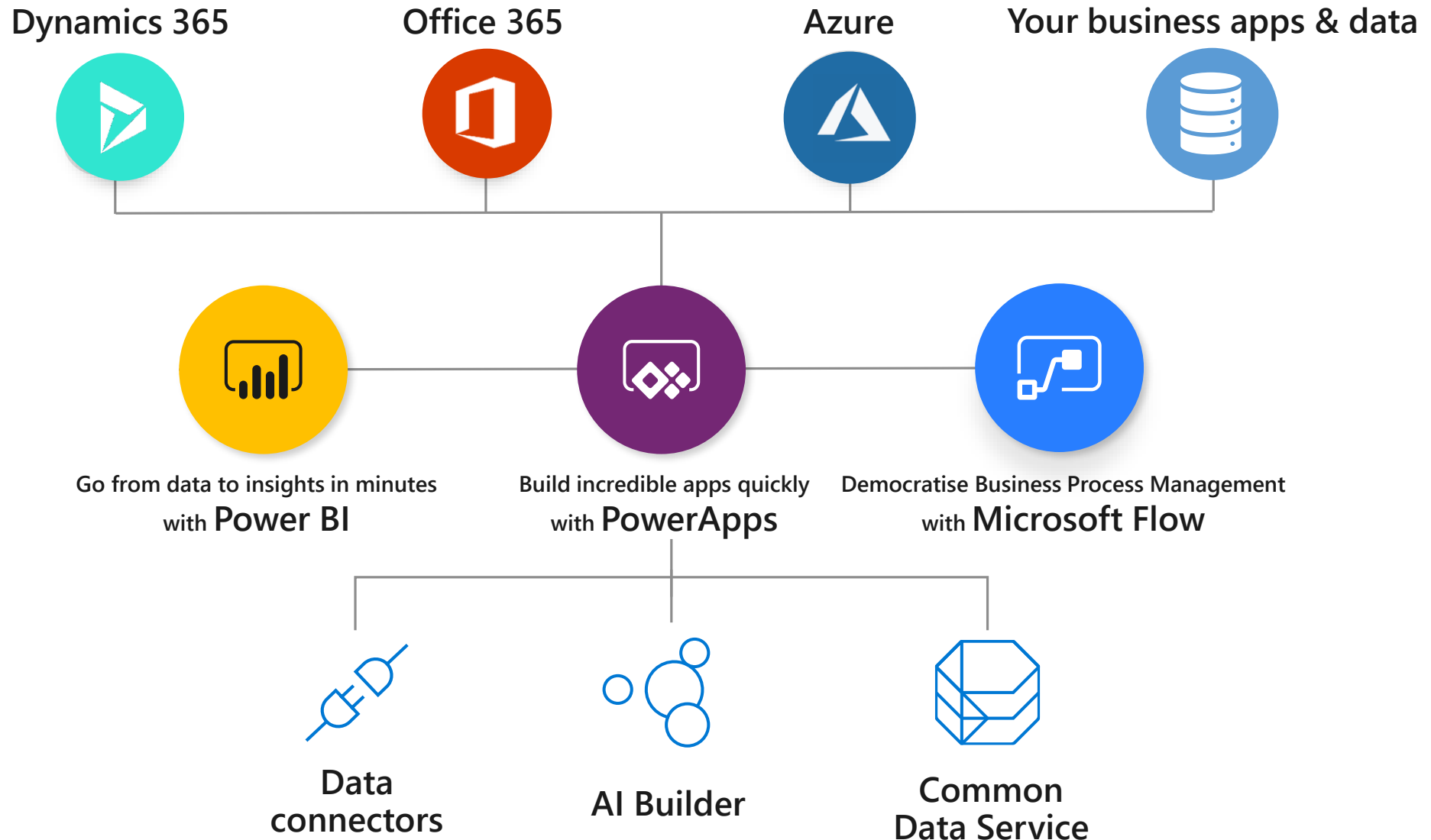
⁴ Prescient & Strategic Intelligence Low-Code Development Platform Market Research Report – Sep 2019



Success today is about connecting productivity experiences with business processes and data

Microsoft Power Platform - Analyse. Act. Automate.

One low-code platform that spans Office 365, Azure, Dynamics 365, and standalone applications – both cloud and on-premises





Data connectors: access to all the data you need

- Built-in connectivity to 260+ cloud services, files, databases, web APIs, etc.
- Leverage Azure investments including Logic Apps, API Management, AKS, Cognitive Services, SQL Azure, Cosmos DB, Azure Data Lake, SQL Data Warehouse
- Seamless hybrid connectivity to on-premises systems via the On-Premises Data Gateway
- Add your own custom connectors and on-premises sources



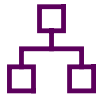


PowerApps: a low-code approach to building apps



Easily build web & mobile apps with a full featured low-code / no-code platform

Combine a PowerPoint-like designer with Excel functions and you have PowerApps!



Connect to your existing data with 260+ pre-built connectors and custom connectors

