



 Microsoft

# ON TOUR

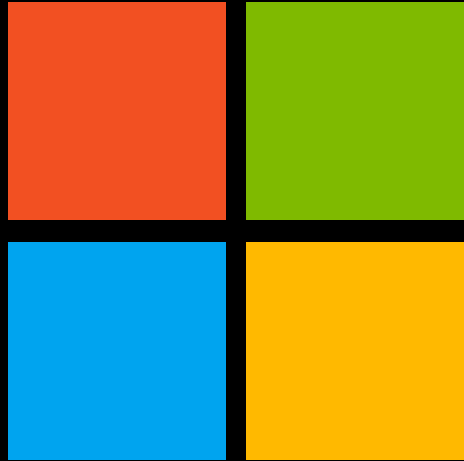
sponsored by





# The partnership with Microsoft





# Our mission

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

**100**



**17**



**7**



“

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 .....•

“





Refilwe Township, South Africa

VIDEO: Phulukisa (Satya Nadella 2019 Inspire + Ready Corenote)  
<https://www.youtube.com/watch?v=Nyw8KZKURVY>

**10%**

of global GDP from  
tech by 2030

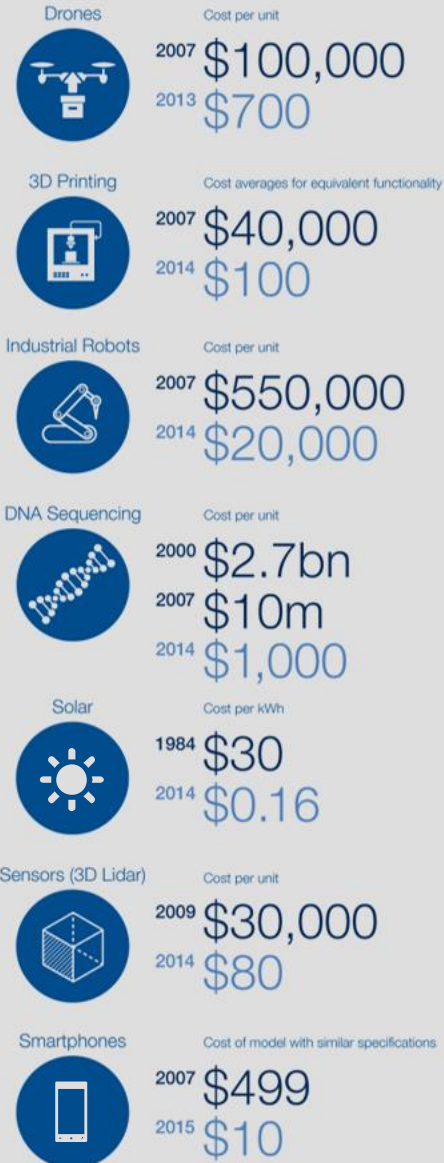
**90%**

of global GDP from  
non-tech by 2030

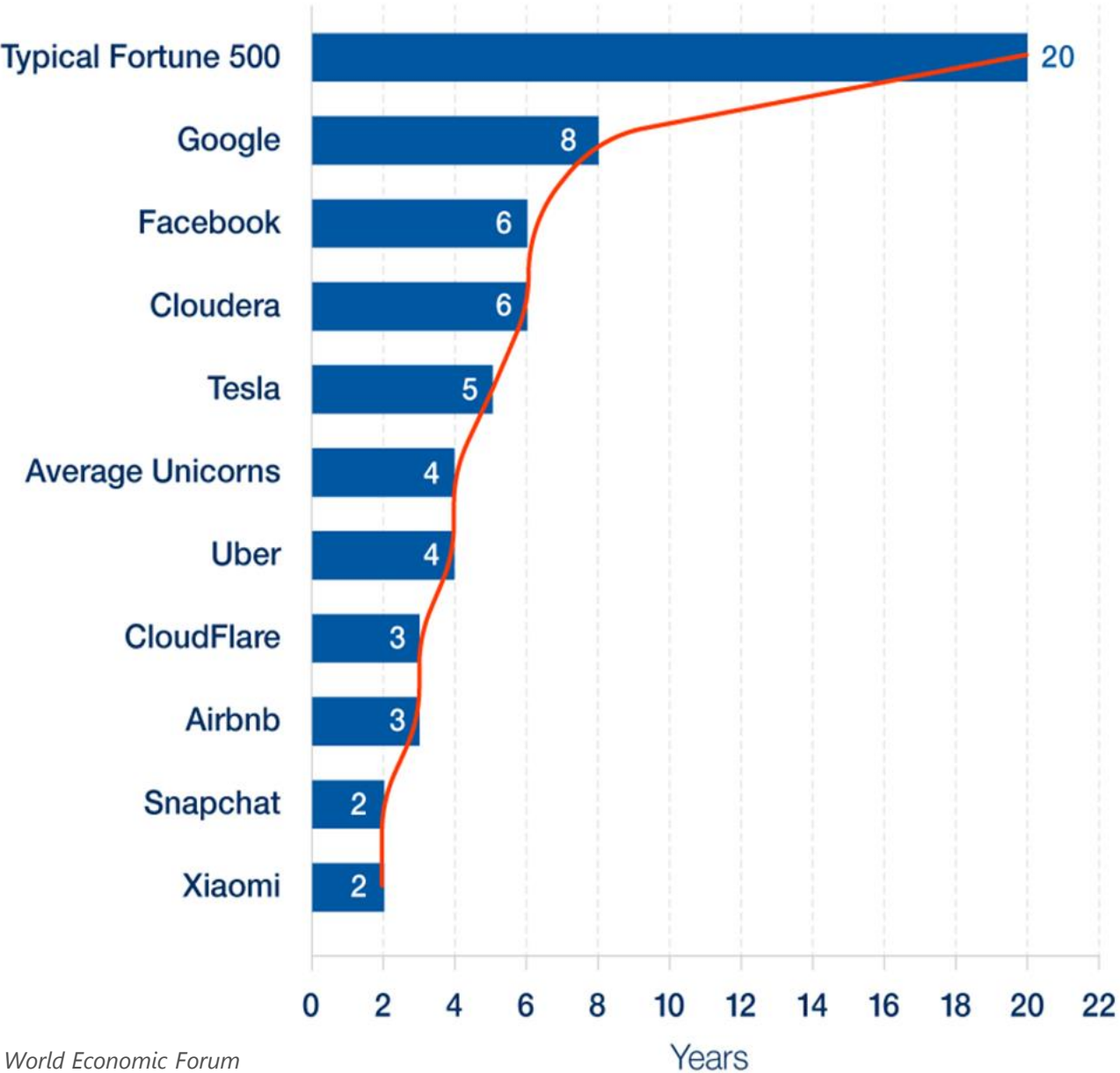
# Digital Transformation and the 4th Industrial Revolution



# 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

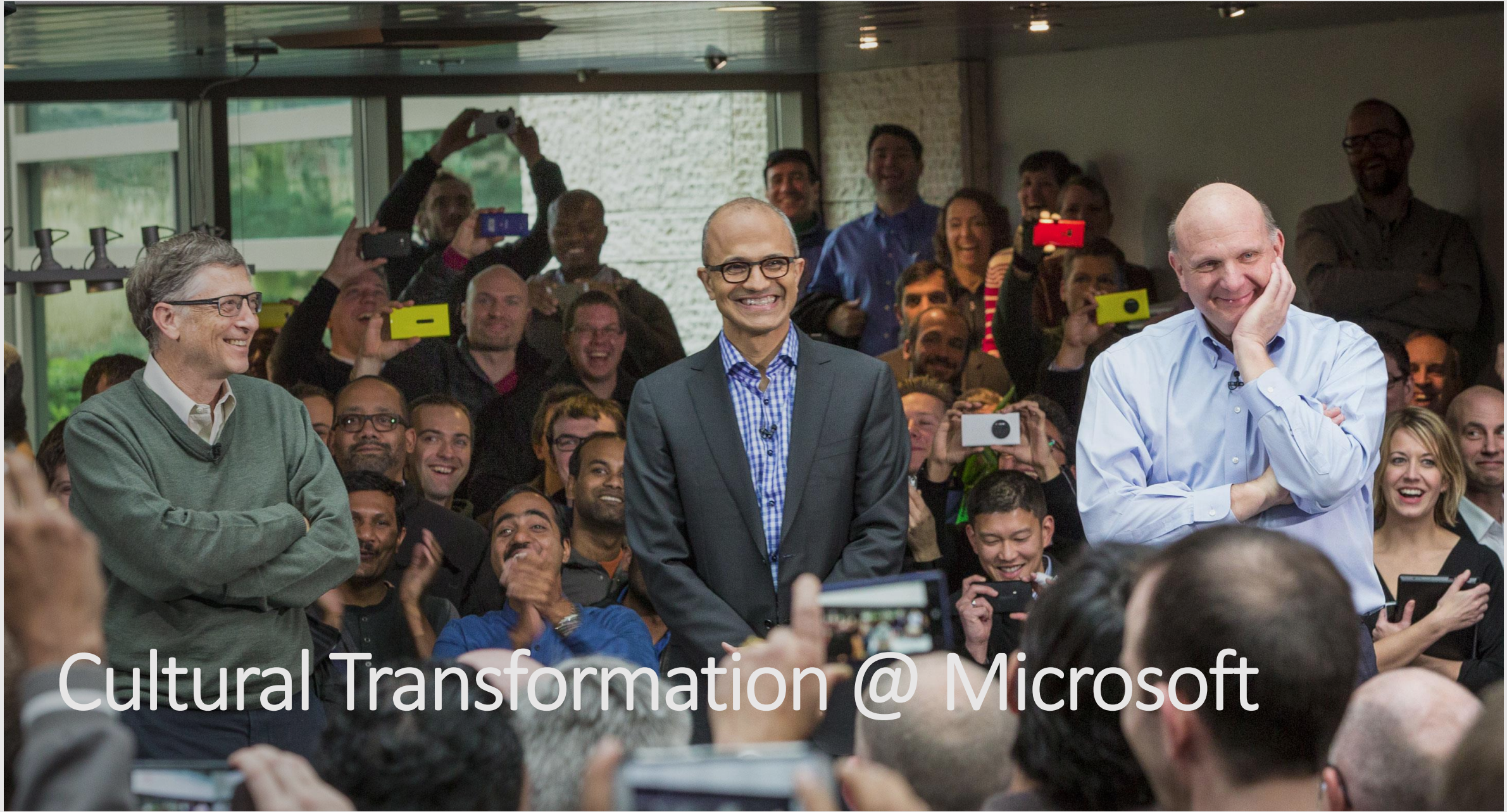


**5**

distinct generations

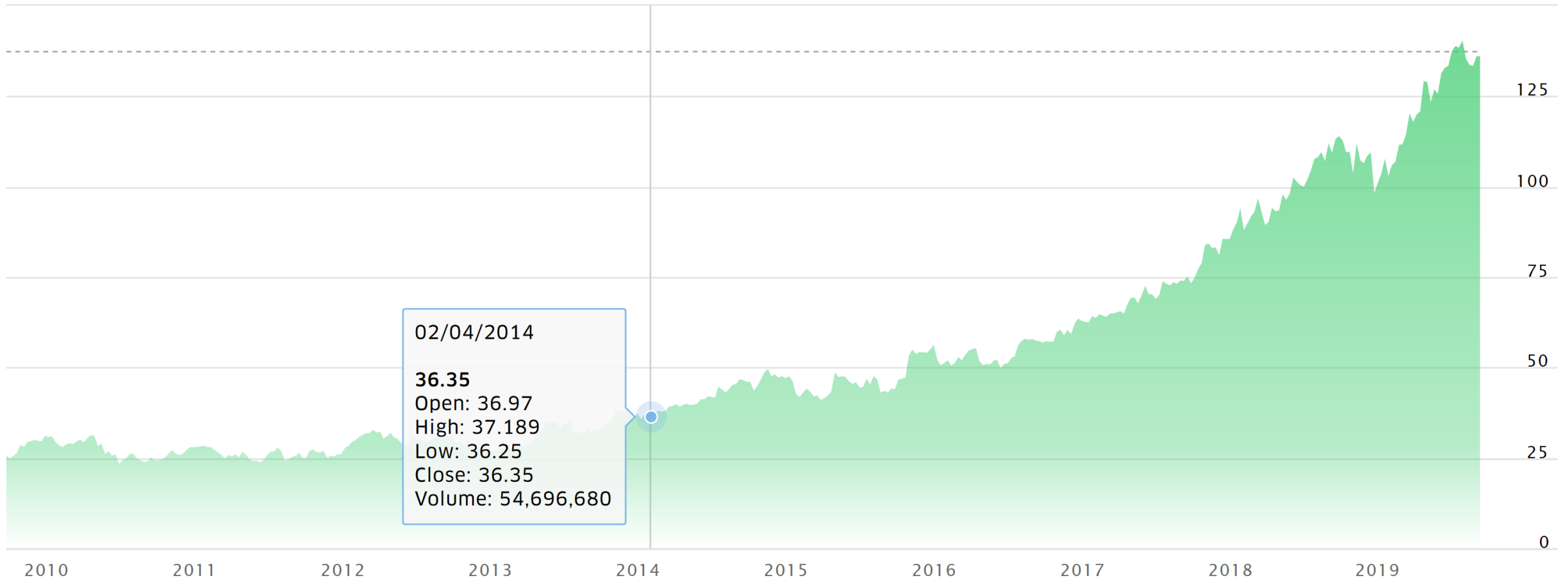
**77%**

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






# Cultural Transformation @ Microsoft

# Stock performance over the years

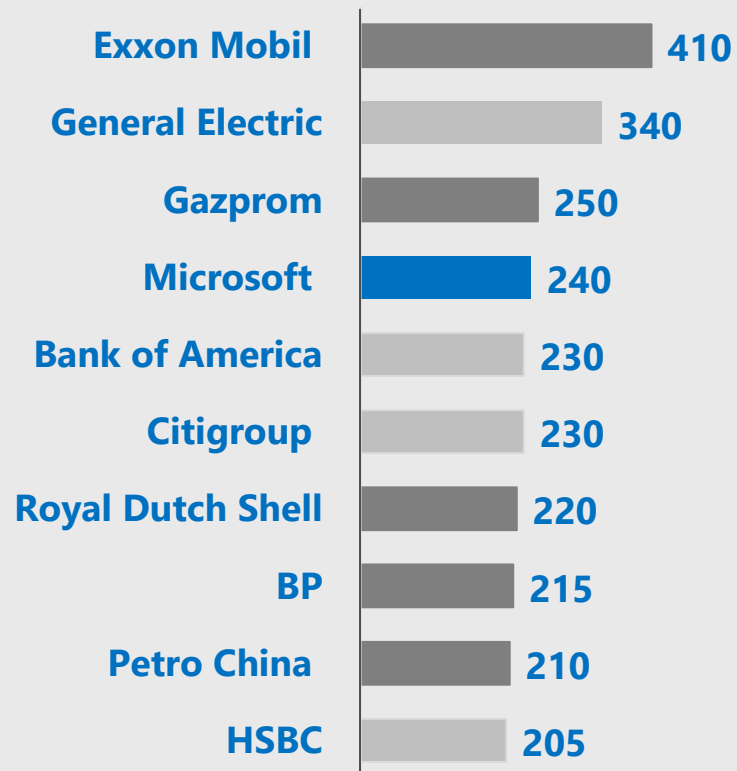


# A new virtual world

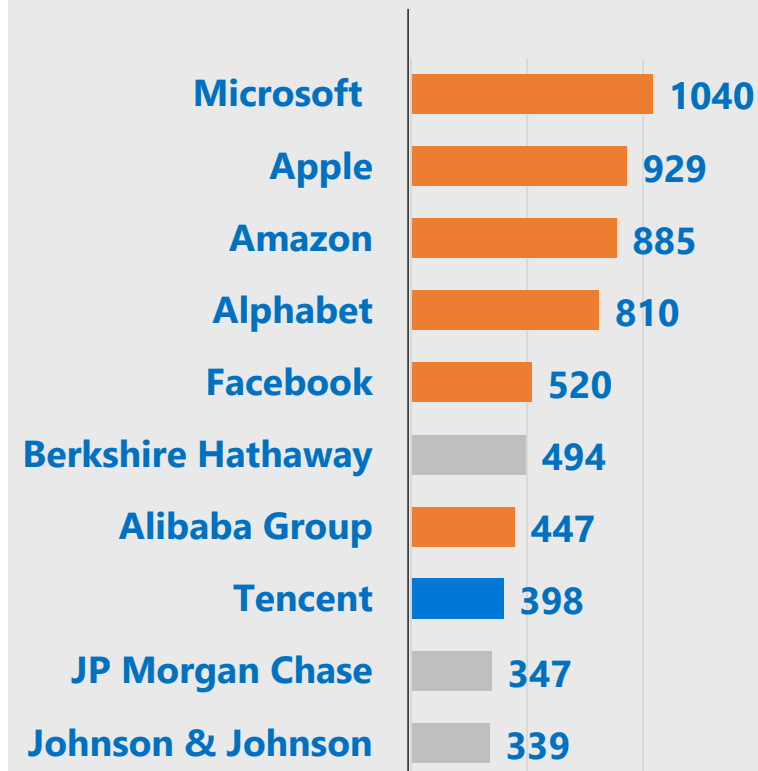
## Industry

- 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

## negocios

### 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- is funções lo de equi- linhamen- da cultura filial des- colaborda- 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: "Nenhum 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 e progri threm juntos e i