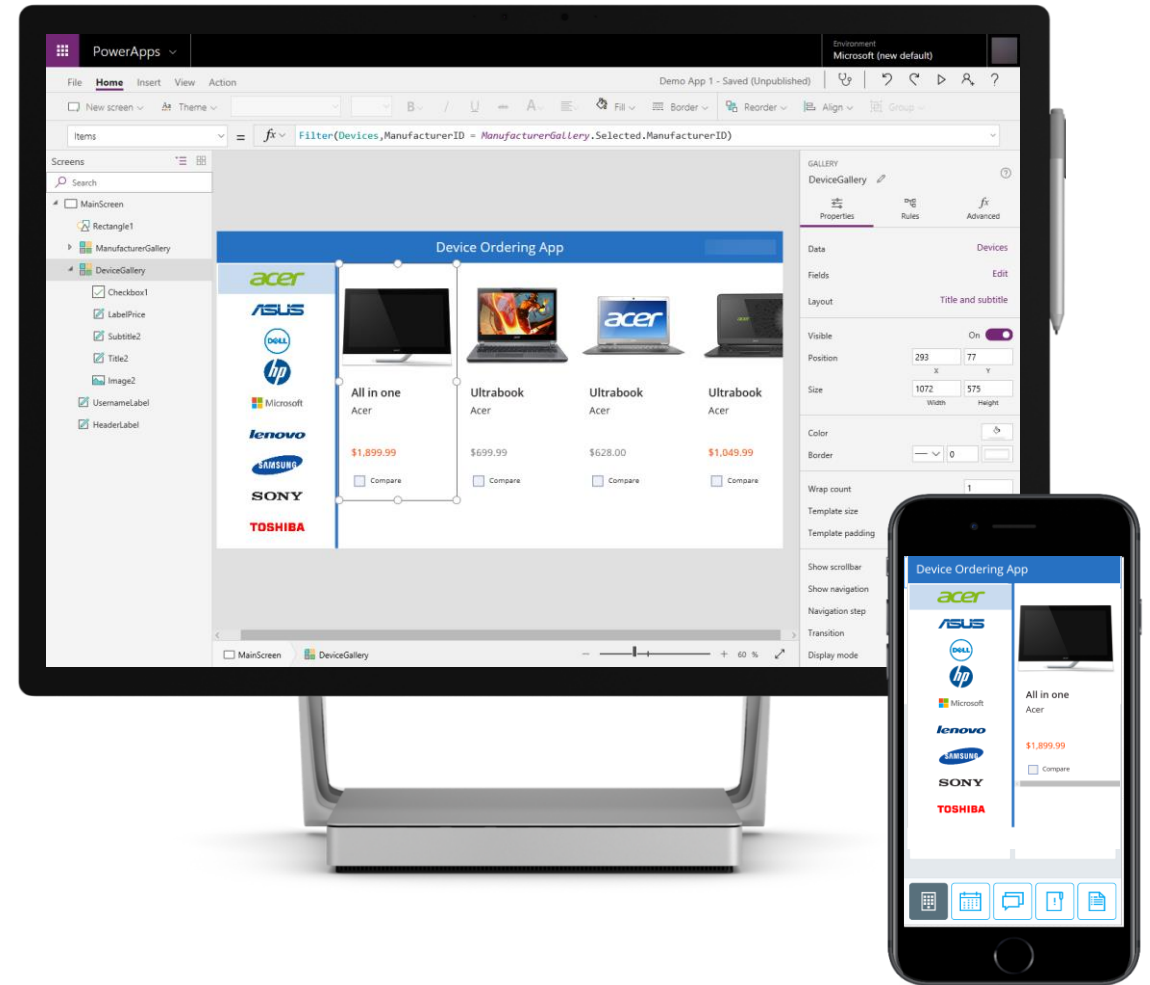


Strong enterprise governance & security



Leverage device features such as camera, GPS and microphone with no code!

Pro-dev extensibility enable "no limits" development





Microsoft Flow: a low-code approach to automation



From simple automations to complex business flows

Model business processes and automate workflows and your apps and services



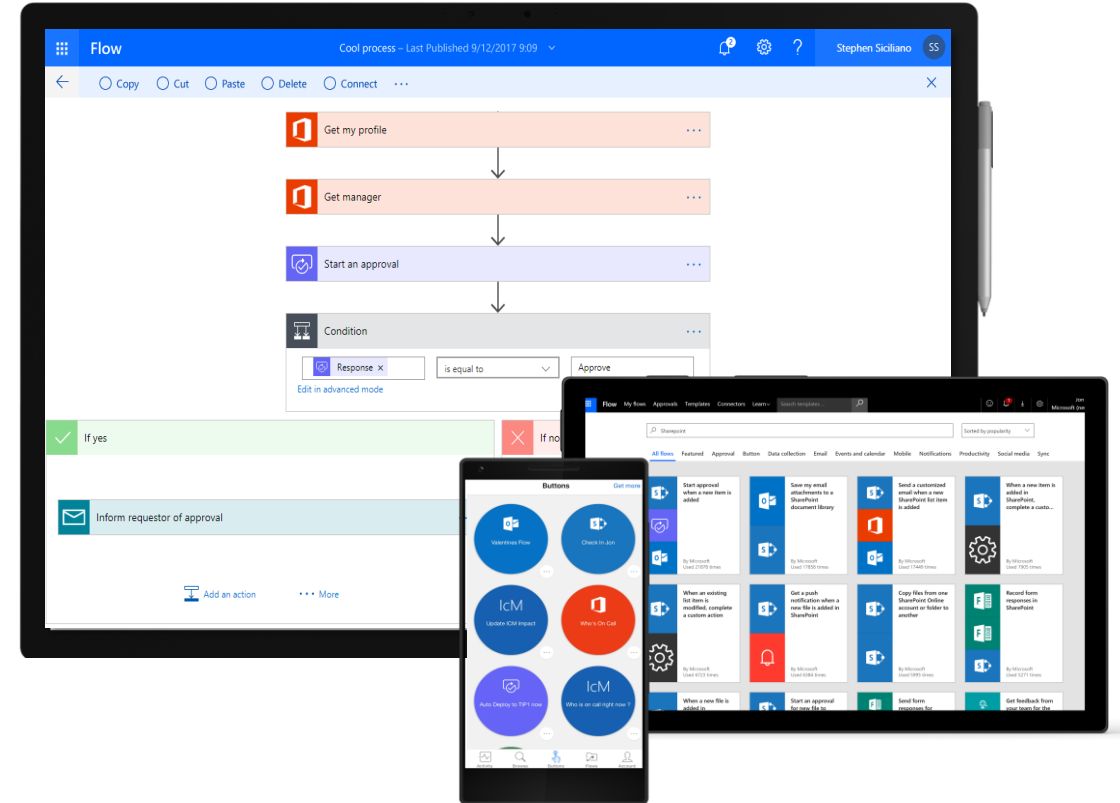
Same pre-built and custom connectors used by PowerApps



Strong enterprise governance & security



Pro-dev extensibility with Azure and custom logic





Power BI: Experience your data with Power BI



Connect to any data source to find the best insights and answer tough business questions.



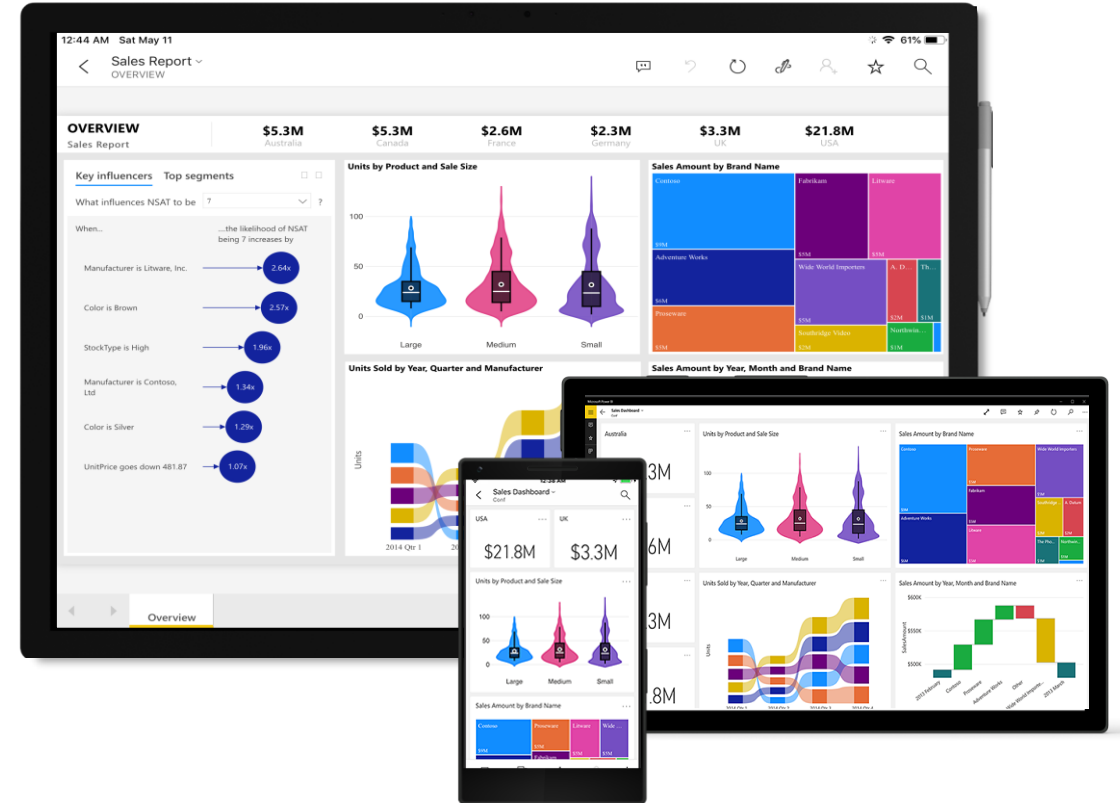
Directly integrated with Microsoft Flow, PowerApps, Microsoft Teams, Office 365, Dynamics 365 & Azure



Leverage Azure Data Services like Data Lake and SQL Data Warehouse to optimize analysis big data



PowerPoint like pixel perfect drag and drop design experience. Start from a template, report is running with live data as you build it



3.0M+

monthly active users

700%

Active usage increase in the last year

325K+

organizations are using the Power Platform

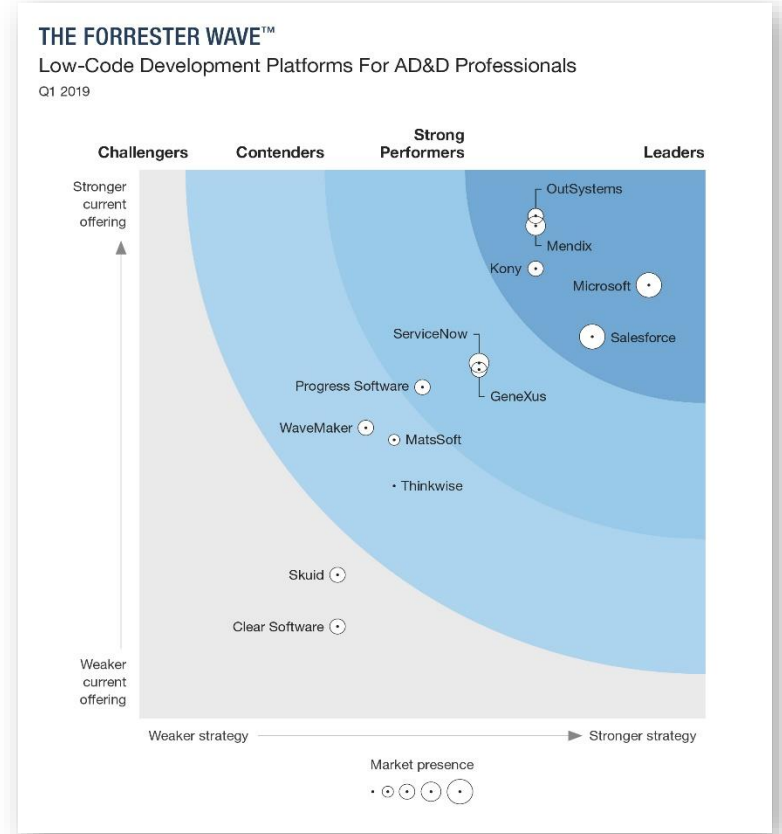
Leader

The Forrester Wave: Low-Code Development Platforms for Application Development and Delivery Professionals

Gartner: Enterprise Low-Code Application Platforms MQ

362%

ROI over 3 year term (Forrester TEI study)



Honeywell



Heathrow



Pedro Pinto Lourenço

Business Group Lead



Sónia Falcão

*Sales Manager
Enterprise Accounts*



Bruno Marques

*Solution Sales Professional
Enterprise Accounts*



Marco Silva

*Technical Sales Professional
Enterprise Accounts*



Diogo Roque

*Solution Sales Professional
Small and Medium Business*



Nádia Simões

Consulting Sales Professional



Rodrigo Umbelino

TSP PowerPlatform



Maicon Souza

*Solution Sales Professional
Small and Medium Business*



Pedro Custódio

*Partner Technical Consultant
Customer Engagement*



Guilherme Nunes

*Partner Technical Consultant
Talent & Business Central*



Marco Alves

*Business Value Management
Team*



Duarte Chaves

*Business Value Management
Team*



José Maria

*Business Value Management
Team*



Gabriel Cavalcanti

Dynamics 365 Trainee



TBH

*SSP Customer Engagement
EOU*



TBH

TSP EOU



TBH

*SSP Finance & Operations
EOU*



TBH

*SSP Customer Engagement
SMC Corporate*



Filipa Nery

Techdata Surestep



Jorge Martins

JPDI Surestep



MICROSOFT LOCAL PRESENCE

Microsoft presence in Portugal

Microsoft has been in Portugal for almost 20 years and has made significant local investments having almost 1.000 people working from Portugal for Microsoft key business areas.