## 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)



EMPRESAS

## negocios

### 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)<sup>Trust</sup>

# Tech intensity

 Gaming

 Modern life

 Modern workplace

 Business applications

 Applications & infrastructure

 Data & AI

# Tech intensity

GitHub

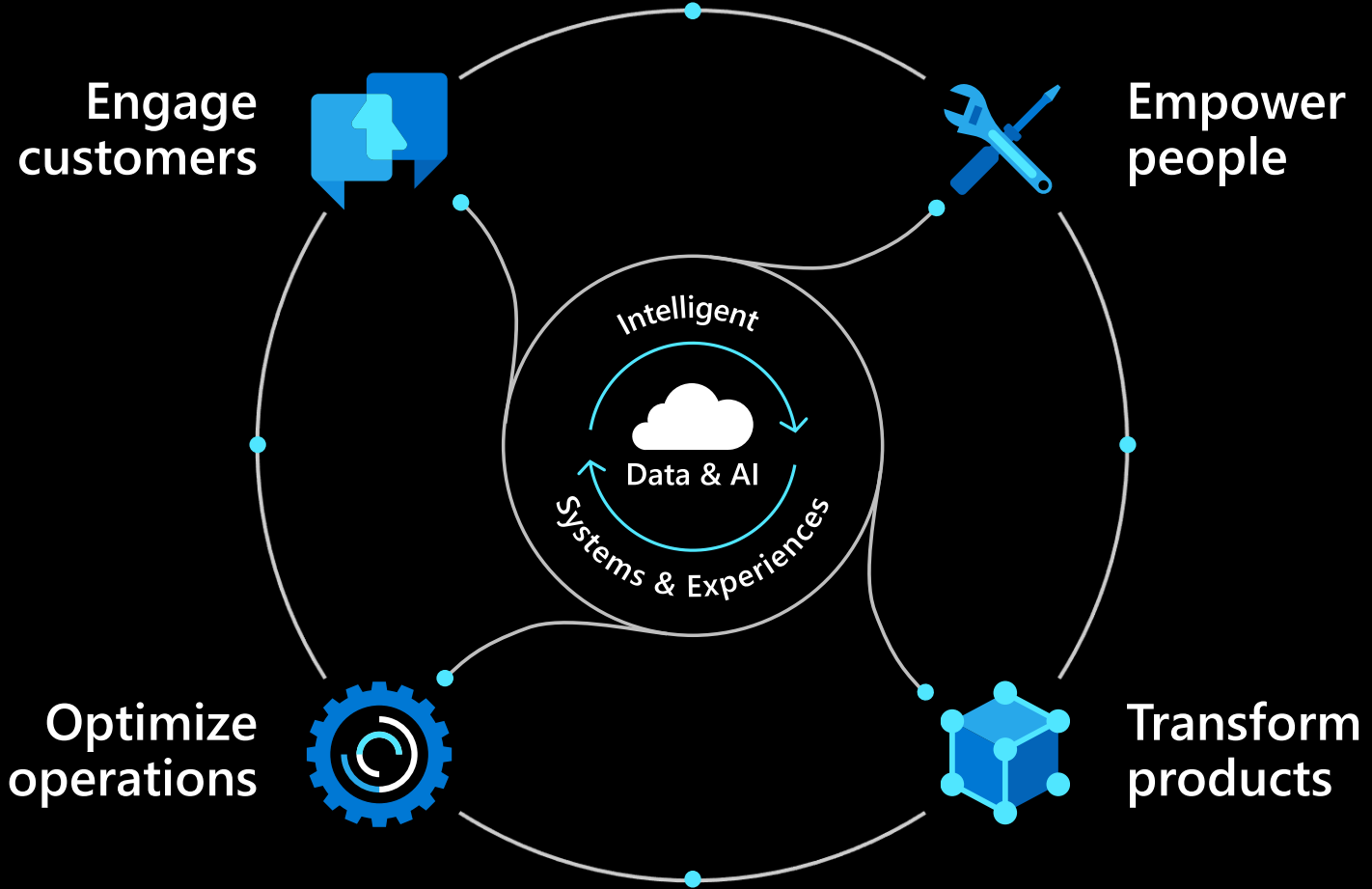
Azure

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.

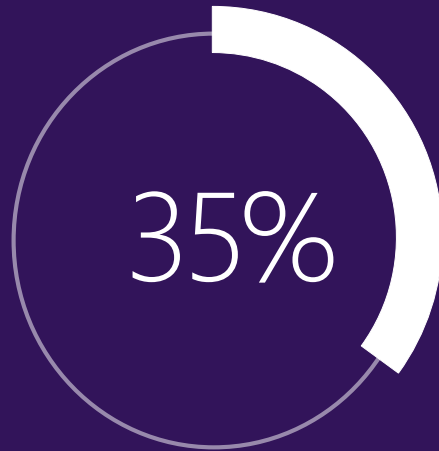
We're in this **together**

# 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

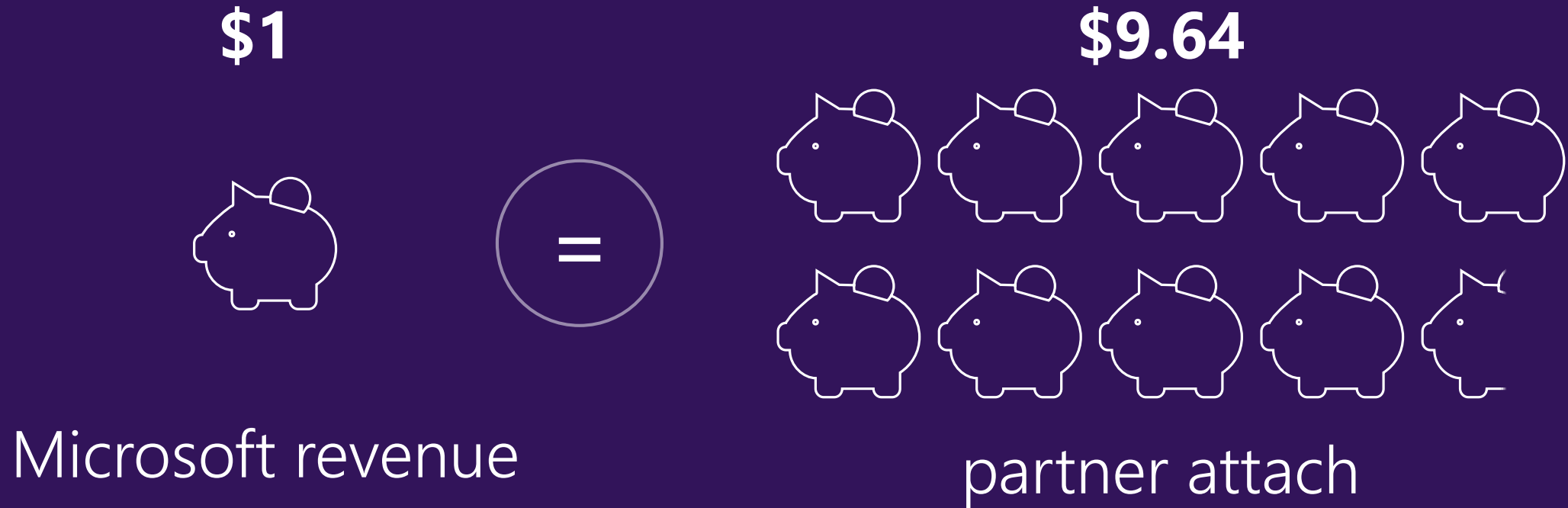


**1.5x**  
gross profit



**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**

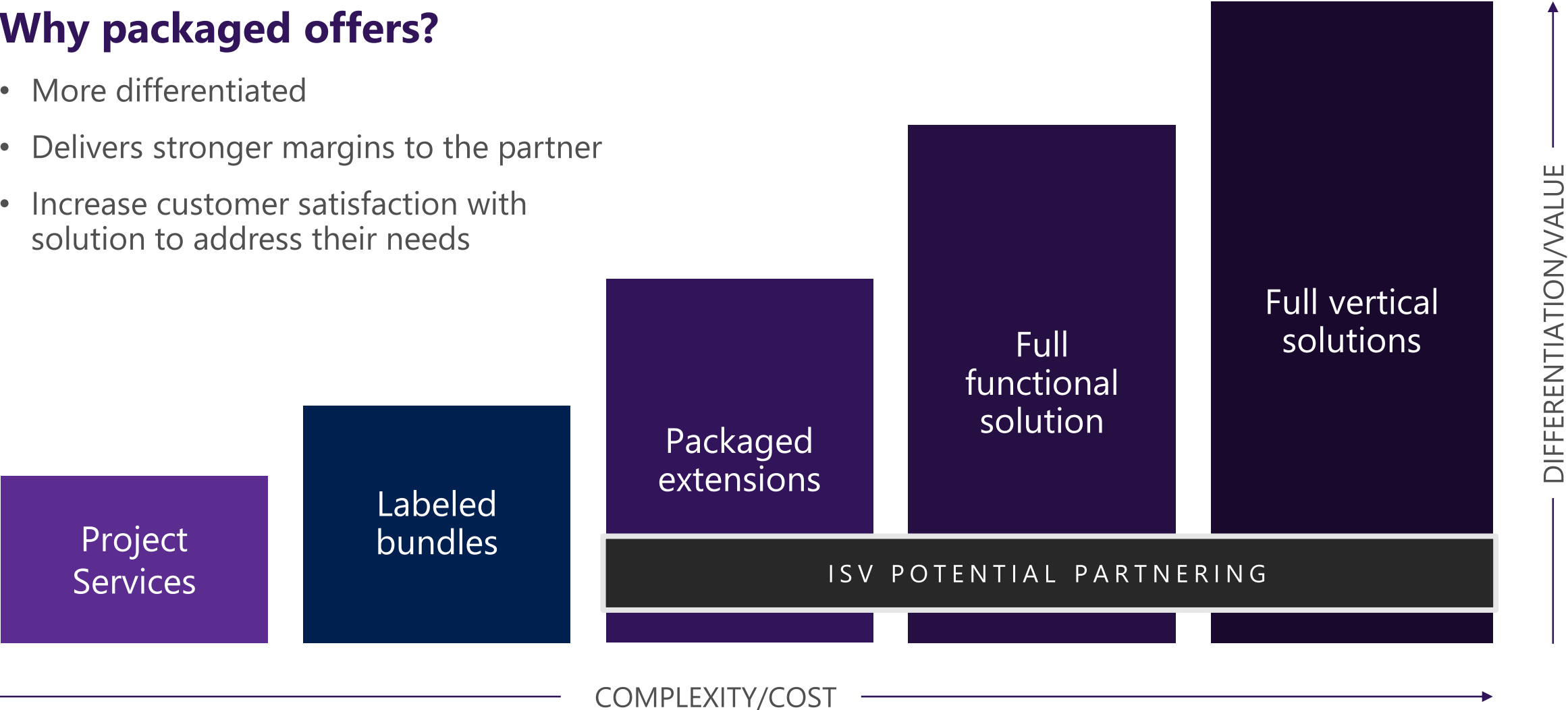


**Increased average  
revenue per customer**

# 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](https://aka.ms/practiceplaybooks)



Build a Practice homepage  
[aka.ms/buildapractice](https://aka.ms/buildapractice)



Profitability scenarios and financial models  
[aka.ms/profitabilityscenarios](https://aka.ms/profitabilityscenarios)



Profitability benchmark toolkit  
[profitabilitybenchmark.microsoft.com/](https://profitabilitybenchmark.microsoft.com/)



Cloud profitability blog  
[blogs.partner.microsoft.com/](https://blogs.partner.microsoft.com/)




Smart partner marketing  
[partner.microsoft.com/en-US/smart-partner-marketing](https://partner.microsoft.com/en-US/smart-partner-marketing)

# Stay curious!

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

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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