2nd Biggest Support Center in the World

Key international teams in Portugal



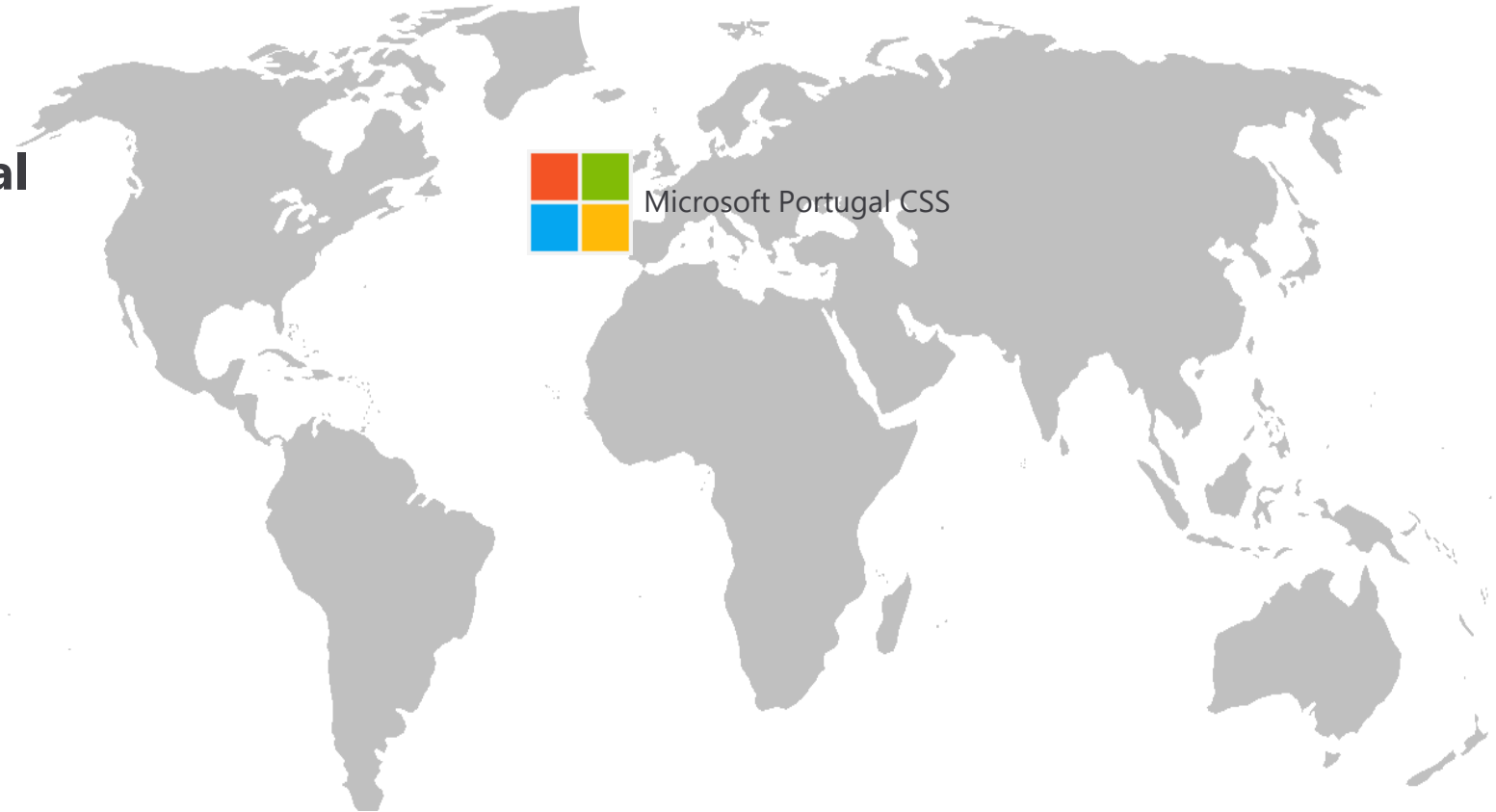
EMEA Microsoft Technical Support
(~500 People)



EMEA Microsoft Dynamics Support
(~100 Senior Engineers)



Microsoft Fast Track
(Dynamics adoptions teams)





Microsoft Dynamics 365

THE POWER OF SIMPLICITY

Pedro Pinto Lourenço

Pedro.lourenco@microsoft.com



Microsoft 365 Opportunity for Partners

Teresa Virgínia

Modern Workplace Business Group Lead

Vision for SMB Customers

Microsoft 365 the productivity cloud



Connected experiences / Integrated workflows / Intelligent security

Vision for SMB Partners

Create value added, scalable solutions for customers



Value Add

/



Specialized

/



Scalable

Evolving partner business model

-18%

+10%

+17%

+14%



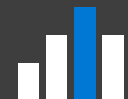
Deployment



Advisory
& adoption



Business
solutions



Managed
services

Microsoft 365

Partner revenue opportunity



22% 3Y average growth



Security &
Compliance



Teamwork



Modern
Desktop

Microsoft 365

Opportunities for SMB Partner Growth



Security



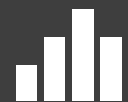
Teamwork



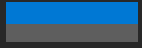
Advisory
& adoption



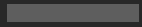
Business
solutions



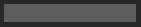
Managed
services



Security



Teamwork



Next Steps

Security

Small businesses are most vulnerable and need help

58%

of breaches
took place at
small businesses.¹

\$120K

\$120K is the average
cost of a SMB
data breach.²

62%

lack the skills
in-house to deal with
security issues.³

¹ [Verizon 2018 Data Breach Investigations Report](#)

² [Kaspersky Lab study, 2018](#)

³ [Underserved and Unprepared: The State of SMB Cyber Security in 2019](#), Vanson Bourne for Continuum

Microsoft is a security provider now



Every day,
3,500 Microsoft
security professionals
protect our customers.

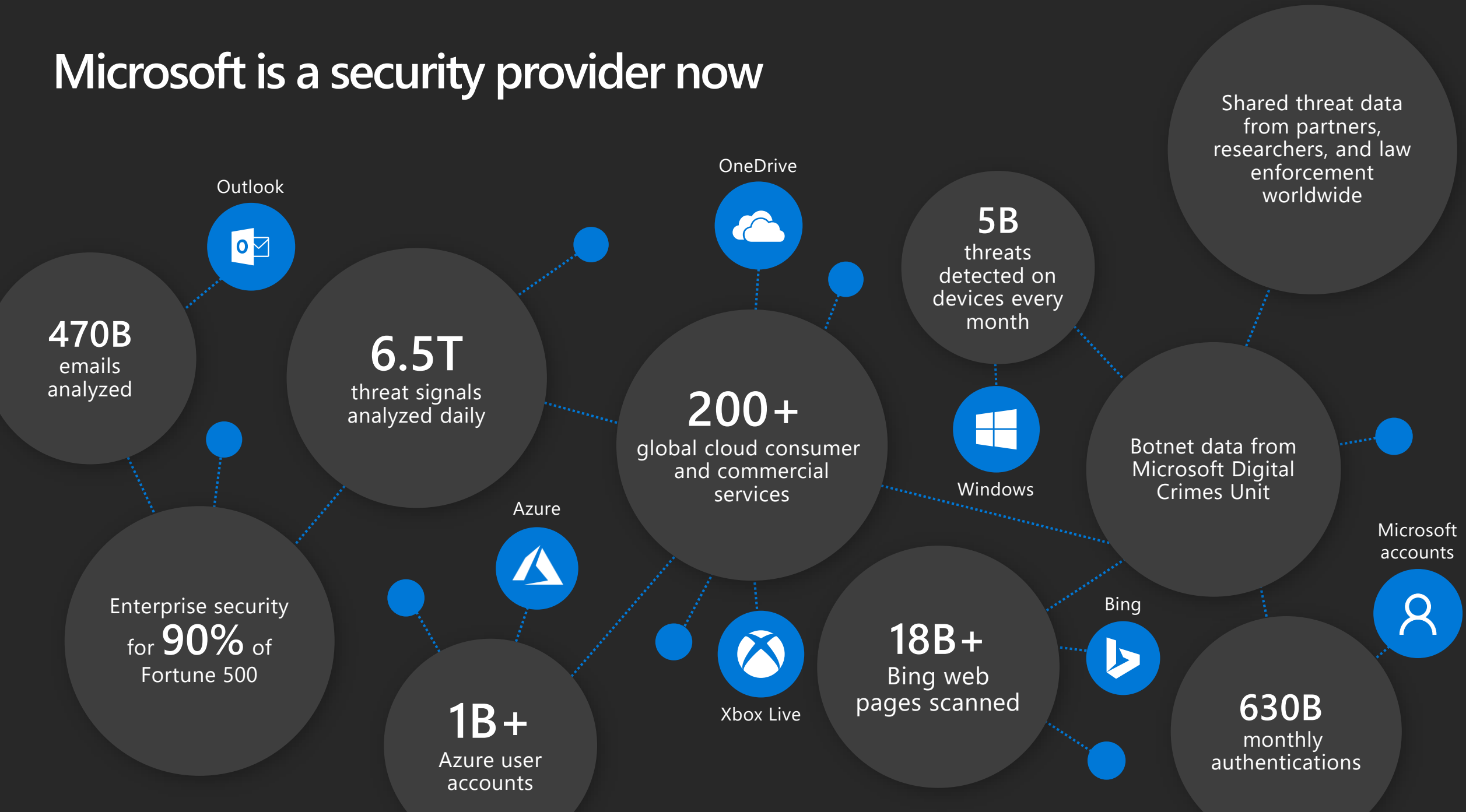


We use advanced AI to,
analyze 6.5 trillion signals per day
to detect and respond to threats.



\$1 billion is invested annually
by Microsoft to advance our efforts on security,
data protection and risk management.

Microsoft is a security provider now



Our SMB security approach - Microsoft 365 Business



**Defend against
cyberthreats**



**Protect
business data**



**Manage
your devices**

Office 365 Advanced Threat Protection

Microsoft Defender

Office 365 Data Loss Prevention

Azure Information Protection P1

Exchange Online Archiving

Intune

Windows Virtual Desktop
Public Preview

Microsoft 365 Business is stronger with new product value



Defend against
cyberthreats



Protect
business data



Manage
your devices

Office 365 Advanced Threat Protection

Microsoft Defender

+ Azure Multi Factor Authentication **NEW**

+ Self Service Password Writeback **NEW**

Office 365 Data Loss Prevention

Azure Information Protection P1

Exchange Online Archiving

+ Conditional Access **NEW**

Intune

Windows Virtual Desktop
Public Preview

+ Office 365
Shared Computer Activation **NEW**

Integrated security solution that reduces operational costs & increases margin

- Advanced Threat Protection
- Device Management
- Data Archiving
- Conditional Access
- Azure Multi-Factor Authentication
- Data Loss Prevention
- Device Antivirus

€10.50 for Office 365 Business Premium
+ **€6.40** for these security features
= **€16.90** for Microsoft 365 Business



Reduce your operational costs with an all-in-one solution that is better integrated with Office 365 and Windows



Increase your margin with security offerings that tie into these features over and above the licensing cost

Microsoft 365 Business helps partners build their profitability



01 | Secure your customers with a few clicks

Elevate your customer's security profile by upselling to Microsoft 365 Business and doing basic deployment with a few clicks

02 | Drive deeper customer engagements

Move from basic deployment to recurring security focused engagements like Assessments or Advanced Deployment projects – become their security advisor.

03 | Monetize with advanced service offerings

Transition to high-margin consulting and managed services that are focused on monitoring, alerts & compliance – become their outsourced security team

Use **Secure Score** to drive security conversations

The screenshot displays the Microsoft 365 security dashboard. On the left is a navigation sidebar with options: Home, Alerts, Monitoring & reports, Secure score (highlighted), Hunting, Classification, Policies, Permissions, More resources, Customize navigation, and Show all. The main content area is titled "Microsoft Secure Score" and includes tabs for Overview, Improvement actions, and History. The "Overview" tab shows a "Your secure score" section with a "Total score: 98 / 707". Below this, five categories are listed with progress bars: Identity (32 / 223), Data (6 / 219), Device (60 / 245), Apps (0 / 20), and Infrastructure (No data to show). To the right, a "History" section shows a score of "0 points in 30 days" and a line chart for tracking performance over time. A legend at the bottom of the history chart identifies "Your score" (purple), "Global average" (teal), and "Similar seat count" (pink).

Microsoft 365 security

Microsoft Secure Score

Overview Improvement actions History

Your secure score

Total score: 98 / 707

Microsoft Secure Score analyzes the protection state of your identities, data, devices, apps, and infrastructure.

Identity 32 / 223
Protection state of your Azure AD accounts and roles

Data 6 / 219
Protection state of your Office 365 documents

Device 60 / 245
Protection state of your devices

Apps 0 / 20
Protection state of your email and cloud apps

Infrastructure No data to show
Protection state of your Azure resources

[Learn more about Microsoft Secure Score](#)
[Get your score using Microsoft Graph API](#)

History

0 points in 30 days Total score ▾

Your secure score over time and how you compare to other organizations.