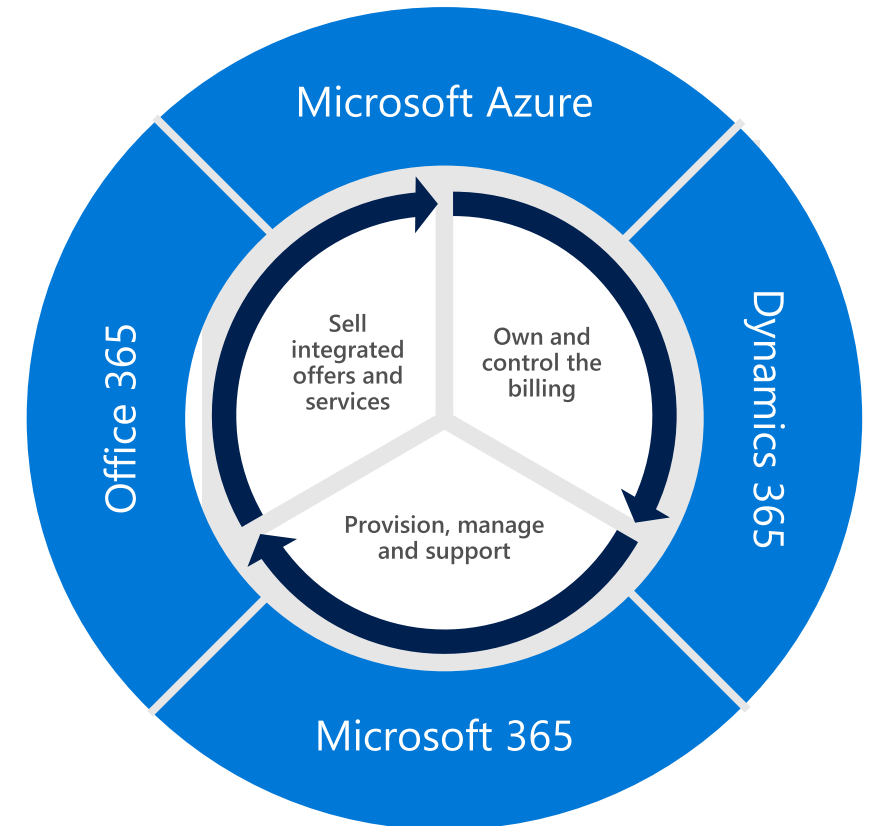
# Key benefits of Microsoft CSP program

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%

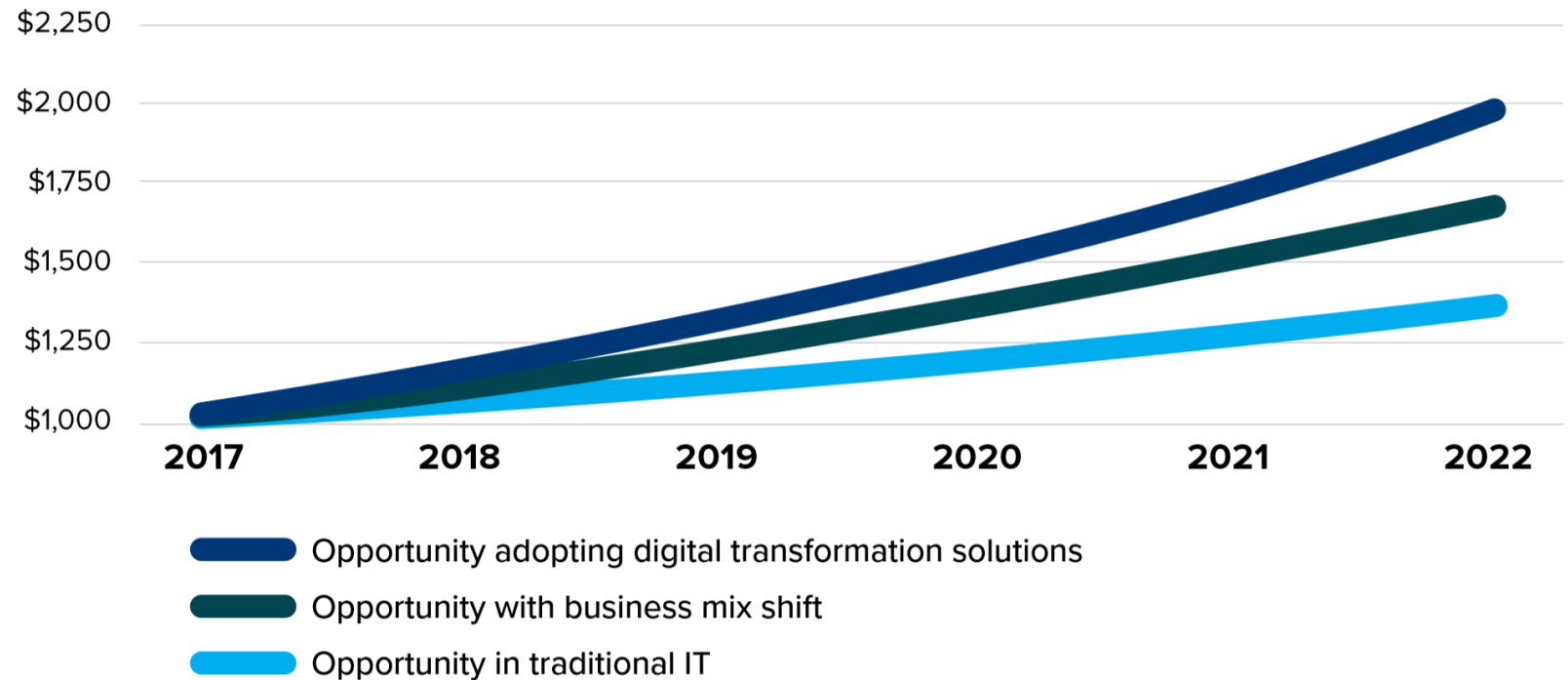
of cloud services providers' cloud revenue will be mediated by channel partners/brokers by 2020<sup>1</sup>

## 30%

By 2021, at least 30% of the channel will not exist in the format we know them today<sup>2</sup>

## 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.



VIDEO: Office365 – CloudFirst Sydney,  
[https://player.vimeo.com/video/135093348?app\\_id=122963](https://player.vimeo.com/video/135093348?app_id=122963)



VIDEO: Azure CSP Partner video Extrinsica and Key Forensic Services  
[https://www.youtube.com/watch?v=E-mfrEfFa\\_I](https://www.youtube.com/watch?v=E-mfrEfFa_I)

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 glass 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

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

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

<sup>3</sup> Core = Windows Server Std | Strategic = SQL Server

<sup>4</sup> 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](https://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) <sup>1</sup>	2%
Global Strategic Product Accelerator <sup>2</sup>	2%
Global PSTN Calling and Conferencing Accelerator	20%
Software in CSP – Subscription <sup>3</sup>	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 <sup>4</sup> ; O365, M365	4%
Core Incentive (Rebate only) – D365	6%
CSP Customer Add Accelerators for 3 Clouds	Varies
Global Strategic Product Accelerator <sup>2</sup>	5%
Global PSTN Calling and Conferencing Accelerator	20%
Software in CSP – Subscription <sup>3</sup>	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.

**100**



**17**



**7**



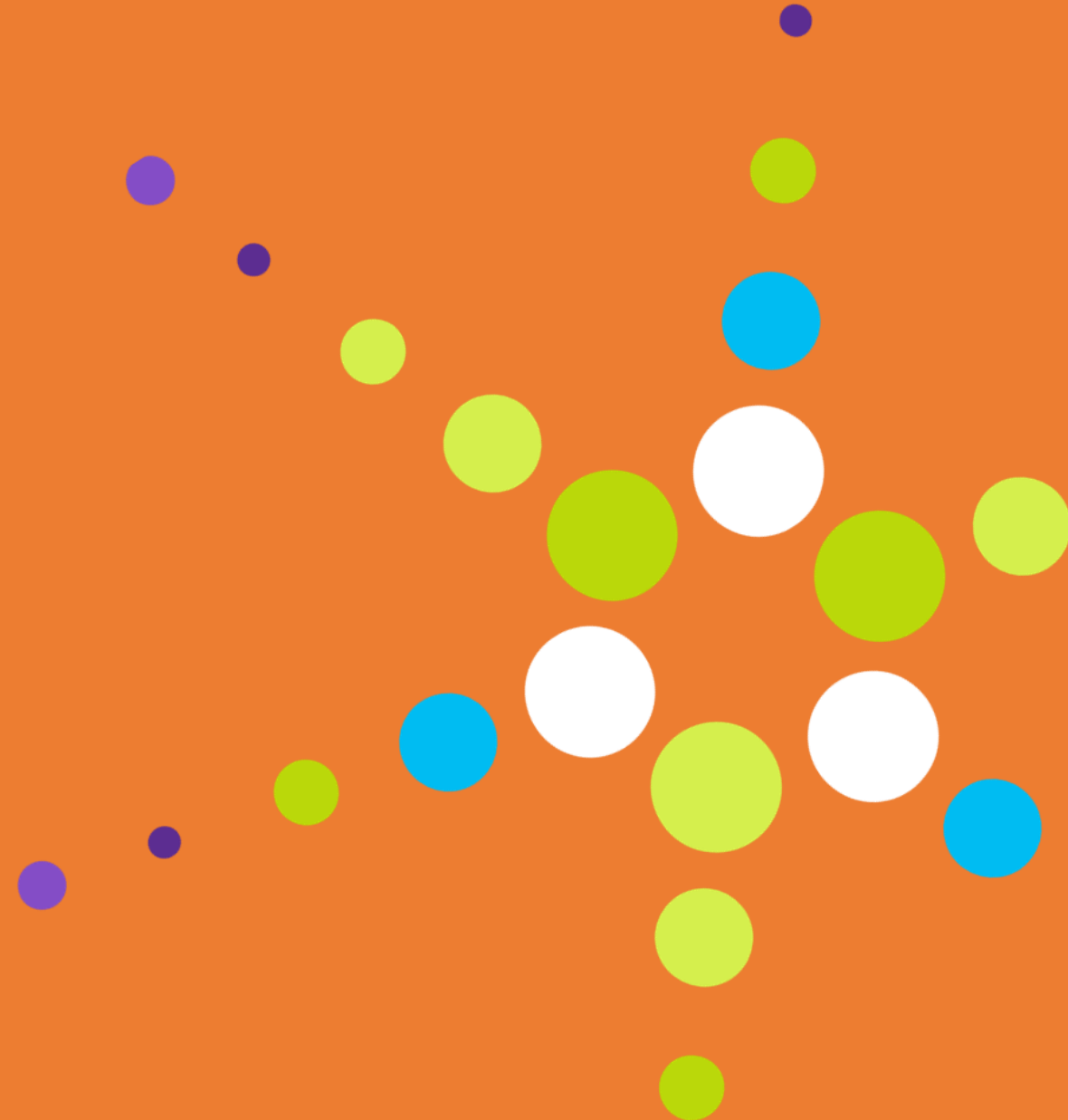
**7 billion people  
on the planet**

**7 billion chances to  
make a difference**

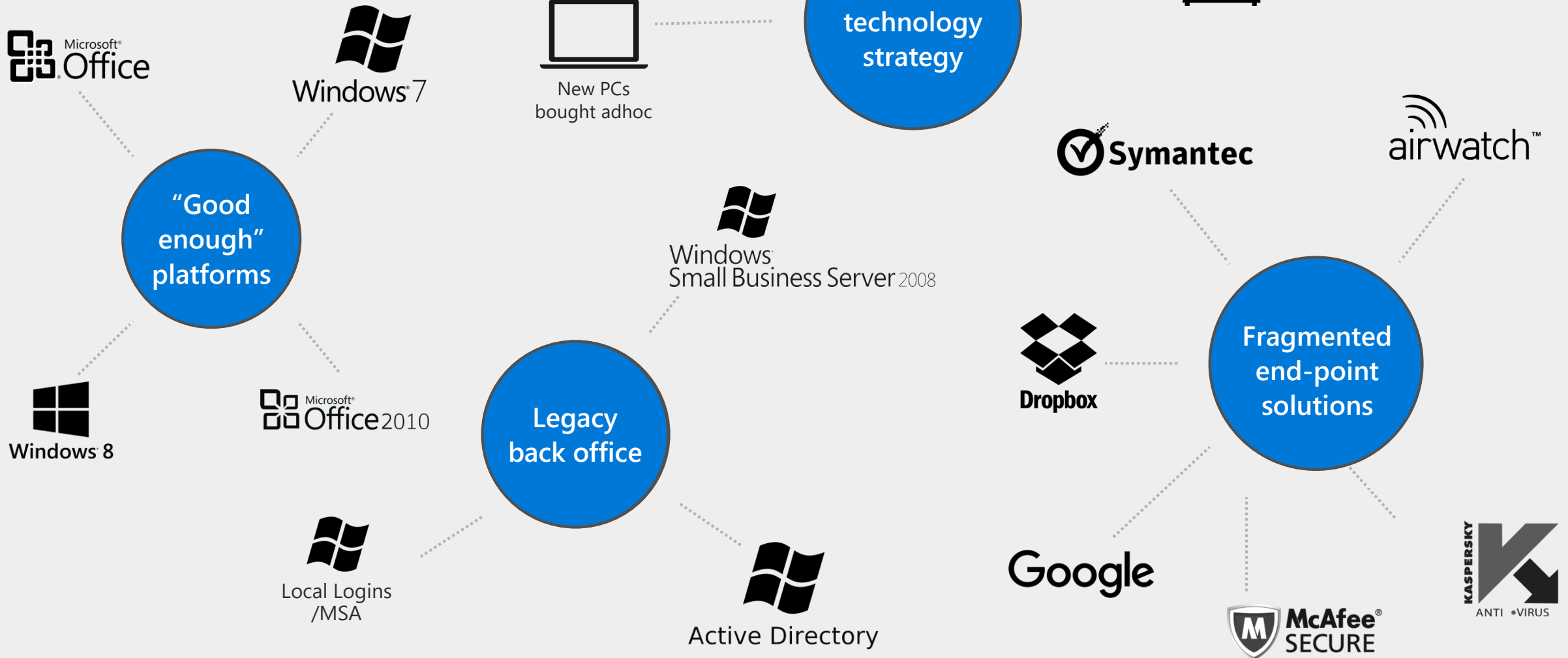


# MODERN WORKPLACE

- A nova forma de colaborar



# SMBs' IT environment ... is complicated



# Needs

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- 1. Security.** Access rights, information governance and, particularly, data security are increasing concerns for SMBs.
- 2. Management.** SMBs want a simple, straightforward deployment experience. Most medium sized businesses have internal IT set up new devices.
- 3. Mobility.** A solution that empowers employees to be mobile and collaborative whilst showing cost effectiveness for the business.

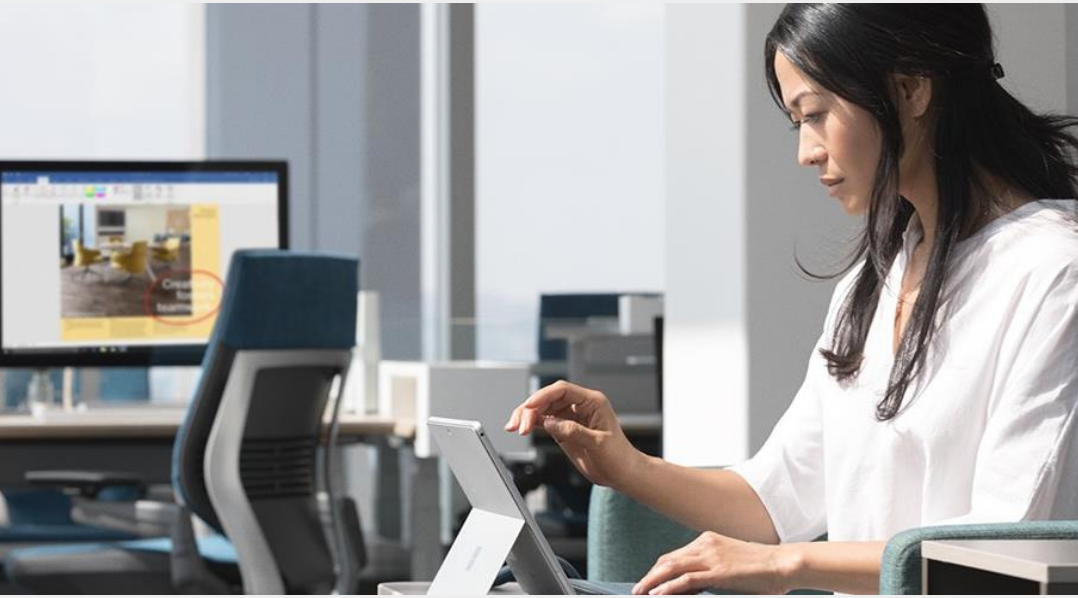


## Purchase Journey

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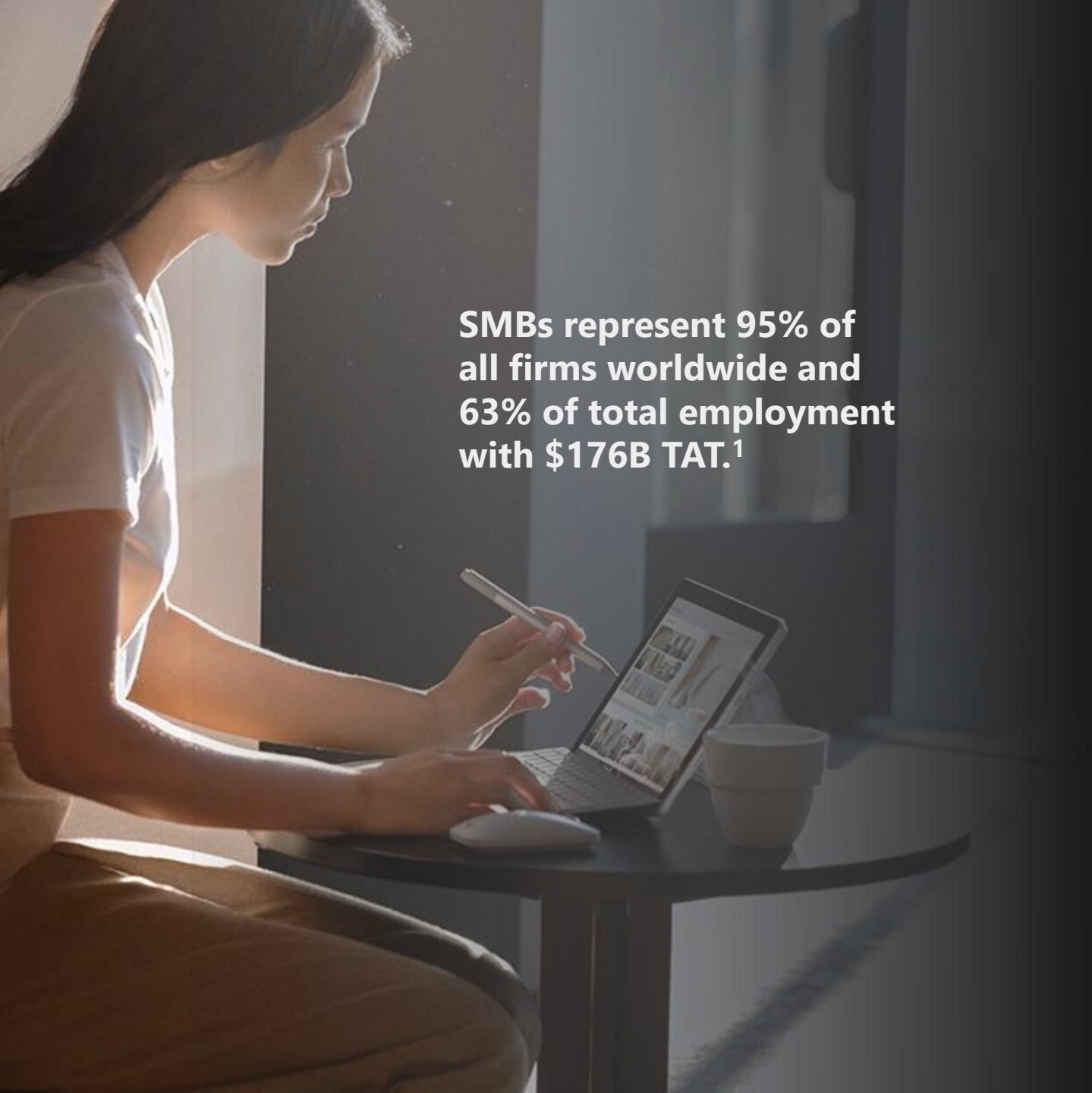
- 1. Trigger.** A new device purchase is most commonly triggered by performance slowdown and broken devices.<sup>1</sup>
- 2. Research.** Trying out devices is thought to be an important step in the purchase journey but many SMBs may not actually do this.
- 3. Purchase:** SMBs are more likely to add software solutions when part of a discounted bundle sold with business PC

1. SMB Purchase Journey, Final Report. Market Research (2016)



# A big opportunity with SMBs

A changing workplace and PC market offers a new business opportunity for Microsoft Partners

A woman with long dark hair, wearing a white t-shirt, is sitting at a dark round table. She is looking at a laptop and a tablet. She is holding a white pen over the tablet. There is a white cup on the table. The background is a window with light coming through.