100
75
50
25
0
08 PM

Your score Global average Similar seat count

[View history](#)

Improvement actions

Use end of support deadlines to spur action

Initiate conversations on moving to cloud based security solutions

Windows 7

January 2020

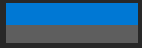
Office 2010

October 2020

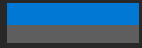


69%

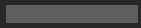
of SMBs are not aware or only slightly aware of the end of support dates



Security



Teamwork



Next Steps

Teamwork

Today's world of work

72%

working remotely
by 2020

107

cloud apps at the
average SMB

80%

of time at work is
spent collaborating

Microsoft Teams

Tailored for SMBs to help run and grow their business



Real time
collaboration



Connect with customers
and suppliers



Mobile worker
support

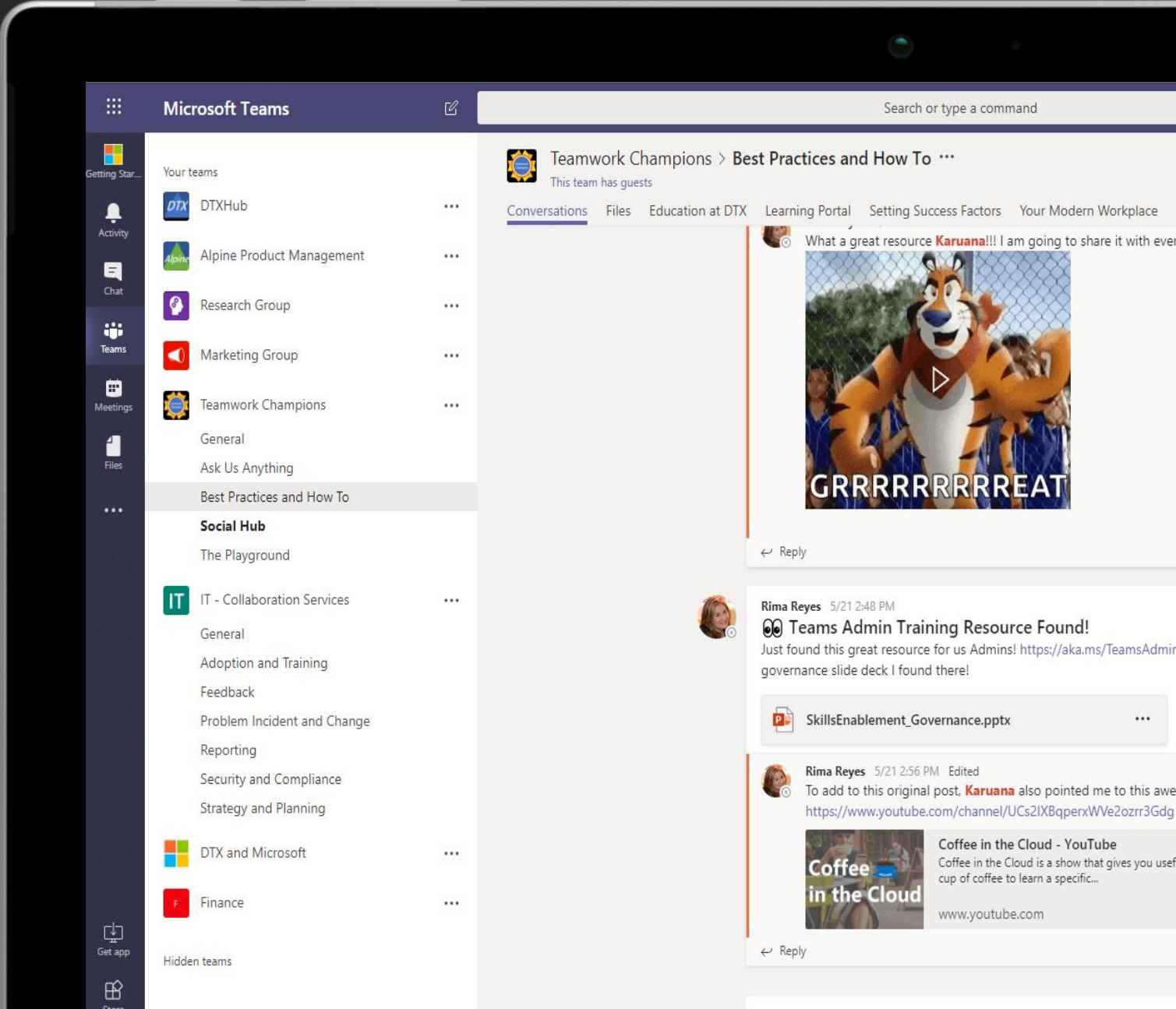


Customizable for business
processes and industries

Teams scenarios to inspire our customers

File Collaboration
Modern Meetings

Customer Engagement



Build **Teamwork** offerings to drive profitability

\$17/ user/ month of partner opportunity in SMB



Adoption & change management
Help SMB's change the way they work



Meetings management
Package meetings services and devices



Teams solutions
Connect LOB apps and automate workflows

Accelerate customer acquisition with Teams



Utilize Teams Assessment to start the conversation

- Understand customer challenges
- Create alignment with BDM's
- Drive roadmap to purchase and use



Announcing Teams Trial* to help unblock dark customers

- Full Teams product functionality
- 6 months trial duration
- Ease of transition to paid SKU

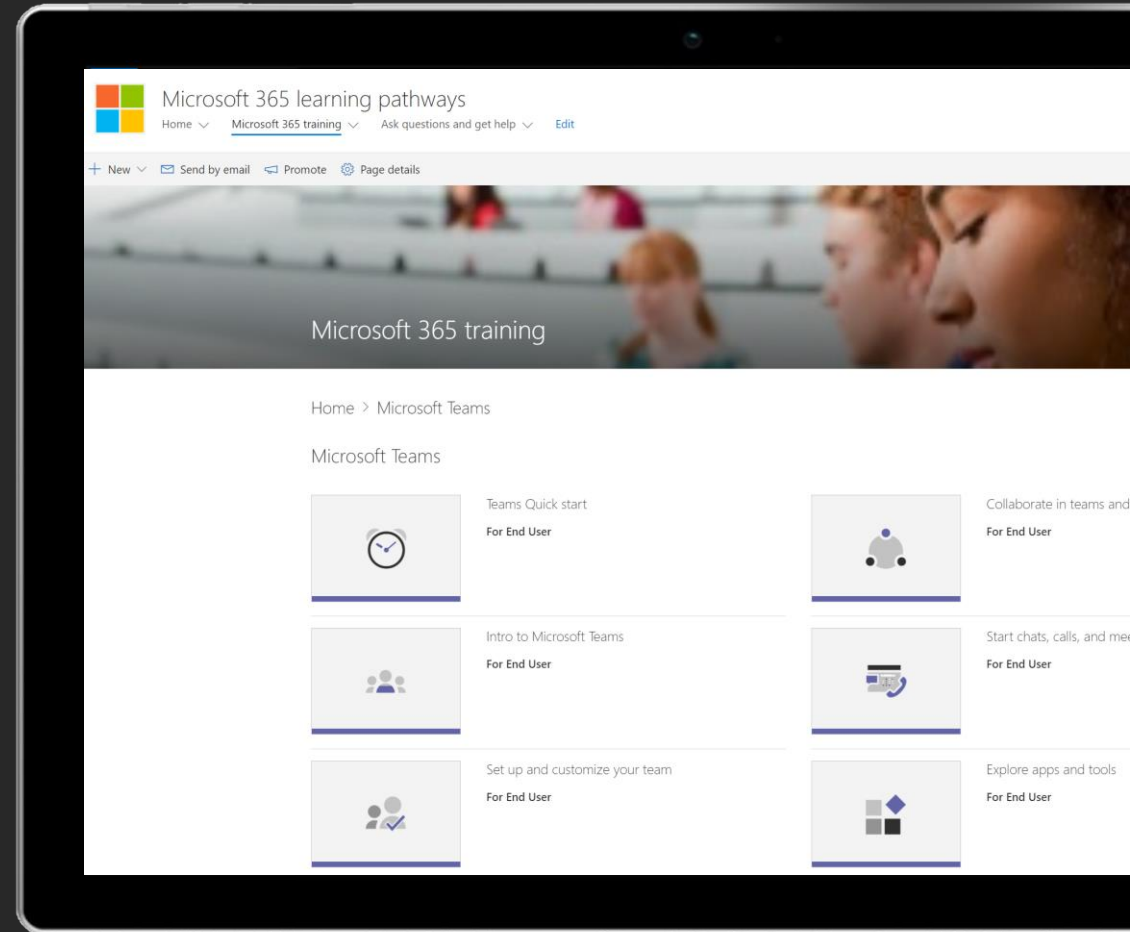
Learn More at:

- <https://www.microsoft.com/microsoft-365/partners/teamwork>
- aka.ms/TeamsTechCommunity
- aka.ms/MicrosoftAdoption

Microsoft 365 learning pathways

- ✓ SharePoint Communication site template
- ✓ Online catalog of end-user training content
- ✓ Customizable Microsoft 365 learning pathways
- ✓ Easily installed via SharePoint Provisioning Service

Learn more at aka.ms/M365LP

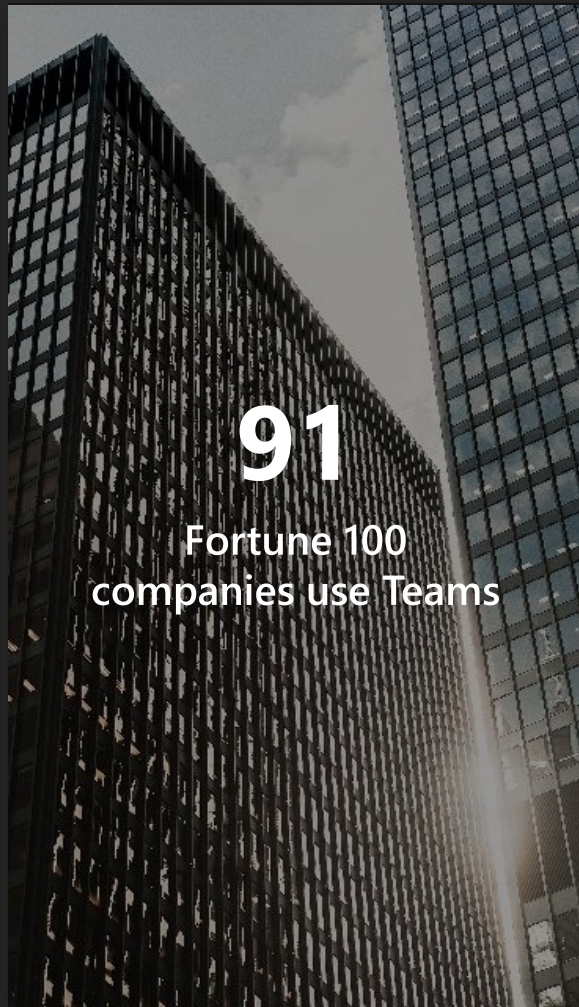


Customer Momentum



500k

Organizations
use Teams



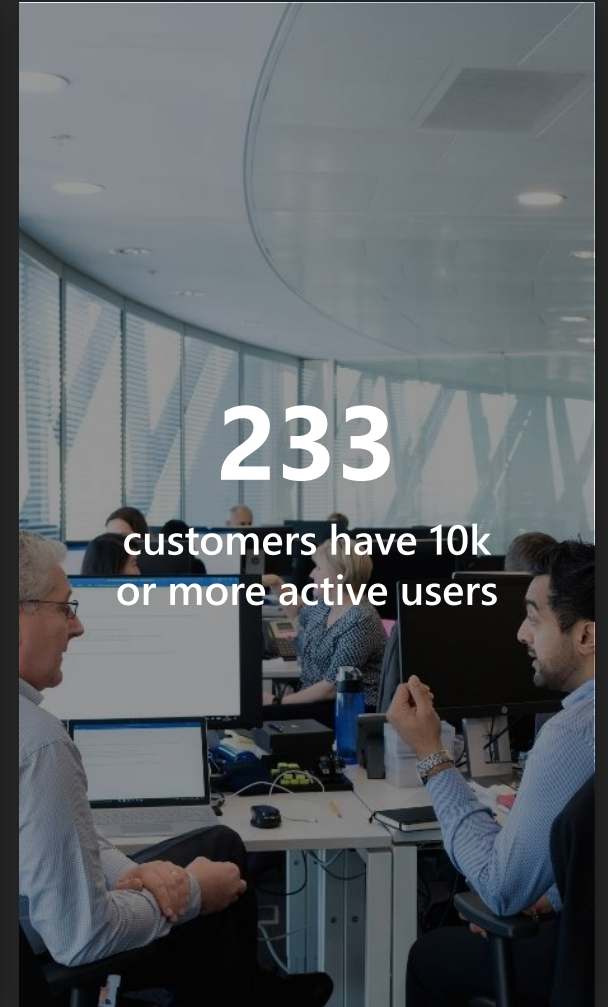
91

Fortune 100
companies use Teams



53

languages are
supported in Teams

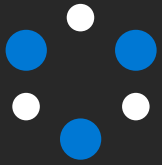


233

customers have 10k
or more active users

Next Steps

SMB Sales Guides



Acquire Teamwork

Bring new customers to the cloud with business-class email and Teams



Upsell Get modern

Offer best-in-class productivity apps on a new Windows 10 device to replace end-of-support solutions