**SMBs represent 95% of all firms worldwide and 63% of total employment with \$176B TAT.<sup>1</sup>**

1. World Trade Organization (2016)

# The workplace is changing



## Culture

---

### The new currency

91% believe that technology choices reflect on the company<sup>1</sup>

## Space

---

### The accessible, everywhere office

The millennial workforce is choosing employers based on flexible working, international opportunities and fulfilling work.<sup>2</sup>

## Technology

---

### Enabling secure working and collaboration

43% of cyber-attacks target small businesses.<sup>3</sup>

50% more time in collaborative activities<sup>4</sup>

# Modern work demands modern devices and services

## ...to attract and retain talent

Surface focuses on people-centric design, so customers can inspire their employees with devices that naturally enhance the way people work.

## ...to embrace new workstyles

Surface devices, backed with Microsoft 365, provides users with cloud-based business apps, collaboration tools and easy connectivity.

## ...to protect businesses

Surface devices come standard with Windows 10 Pro, Microsoft's most secure operating system. And Microsoft 365 offers even more robust protection.



Microsoft 365,  
Segurança,  
Teams...

...e a importância de evoluir  
para o Windows 10



# Microsoft 365

Productivity tools  
from Office 365

User  
Productivity

Windows 10

Multiple  
Devices

Microsoft 365

Security and management  
tools from EMS

IT  
Manageability

Empower users with best-in-class productivity across devices while providing IT security and control

- Complete cloud solution
- Single, per-user subscription
- Suite discount

# Microsoft 365 Business



## Office 365

### Office Applications

Word, Excel, PowerPoint, Outlook, and more

### Online Services

Exchange, OneDrive (1TB), Teams, and more

### Advanced Services

Exchange Online Archiving



## Advanced Security

### External Threat Protection

Office 365 Advanced Threat Protection  
Multi-Factor Authentication  
Enforce Windows Defender to be on  
Enforce Bitlocker to be turned on

### Internal data leak prevention

Data Loss Prevention  
Azure Information Protection



## Device management

### Device management

Microsoft Intune  
Windows 10 Credential guard  
SSO > 10 apps

### Deployment assistance

Windows Autopilot  
Auto-installation of Office apps  
AAD Auto-enroll

## Additional Benefits

Consistent security configuration across Windows 10, macOS, Android, and iOS devices

Upgrade from Windows 7 Pro or Windows 8.1 Pro to Windows 10 Pro at no additional cost

99.9% financially-backed uptime guarantee; 24x7 online and phone support



# Windows 10 Pro's value to business customers

All Surface for Business devices ship with Windows 10 Pro

## Single sign-on and more control over devices

- Azure Active Directory\* Join
- Domain Join + Group Policy
- MDM client
- Windows Autopilot

## Control over when and how to update devices

- Deferred updates
- Windows Update for Business

## Easier ways to acquire, deploy, and configure business apps

- Microsoft Store for Business
- Assigned Access
- Client Hyper-V
- Remote Desktop

## Peace of mind over lost devices and passwords

- BitLocker
- BitLocker To Go

\*Sold separately

# Shift to a modern desktop with Microsoft 365

Windows 7 and Office 2010 End of Support (in January 2020) present a \$100b+ Partner services and solutions opportunity for shifting customers to a modern desktop over 3 years<sup>1</sup>

Over 50% of SMB customers run older versions of Windows on their PCs.<sup>2</sup>




69% of SMBs are not aware of the end of support dates.<sup>2</sup>

The total cost of owning a 4+ year old PC is US\$2,397, enough to replace with one or more newer PCs.<sup>2</sup>

SMBs are more likely to purchase a new device than they are to upgrade legacy PCs with Windows 10.<sup>2</sup>

1. Forrester Consulting, The Partner Opportunity for Microsoft 365 Business. A commissioned study (2018)  
2. Microsoft and PSB Research (2016)

# The Microsoft 365 family

	Microsoft 365 E3/E5	Microsoft 365 Business	Microsoft 365 F1
Office 365	Office 365 E3/E5	Office 365 Business Premium	Office 365 F1
Windows 10	Windows 10 E3/E5	Windows 10 Pro	Windows 10 E3
Security and Management	EMS E3/E5	Features from EMS + Windows 10 Enterprise	EMS E3
			

# Upgrading Windows 10 Home devices

Relevant when customers are considering buying Surface consumer SKUs which come with Windows 10 Home, or customers have existing Windows 10 Home devices.

FAQ	Response
<b>Can I upgrade from Windows 10 Home to Windows 10 Pro?</b>	You can upgrade from Windows 10 Home to Windows 10 Pro but it will require the manual entry of a new product key or upgrade through the Microsoft Store. Both processes will require a manual reboot of the device. This is a one-by-one device process with no bulk process to do so. A full upgrade is supported, including retention of personal data, settings, and applications during the upgrade process. The cost of the upgrade is \$99 (see special offer for Microsoft 365 Business customer described below).
<b>Can I upgrade from Windows 10 Home to Windows 10 Enterprise?</b>	Windows 10 Home is not a qualified OS for upgrade to Windows 10 Enterprise. You would first follow the process to upgrade from Windows 10 Home to Windows 10 Pro as previously described and then make the upgrade from Windows 10 Pro to Windows 10 Enterprise. The upgrade from Home to Pro requires an manual reboot. The upgrade from Pro to Enterprise requires no reboot and can happen in bulk via an enterprise management tool like Microsoft Intune (MDM). Note, Windows 10 Enterprise requires a paid license.
<b>Does S-Mode on a device effect the ability to upgrade the device to Windows 10 Enterprise?</b>	S-Mode has no effect on upgrade. Both Pro and Pro in S-Mode are a qualified OS for Windows 10 Enterprise. Customers with Home and Home S will have to manually upgrade each device to Pro from the MS store or with a new product key. Note, Windows 10 Enterprise requires a paid license.
<b>Our small business currently subscribes to Microsoft 365 Business. If we purchased devices with Windows 10 Home, can we enroll them into Microsoft 365 Business?</b>	Yes, however you will first need to upgrade to Windows 10 Pro which is a device-by-device method with no bulk process to do so. Microsoft 365 Business is currently offering a special discount for small businesses subscribed to M365 Business with Windows 10 Home devices, offering a special \$49 upgrade license per device. Work with your Microsoft Cloud Solution Provider (CSP) for more details.
<b>Where can I find more detailed information on the Windows 10 edition upgrade paths?</b>	<ul style="list-style-type: none"><li>Windows 10 upgrade paths - <a href="https://docs.microsoft.com/en-us/windows/deployment/upgrade/windows-10-upgrade-paths">https://docs.microsoft.com/en-us/windows/deployment/upgrade/windows-10-upgrade-paths</a></li><li>Windows 10 edition upgrade - <a href="https://docs.microsoft.com/en-us/windows/deployment/upgrade/windows-10-edition-upgrades">https://docs.microsoft.com/en-us/windows/deployment/upgrade/windows-10-edition-upgrades</a></li></ul>

Teams is the fastest growing business app in Microsoft history

500,000+

Companies using Teams

181

Markets

91

Fortune 100  
companies use Teams

44

languages are  
supported

10,000+

150 Organizations with  
more than 10,000 users

# The changing modern workforce

The workplace is more team based and mobile than ever

**80%** of employee time is spent collaborating

**2x** as many teams as 5 years ago

**72%** of employees will be mobile workers by 2020

**56%** of meetings have at least one remote attendee

**15%** of meeting rooms are equipped for video, even as video becomes the norm





### Collaboration

Office 365  
Messaging  
Contacts



### Collaboration

Office 365  
Messaging  
Contacts



### IC

Meeting  
Voice  
Hybrid



### Devices

Meeting rooms  
Phones  
Accessories



### App Platform

Microsoft Graph  
Apps (bots etc.)  
AI



### Enterprise Compliance

GDPR  
eDiscovery  
Governance

## Teams Now

The single hub for  
communications  
& collaboration

# Teams

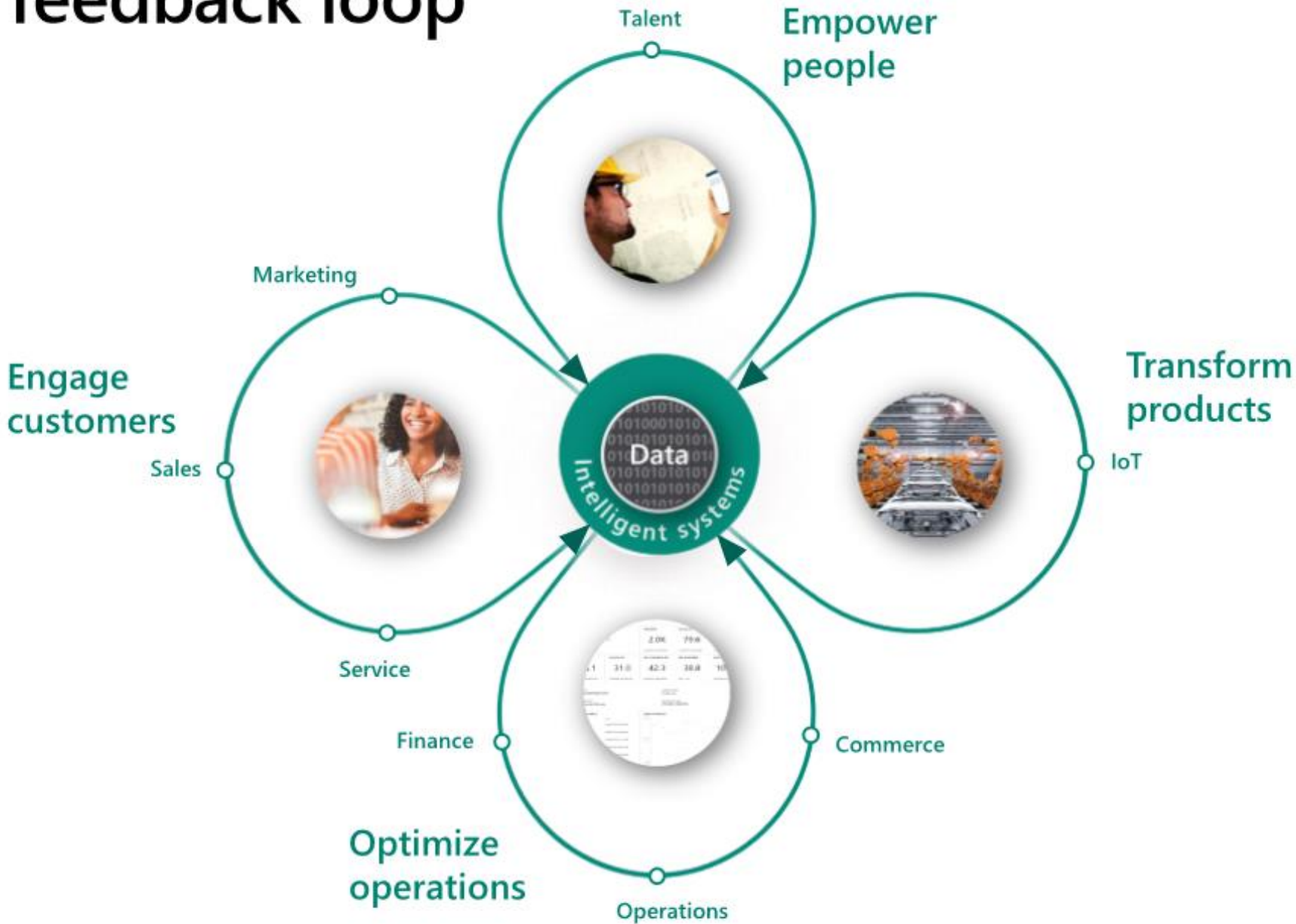
March 2017 launch

# BUSINESS APPS

- as aplicações para todas as vertentes do negócio



# Digital feedback loop



Integração de  
Dynamics 365  
for Sales  
+ Teams



## A simple way to modernize sales productivity



Office 365

+



Dynamics 365



Easy setup



Familiar user experience



Anywhere, anytime access

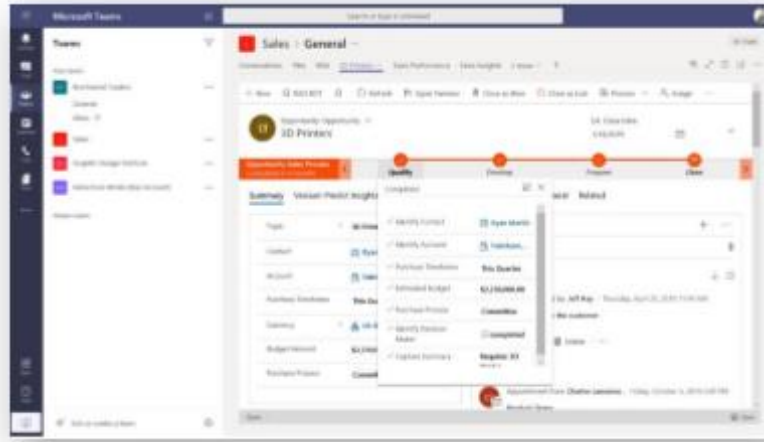
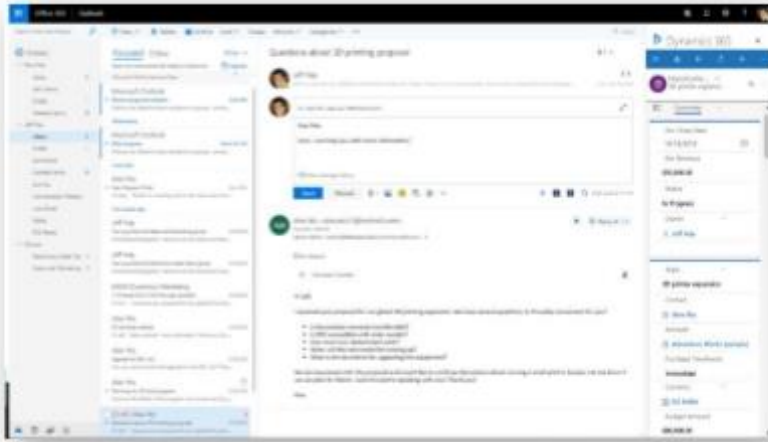


Flexible and extensible platform



Insights and analytics

# Focus on what's most important



Tailor interactions  
with customers

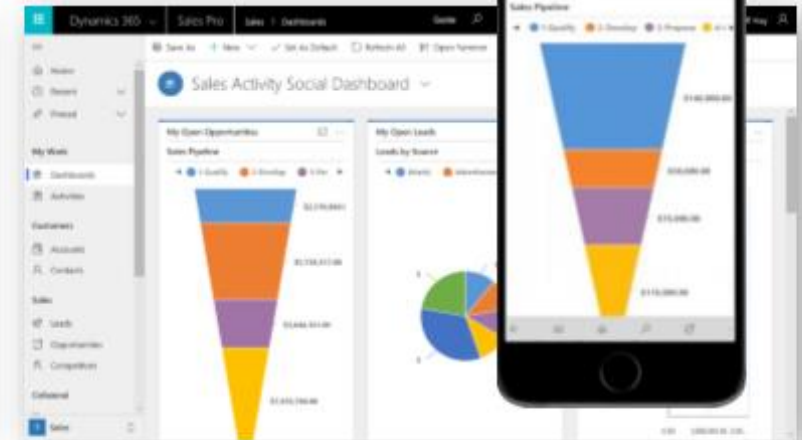
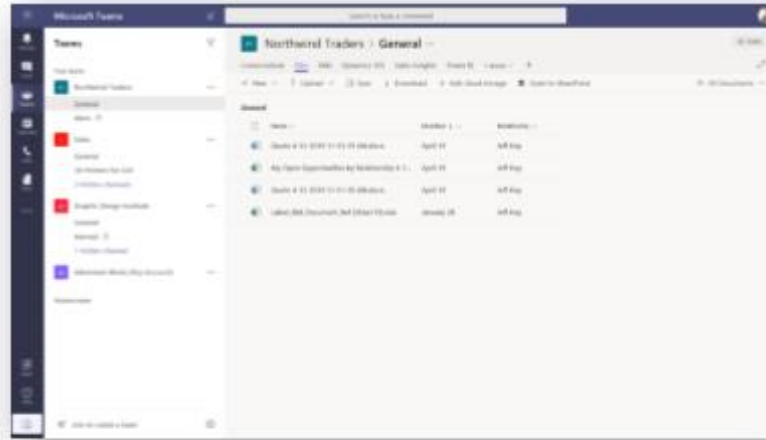
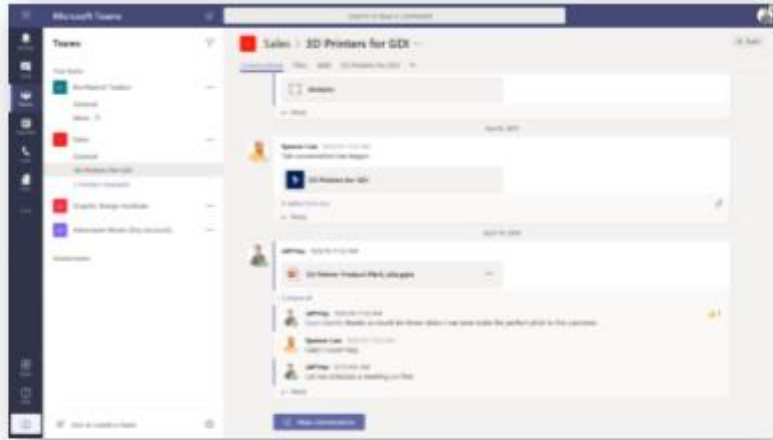


Get guidance toward  
optimal outcomes



Get actionable insights to  
increase performance

# Streamline seller workflows



Collaborate on deals in a modern workspace



Create, edit, and share sales documents



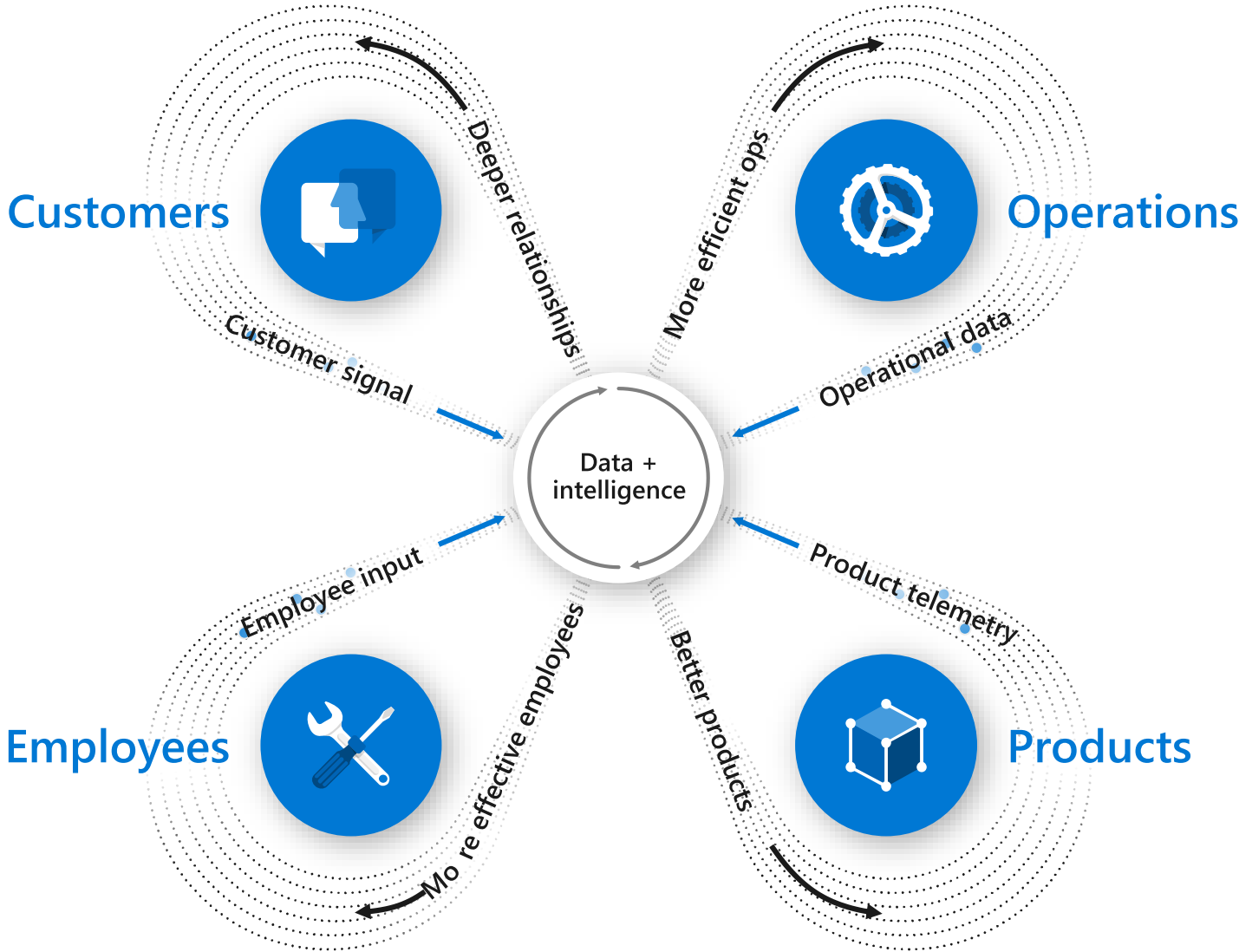
Work on the go with mobile application

# CLOUD AZURE

- O computador do mundo,  
a visão completa...



# The digital feedback loop



# Infrastructure is the core of Digital Transformation

On-demand



Compute



Networking

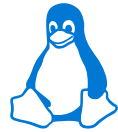


Storage

Purpose-built



Linux and Open Source



**> 50%**  
of Azure VMs are  
running Linux



**1.4x**  
growth of Linux



**Red Hat**



Co-located support  
with Red Hat & SUSE  
on-site team

Best Choice for Microsoft workloads



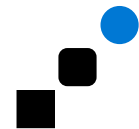
Cost savings



Easy migrations

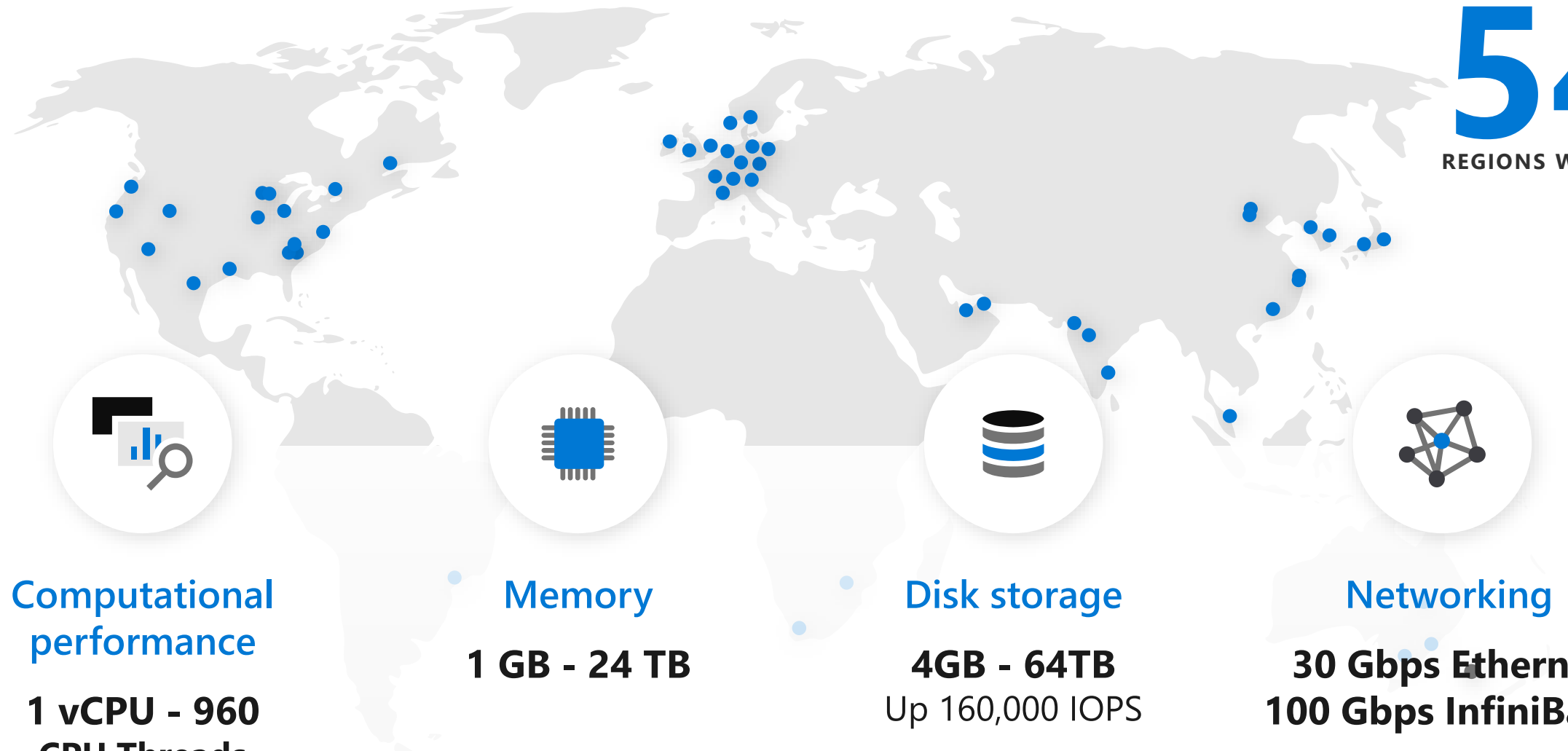


First-party support



Modernize apps beyond  
infrastructure

**54**  
REGIONS WORLDWIDE



**Computational performance**  
**1 vCPU - 960 CPU Threads**

**Memory**  
**1 GB - 24 TB**

**Disk storage**  
**4GB - 64TB**  
Up to 160,000 IOPS

**Networking**  
**30 Gbps Ethernet**  
**100 Gbps InfiniBand**

**Broadest scale and performance**

# FY20 Investments



## Built-in security and management

### Built-in security and management

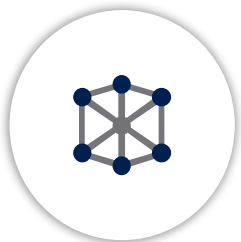
- Quality and reliability as a design principle
- Built-in security
- Management and governance



## Hybrid by design

### Hybrid by design

- Provide consistent and comprehensive infrastructure from the cloud to the edge



## Infrastructure for every workload

### Infrastructure for Every Workload

- Run mission critical apps on Azure
- Be dynamic and scalable to manage demand
- Best platform to modernize apps
- Help customers get to Azure, reducing the friction on migration

# Azure provides best in class performance



Compute  
performance

960  
CPU Threads

Largest in public cloud



Memory

24  
TB RAM

Largest in public cloud



Remote Storage  
(single disk)

160K  
IOPS

Fastest in public cloud



Local  
storage

3.7M  
IOPS

Fastest in public cloud



File storage

100K  
IOPS

Fastest in public cloud



VM-VM Networking

30  
Gbps Ethernet

100  
Gbps InfiniBand

Fastest in public cloud



Hybrid Networking

100  
Gbps Connectivity

Fastest in public cloud

# Compute – Windows Server

My customer is debating whether they should use Windows Server with Azure or another cloud. Why should they choose Azure?

## Benefits of Running Windows Server on Azure



### Unmatched security

6.5 trillion threat signals analyzed daily



### Built-in hybrid

3M+ Windows Server nodes hybrid enabled with Azure



### Most cost effective

5x lower cost for Windows and SQL than other clouds

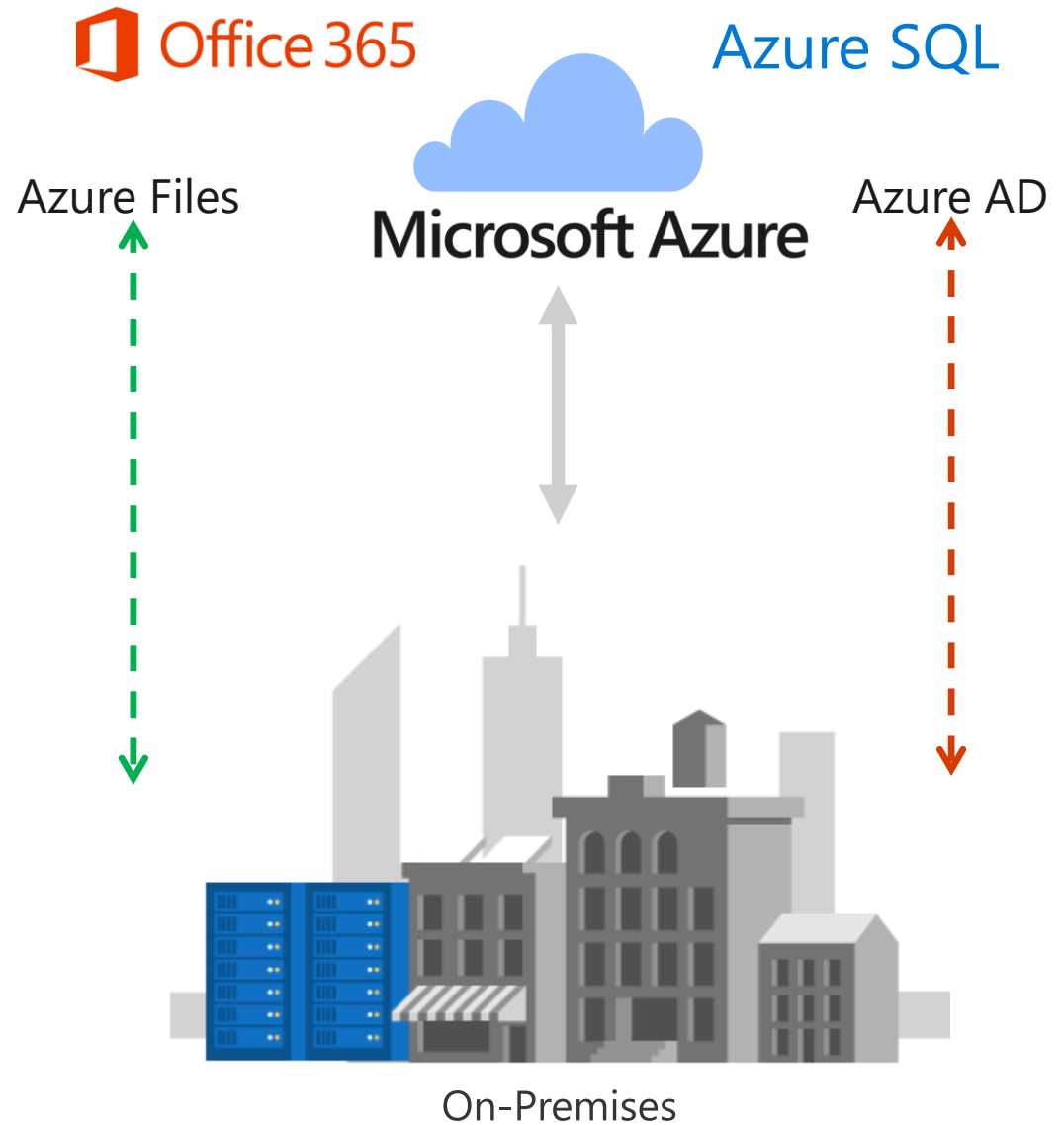
## Unparalleled innovation, and deep trust with enterprises