Maximize Advanced security

Maximize recurring revenue by helping SMBs protect against threats

Available @ aka.ms/mwsmb

Sell smarter with Launchpad

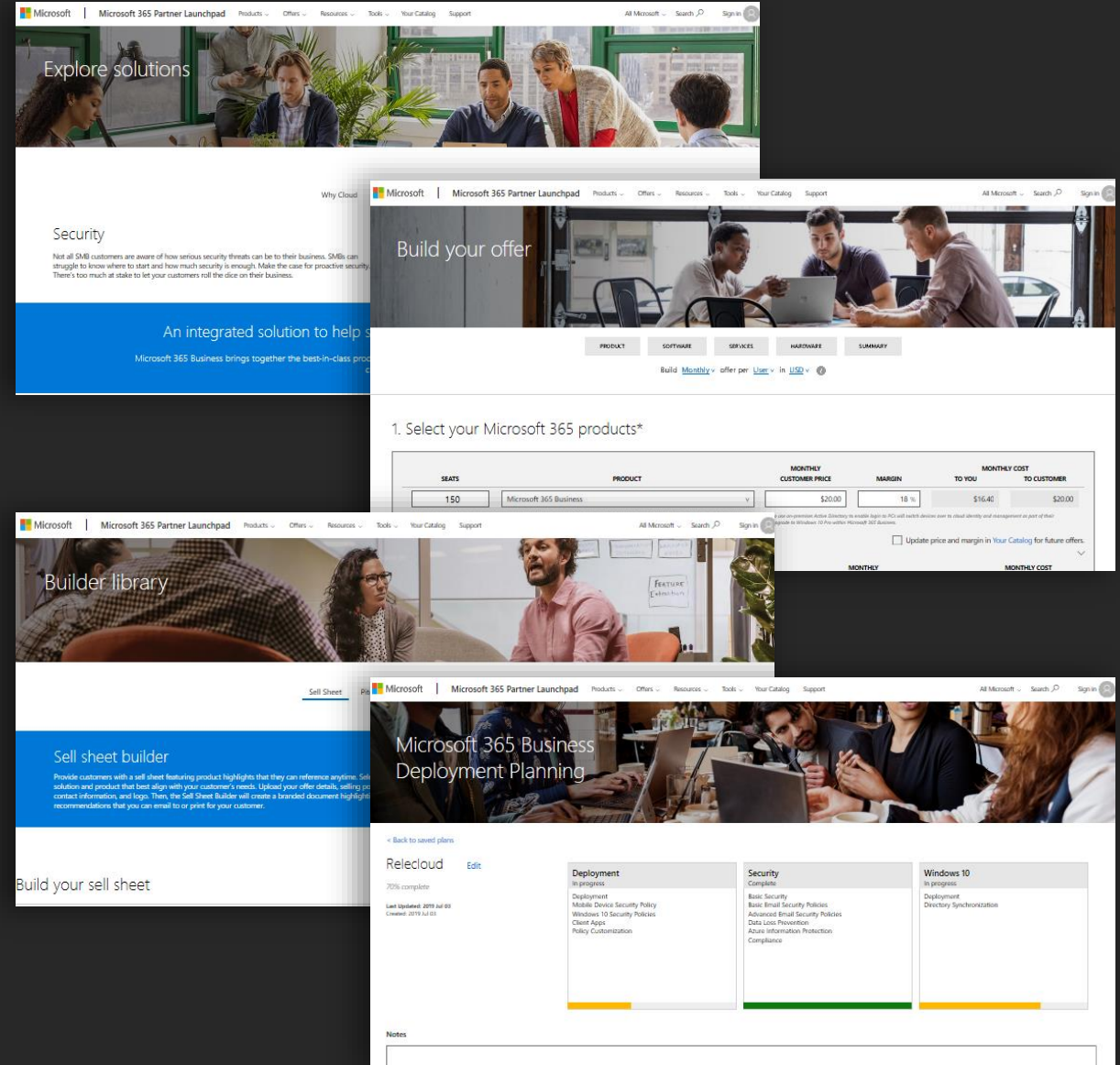
Streamline and simplify the SMB sales process

 Discover solutions

 Build offers

 Customize resources

 Plan deployment



The screenshot displays the Microsoft 365 Partner Launchpad interface, which is designed to help partners streamline their sales process. The interface is divided into several sections:

- Explore solutions:** A top banner with a navigation menu (Products, Others, Resources, Tools, Your Catalog, Support) and a search bar. Below the banner is a section for "Security" with a description: "Not all SMB customers are aware of how serious security threats can be to their business. SMBs can struggle to know where to start and how much security is enough. Make the case for proactive security. There's too much at stake to let your customers roll the dice on their business." Below this is a blue banner for "An integrated solution to help" and "Microsoft 365 Business brings together the best-in-class products".
- Build your offer:** A section with a "Build your offer" header and a "Build Monthly offer per User in USD" button. Below this is a table for selecting products:

SEATS	PRODUCT	MONTHLY CUSTOMER PRICE	MARGIN	MONTHLY COST TO YOU	MONTHLY COST TO CUSTOMER
150	Microsoft 365 Business	\$20.00	18%	\$16.40	\$20.00

Below the table is a checkbox for "Update price and margin in Your Catalog for future offers." and a "MONTHLY" button.

- Builder library:** A section with a "Builder library" header and a "Sell sheet builder" section. The "Sell sheet builder" section has a description: "Provide customers with a sell sheet featuring product highlights that they can reference anytime. Sell solution and product that best align with your customer's needs. Tailor your offer details, selling point contact information, and logo. Then, the Sell Sheet Builder will create a branded document highlighting recommendations that you can email to or print for your customer." Below this is a "Build your sell sheet" button.
- Microsoft 365 Business Deployment Planning:** A section with a "Microsoft 365 Business Deployment Planning" header and a "Relecloud" section. The "Relecloud" section has a "70% complete" status and a "Last Updated: 2019 Jul 09" timestamp. Below this is a table with three columns: "Deployment", "Security", and "Windows 10".

Deployment	Security	Windows 10
<ul style="list-style-type: none">DeploymentMobile Device Security PolicyWindows 10 Security PoliciesClient AppsPolicy Customization	<ul style="list-style-type: none">Basic SecurityBasic Email Security PoliciesAdvanced Email Security PoliciesData Loss PreventionAlways Information ProtectionCompliance	<ul style="list-style-type: none">DeploymentDirectory Synchronization

Below the table is a "Notes" section.

Available @ aka.ms/partnerlaunchpad

Your next steps!




Lead with Teams to
acquire new customers
into the cloud



Upsell customers with
Microsoft 365 Business,
using security value



Download our new
SMB FY20 play assets
today!



We are investing

10x

into channel marketing
focused on Teamwork and Security



We want to increase Partners Sales

10x

with Microsoft 365