100 TB+ hyperscale storage for Azure SQL DB, highest public cloud

90+ compliance offerings, more than any other cloud provider

# App Modernization

- Exchange
- SharePoint
- SQL Server
- Active Directory
- Web Server
- File Server
- Print Server
- Custom Apps



# Most comprehensive security

Advanced threat protection

| Security posture management

| Enterprise-wide security analytics



## Azure Security Center

Unified security management across hybrid cloud workloads



## Sentinel

AI-driven Security Information and Event Management (SIEM)



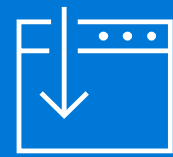
## SQL Analytics

Unique database security monitoring for your cloud SQL



## Intel SGX

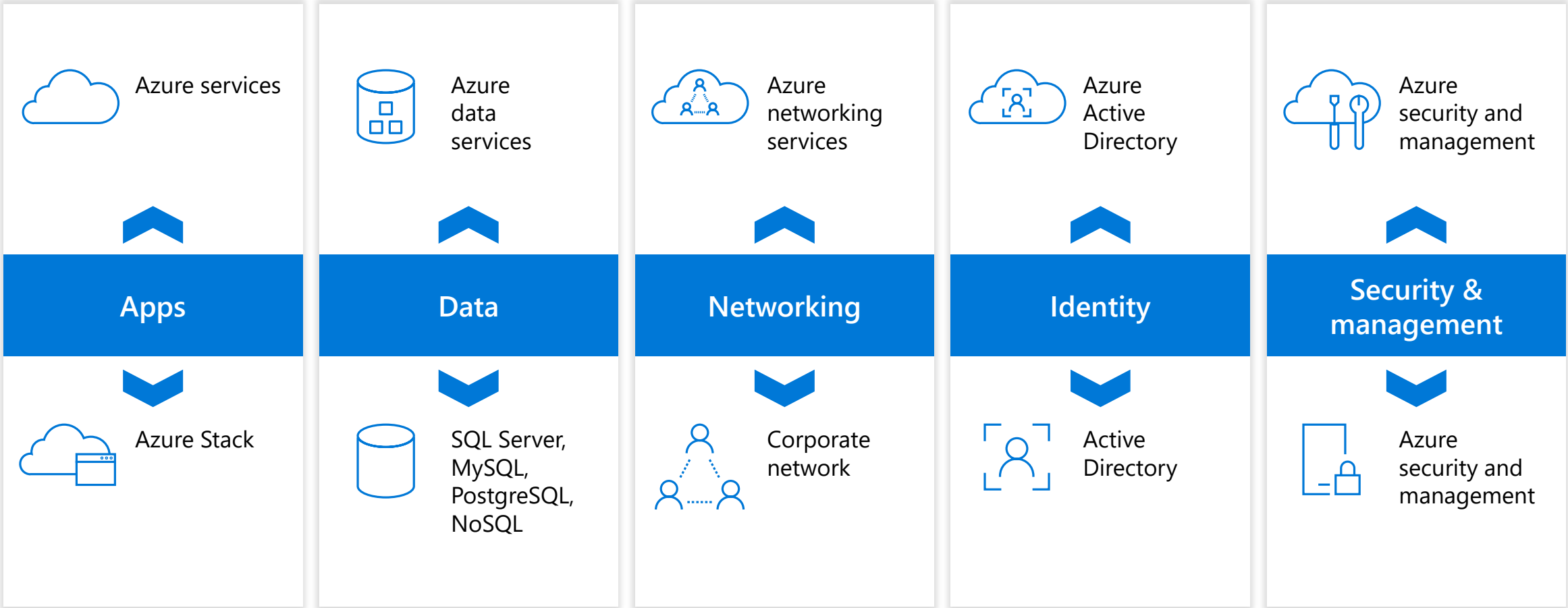
Industry leading confidential computing



## Free security updates

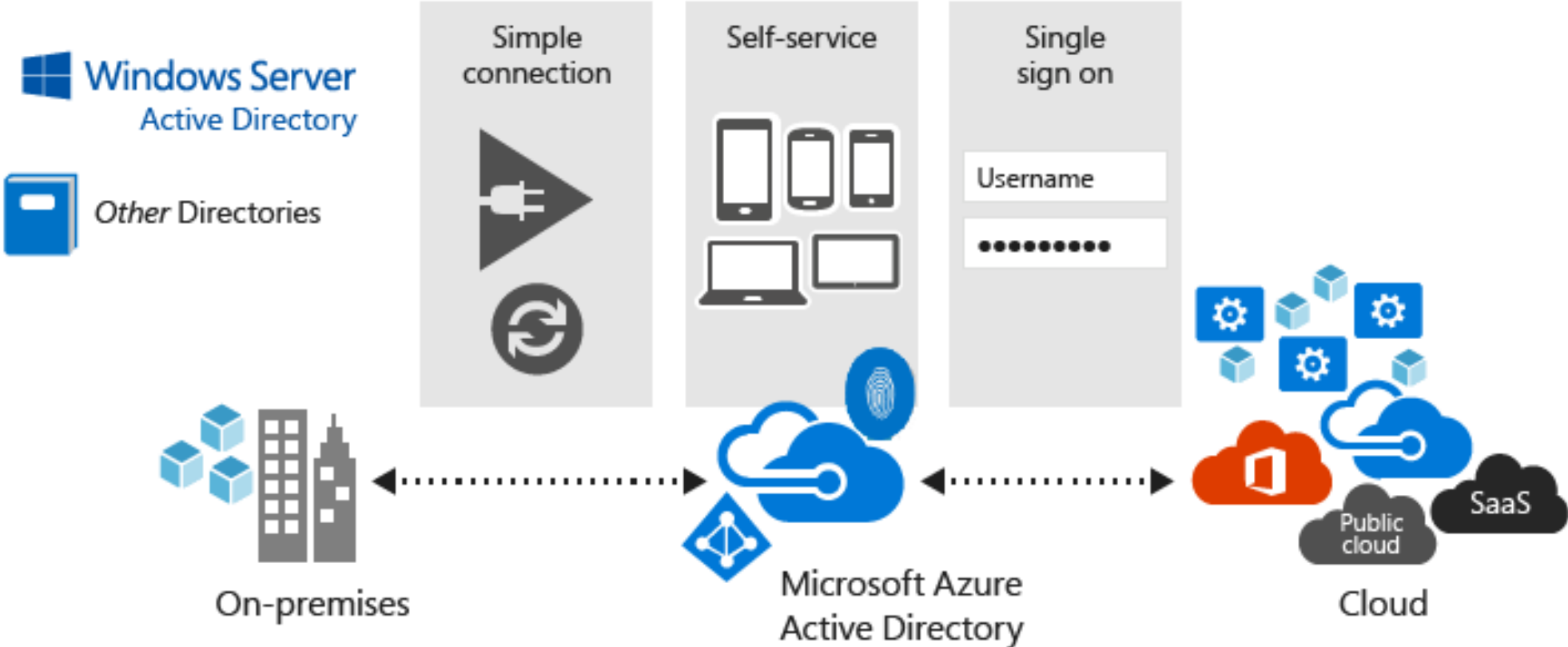
Extended security for Windows Server and SQL Server 2008/R2 workloads

# Azure is the only consistent, comprehensive hybrid cloud



# Consistent Authentication with Azure AD

Consistent on-premises and cloud | SSO for any app, anywhere | Secured user credentials



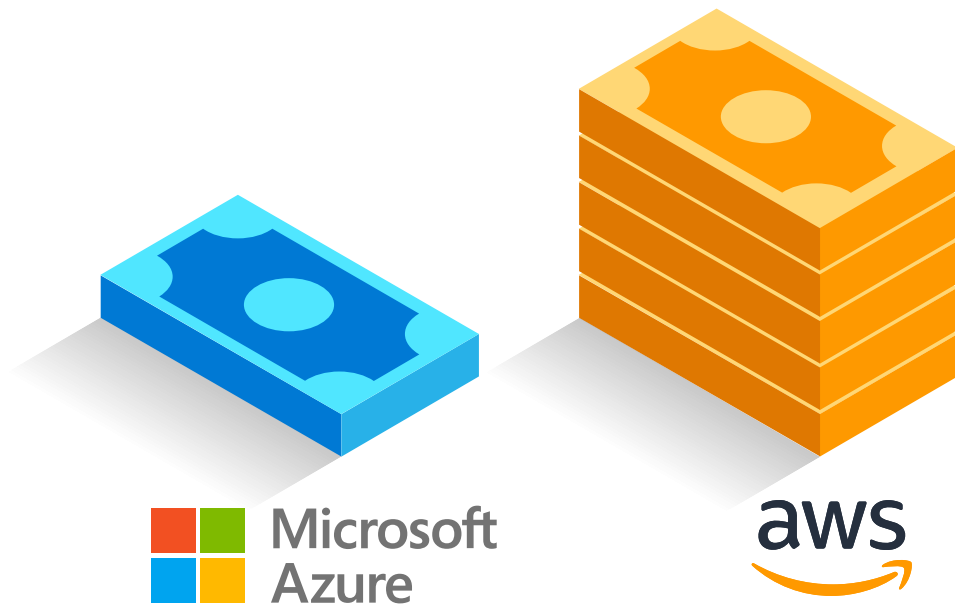
# Pay less with Azure

AWS is 5x more expensive

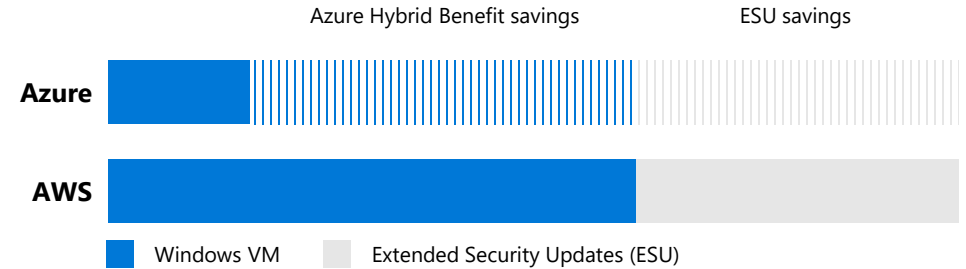
3 years of security updates after support ends

75% of the license cost to buy standalone

Reuse existing licenses with Azure Hybrid Benefit

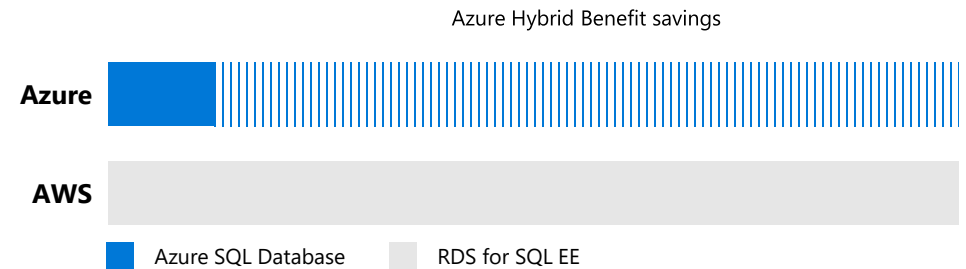


## Windows Server savings illustration



Other cloud service providers may claim to have similar savings to the Azure Hybrid Benefit, but you'll need to repurchase your Windows Server license on those clouds. And only Azure offers free extended security updates for Windows Server 2008 and 2008 R2.

## SQL Server savings illustration (PaaS)



Only Azure offers savings across both platform-as-a-service (PaaS) and infrastructure-as-a-service (IaaS) for SQL Server. With the [Azure Hybrid Benefit](#), you can use existing licenses with Software Assurance to pay a reduced rate on [Azure SQL Database](#) (PaaS). This is not included in SQL Server license mobility rights for other clouds.

Learn more: [aka.ms/why5xmore](https://aka.ms/why5xmore)

# Compute – Linux

I want to move my Linux workloads to the cloud. What technical investments is Microsoft making to enhance the Linux experience on Azure? How should I help customer choose?

## Enterprise Supported Linux Distros



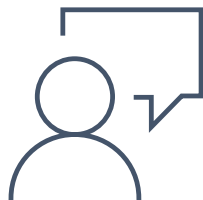
## Community Support Linux Distros



## Benefits



On demand  
1 Year / 3 Year Pre-purchase  
Bring your own subscription



24x7 Integrated co-located  
support (Red Hat/SUSE)











Joint Product Development  
(Microsoft + Red Hat / SUSE)



On demand  
Bring your own subscription

# Breadth of Azure services and ISV offerings for Linux

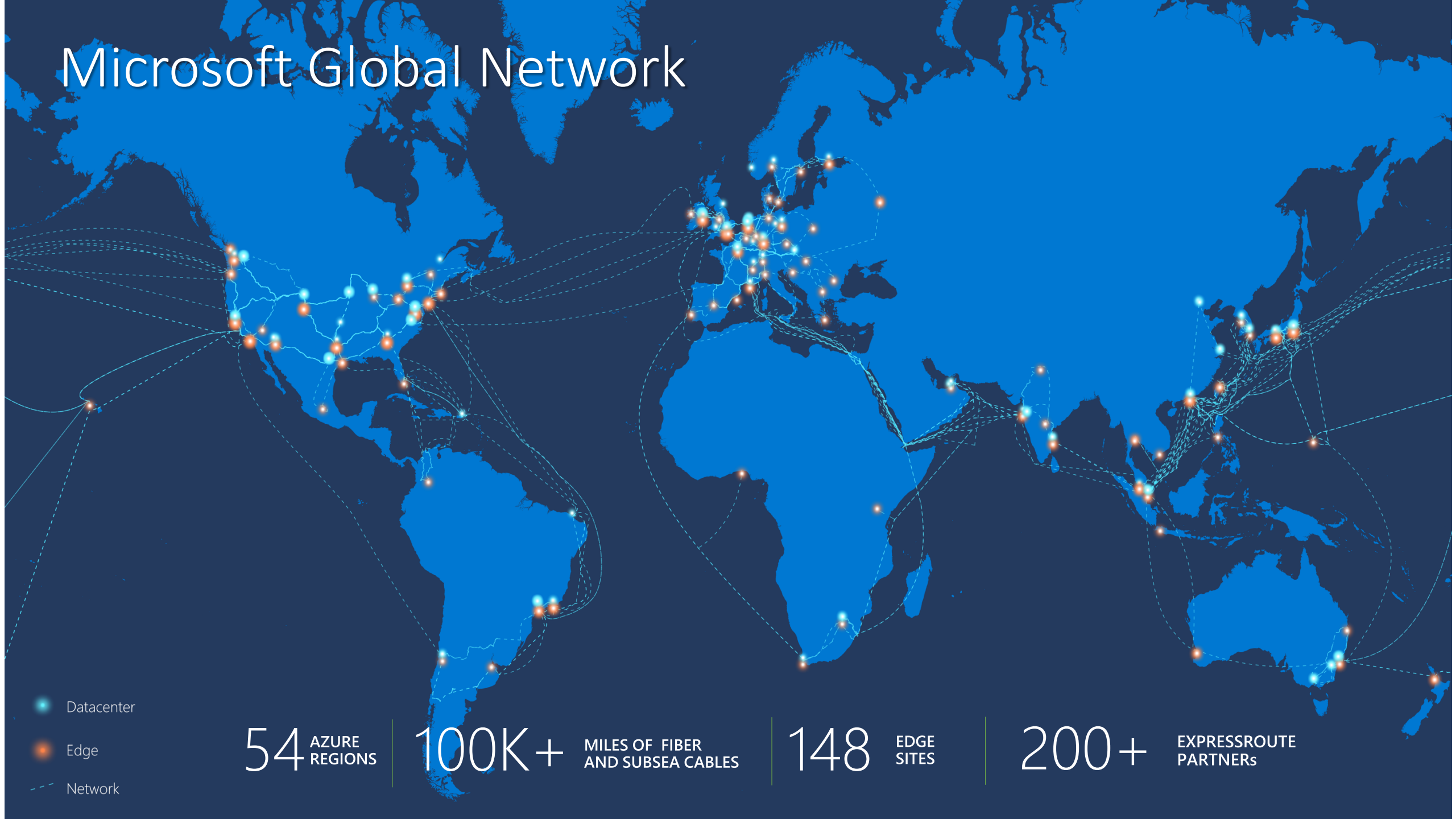
## 1<sup>st</sup> Party Azure Services and features

 Linux Virtual Machines	 VM Scale Sets for Linux	 Linux VM Extensions (e.g., Docker, Chef)	 PowerShell on Linux	 PostgreSQL	 <b>kubernetes</b> Azure Kubernetes Service
 SQL on Linux	 R Server on Linux	 HDInsight on Linux	 MySQL	 Azure Service Fabric	 Azure DevTest Labs
 <b>OPENSIFT</b> Azure Red Hat OpenShift	 Azure Functions on Linux	 Azure App Service	 Web Apps on Linux	 Mobile Apps	 Azure Active Directory

## 3<sup>rd</sup> Party Partner ISV Solutions

 Azure Marketplace				...	And many other Linux based ISV Solutions
--	--	---	---	-----	--

# Microsoft Global Network



 Datacenter

 Edge

 Network

54 AZURE REGIONS

100K+ MILES OF FIBER AND SUBSEA CABLES

148 EDGE SITES

200+ EXPRESSROUTE PARTNERS

...e as últimas novidades



# Windows Virtual Desktop

The best virtual desktop experience, delivered on Azure



The only multi-user Windows 10 experience



Optimized for Office 365 ProPlus



Deploy and scale in minutes



# Virtualization scenarios



## Security and regulation

- Financial Services
- Healthcare
- Government



## Elastic workforce

- Mergers and acquisition
- Short term employees
- Contractor and partner access



## Specific employees

- BYOD and mobile
- Call centers
- Branch workers



## Specialized workloads

- Design and engineering
- Legacy apps
- Software dev test

# Windows Virtual Desktop High Level Architecture

Utilizes Azure Active Directory identity management service

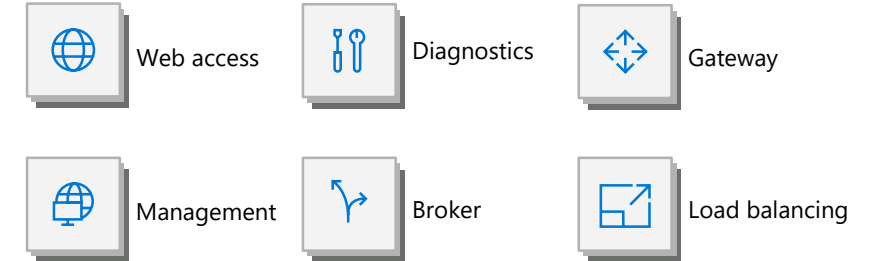
Provides virtualization infrastructure as a managed service

Deploy and manage VMs in Azure subscription

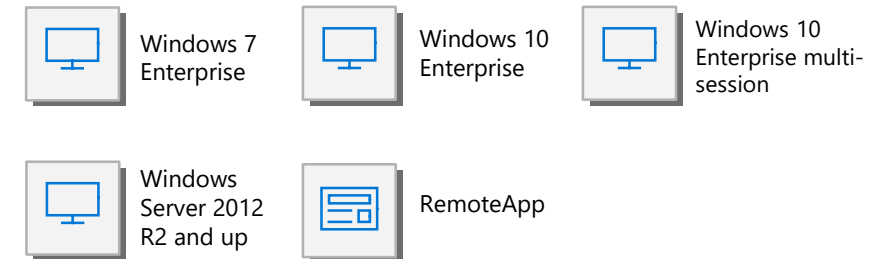
Manage using existing tools like Configuration Manager or Microsoft Intune

Simply connect to on-premise resources

## MANAGED BY MICROSOFT



## YOUR SUBSCRIPTION - YOUR CONTROL



## MANAGED BY MICROSOFT



# Virtualization hosts of the future



## Windows Server 2019 Desktop Experience

Scalable multi-user **legacy**  
Windows environment.

---

Windows Server 2019

Multiple users

Win32

Office 2019 perpetual

Long-Term Servicing Channel

## Windows 10 Enterprise multi-session

Scalable multi-session **modern**  
Windows user experience with  
Windows 10 Enterprise security.

---

Windows 10

Multiple users

Win32, Universal Windows Platform

Office 365 ProPlus

Semi-Annual Channel

## Windows 10 Enterprise

Native single-session **modern**  
Windows experience.

---

Windows 10

Single user

Win32, Universal Windows Platform

Office 365 ProPlus

Semi-Annual Channel

# RDS



## On-premises Desktop + App virtualization

---

RDS desktop and app images; RDS infrastructure roles run on-premises

Windows Server (multi-session)

RDS CAL, RDS SAL or RDS Subscriptions (2016+), Windows Server CAL, Windows Server

Hosted in customer or partner datacenter

Somewhat difficult to setup, requires infrastructure investments

# RDS on IaaS



## Desktop + App virtualization on IaaS

---

RDS desktop and app images ;RDS infrastructure roles run on IaaS. Hybrid capable in IaaS model where Infra can be in Azure and VMs can be on-premises

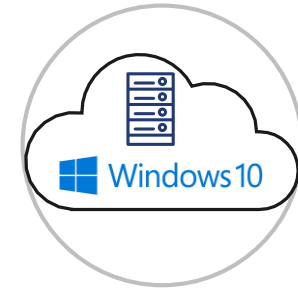
Windows Server (multi-session)

RDS user CAL with SA, RDS SAL or RDS Subscriptions (CSP), Windows Server + IaaS compute & storage

Hosted in a customer/partner's Azure subscription

Somewhat difficult to setup, infra cost savings

# Windows Virtual Desktop



## Desktop + App virtualization on Azure

---

RDS desktop and app images hosted in Azure IaaS; RDS infrastructure roles hosted in Azure as PaaS

Windows 10 multi-session, Windows 10, Windows Server 2012R2+, Windows 7 (w/free ESU)

M365 E3/E5/F1/B, Win E3/E5, entitlement. Azure compute + storage cost\*

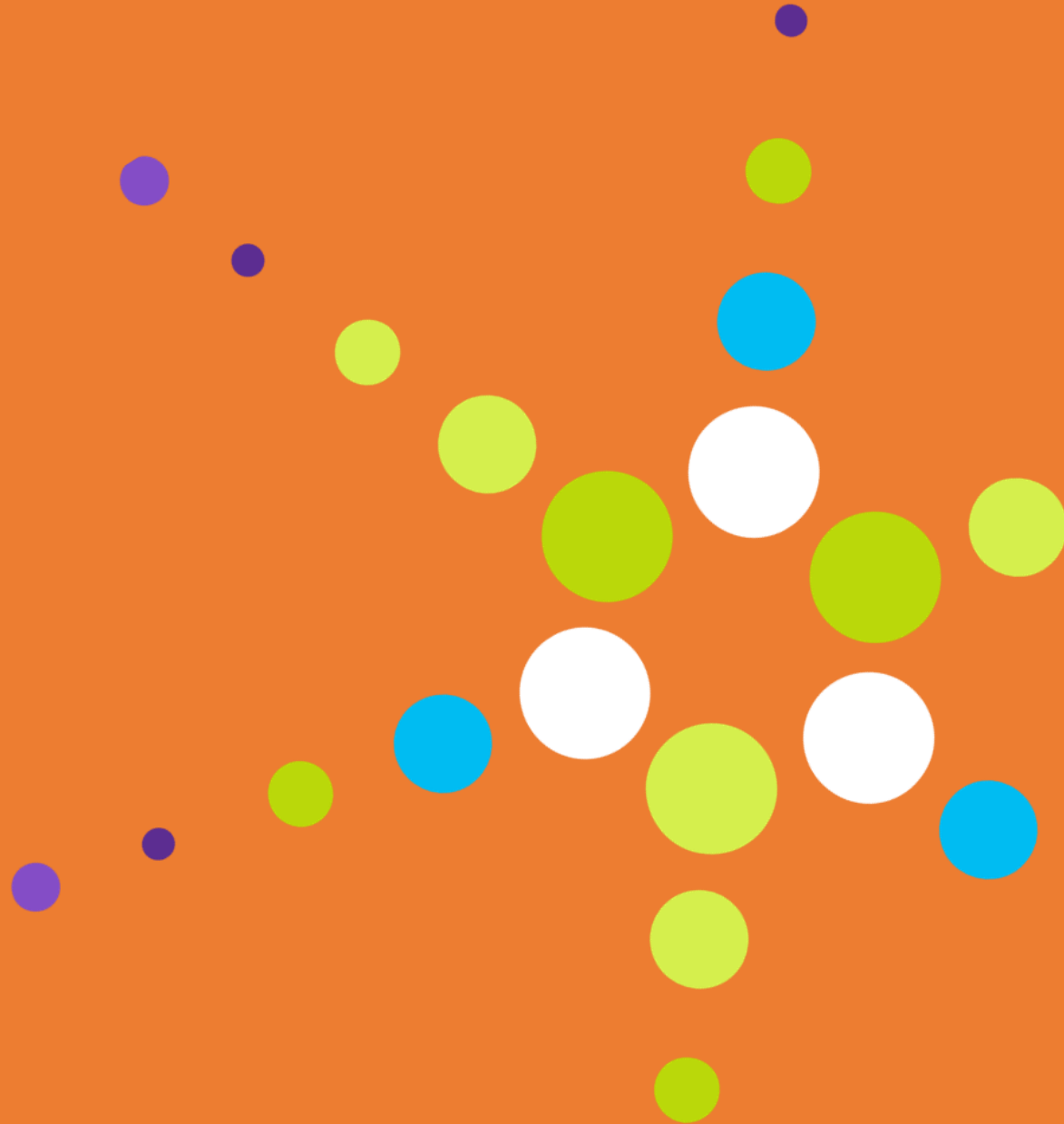
Hosted in customer or partner tenant on Azure

Easy to setup and deploy, infrastructure managed by Microsoft

\*Running RDSH in Windows Virtual Desktop still requires RDS CALs

# CSP

- Novidades e questões frequentes



As subscrições são renovadas automaticamente nas plataformas CSP

R: Sim são renovadas automaticamente

Quanto tempo leva para que as subscrições fiquem disponíveis no portal O365.

R: As subscrições ficam aprovisionadas de imediato no portal O365

Um parceiro pode ter mais que um cliente inscrito em varias plataformas automáticas

R: Sim, um parceiro pode estar inscrito em varias plataformas CSP

Onde posso encontrar informação sobre a mudança do portal Partner Membership Center (PMC) para o Partner Center?

R: A mudança deve-se a uma centralização de conteúdos e gestão, e encontra mais informação no link em anexo:

<https://docs.microsoft.com/en-us/partner-center/move-pmc-pc-map>



Um cliente final pode ter subscrições mensais e anuais contratadas?

R: Sim o cliente pode ter a mesma subscrição ou subscrição diferente no modo de faturação mensal ou anual

Que ações terei que tomar para ficar em conformidade com a nova regra de autenticação no portal CSP?

R: A segurança é e será sempre um fator vital na ligação da Microsoft com os seus clientes e nesse sentido, achamos por bem aplicar uma funcionalidade adicional da mesma, mais informação no link em anexo:

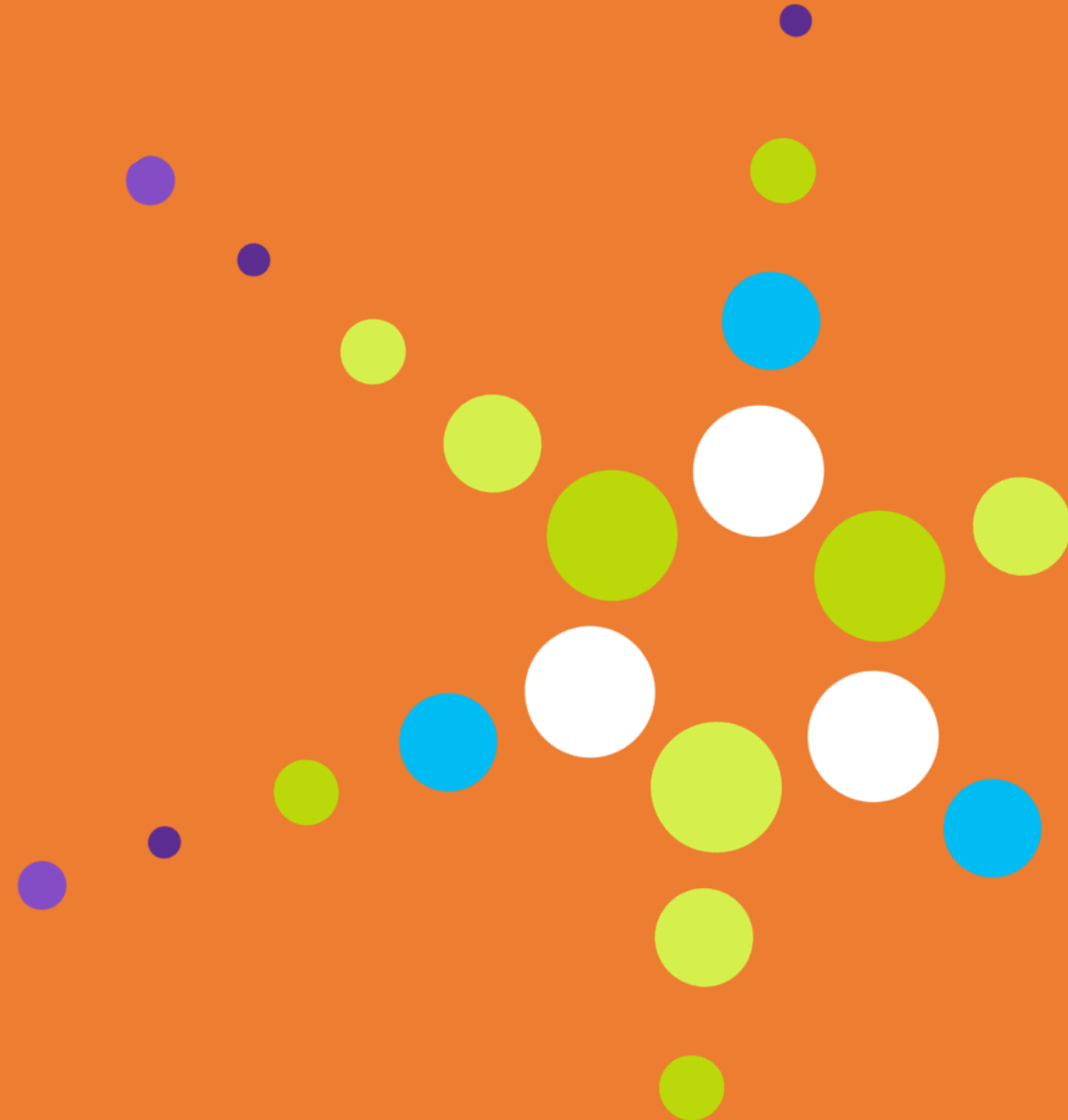
<https://docs.microsoft.com/en-us/partner-center/partner-security-requirements>





# POWER PLATFORM

- PowerApps, Power BI e Flow



**What is the Power Platform?**

# Microsoft Power Platform

One low-code platform that spans Office 365, Dynamics 365, and standalone applications

**Analyze. Act. Automate.**



**Power BI**

Business analytics



**PowerApps**

Application development

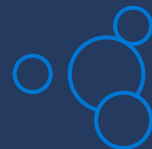


**Flow**

Workflow automation



**Data  
connectors**



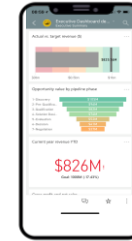
**AI Builder**



**Common  
Data Service**

# Analyze data, get insights with Power BI

Connect to data across the business and view through a single pane of glass



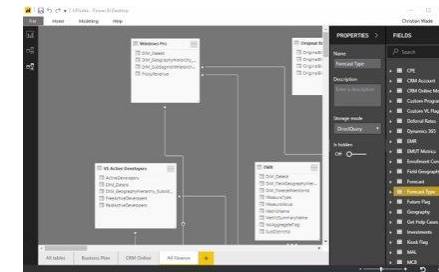
Create ad-hoc analysis, live dashboards and interactive reports to consume on the web and mobile



Personalize using PowerPoint like experiences for custom visuals



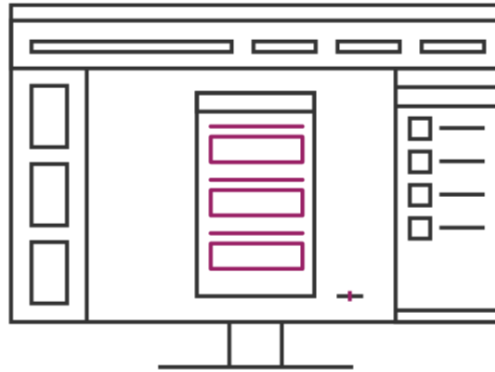
Manage with strong governance, and enterprise grade semantic models to deploy at scale



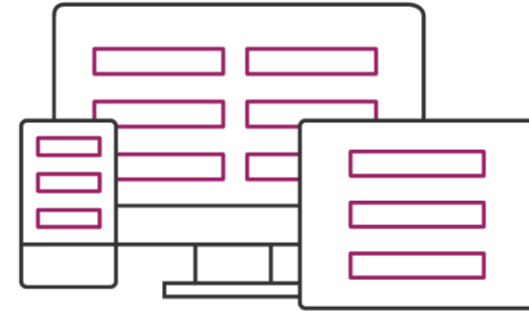
# Build custom biz-app with Microsoft PowerApps



Connect to data & systems you're already using; create the data you need with Common Data Service



Create apps, forms, and workflows without writing code

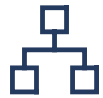


Use apps on web and mobile

# Automate processes with Microsoft Flow



Model business processes and automate workflows and your apps and services



From simple automations to advanced scenarios with branches, loops, and more



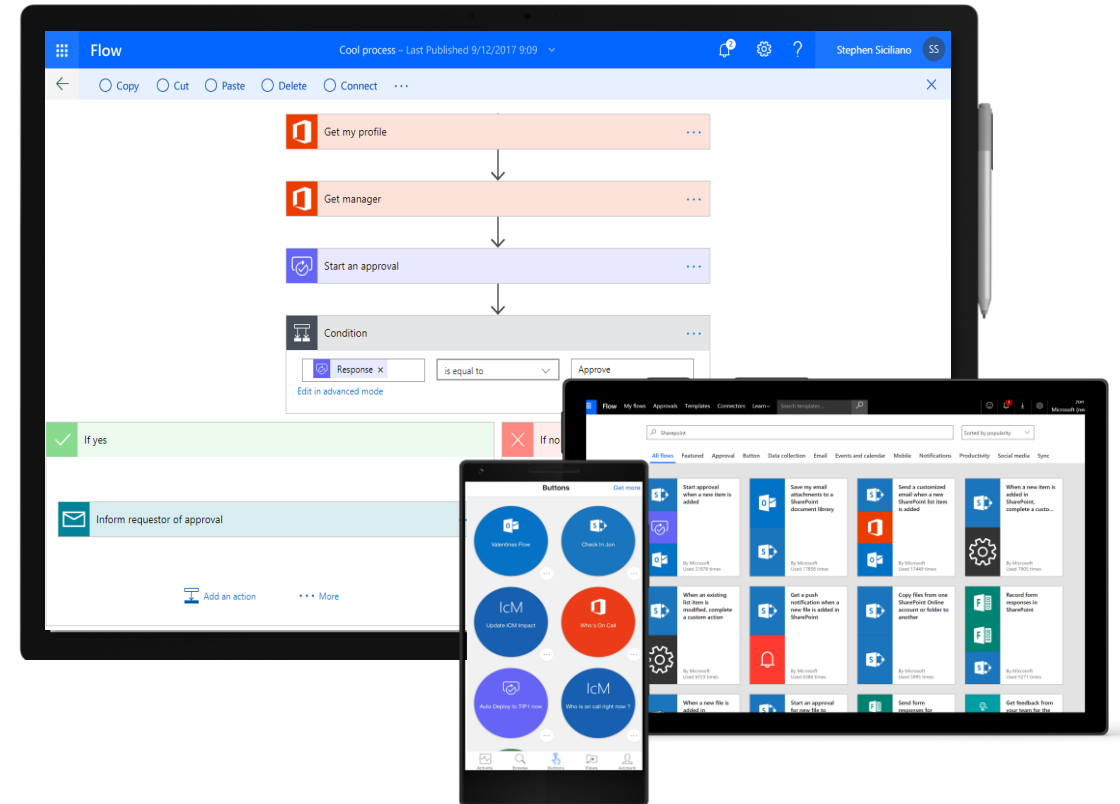
Connect to all your data with **260+** pre-built connectors and custom connectors



Strong enterprise governance & security



Pro-dev extensibility with Azure and custom logic



# Total Economic Impact (TEI) of Microsoft Flow and PowerApps

We used to have three full-time people writing reports. That's now down to **only one person**.

**70%**

Less application development cost & effort

**362%**

Return on investment over 3-year term

**<3 Months**

Payback

In the first **year we saved \$500,000** in external developer costs. We expect to see similar savings in future years.

We **reduced our time** to quote from twelve days down to four.

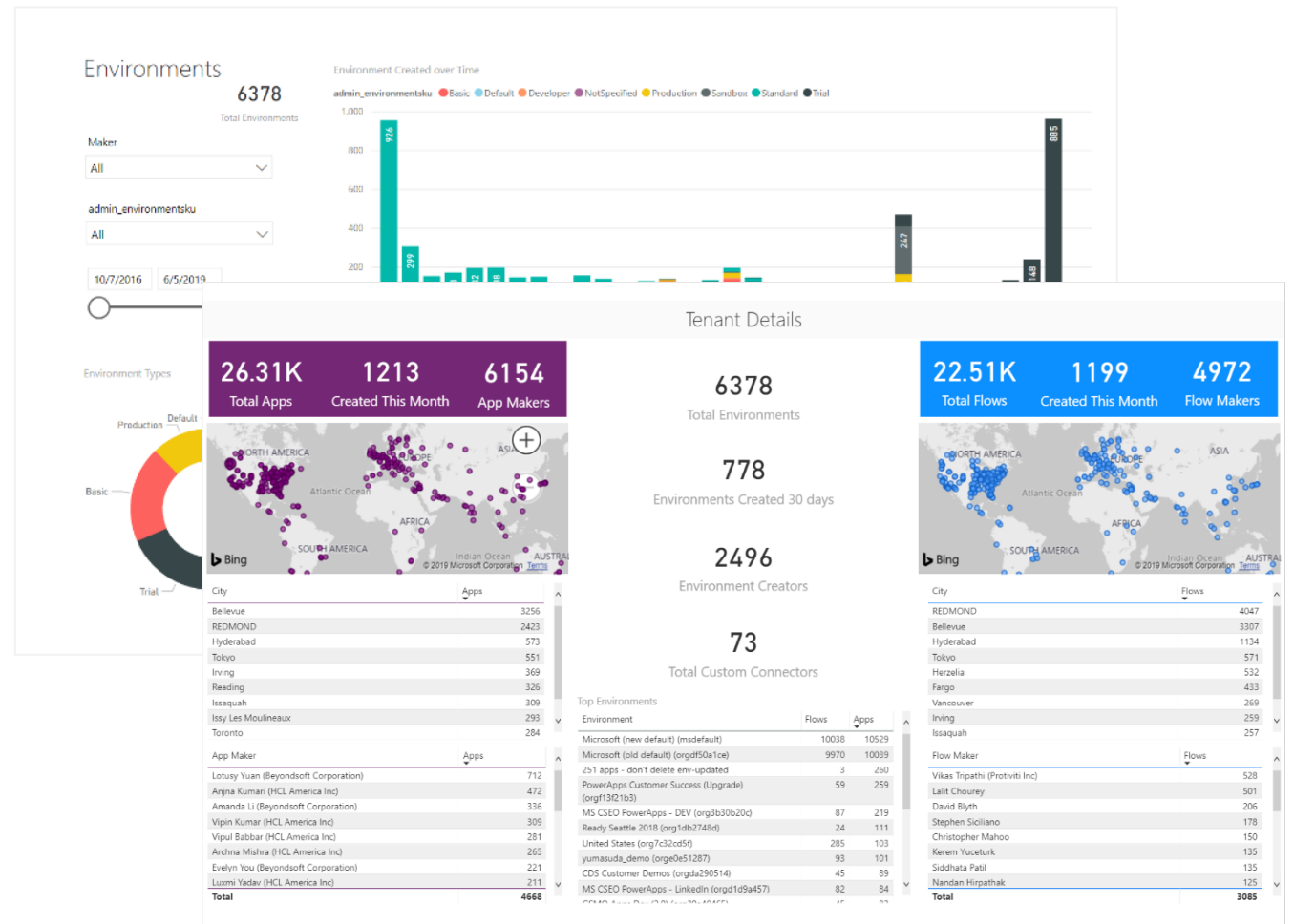
Source: The Total Economic Impact™ Of PowerApps And Microsoft Flow, a commissioned study conducted by Forrester Consulting on behalf of Microsoft, June 2018

# What makes the Power Platform Enterprise Ready

- Robust administration and analytics
  - Data Loss Prevention Policies
  - Usage and health analytics
- Common Data Service
  - Out of box entities for common data structures
- Enterprise grade connectivity
  - 260+ Out of box connectors and ability to build your own
  - On-Premises Data Gateway for secured workloads

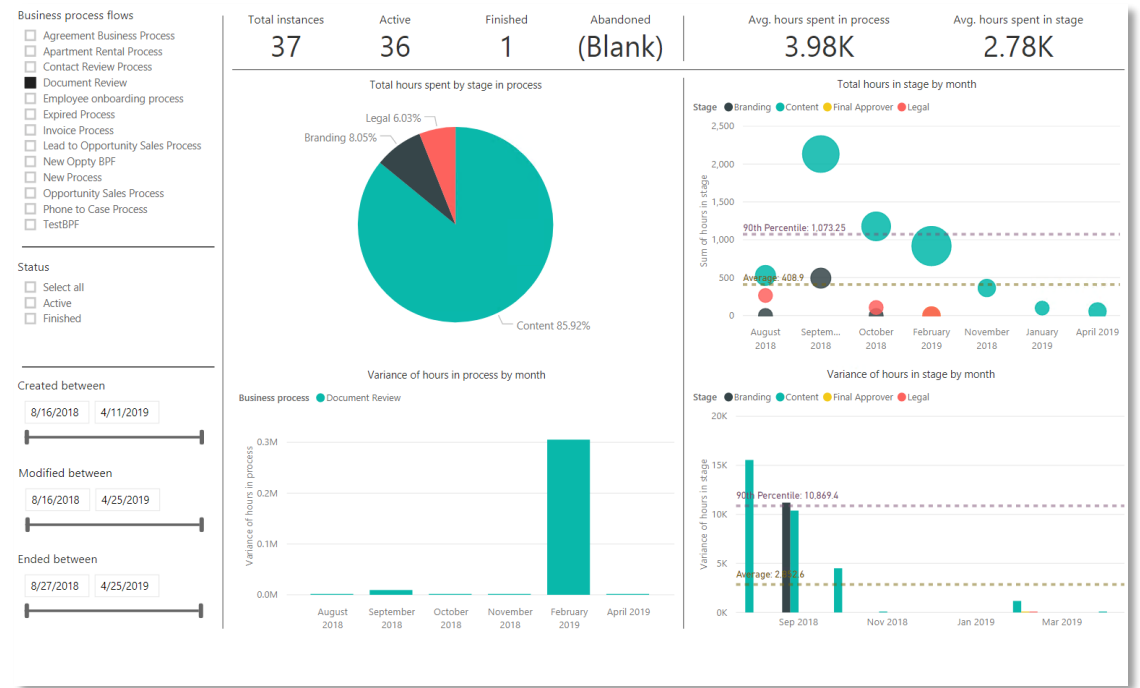
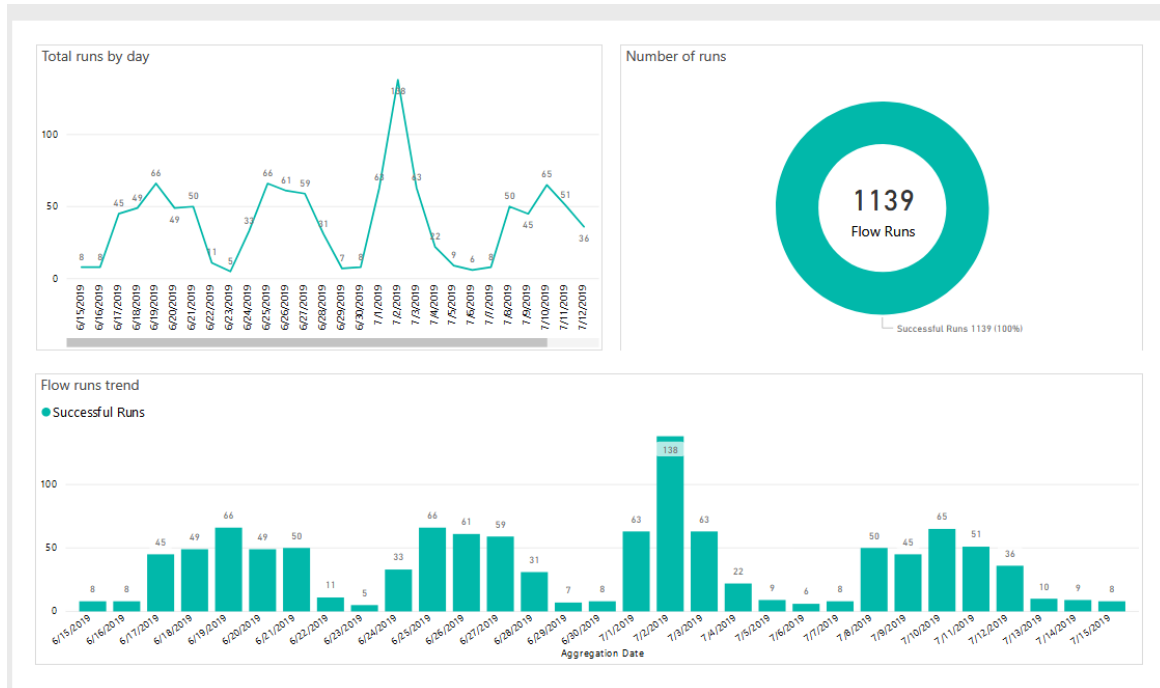
# Administration

1. One Administration Portal for Power Platform
2. Monitor usage and data patterns with OOB reports
3. Build guard-rails with Data Loss Prevention Policies
4. Customize your own reports with PowerApps, Flows and Power BI



# Richer Maker Analytics

- Track how many times your flow ran, it's health, errors etc. in one quick glance
- Business process flow analytics allow you to also view process inefficiencies and streamline them.



# Common Data Service (CDS)

Easily store and manage data used by business applications

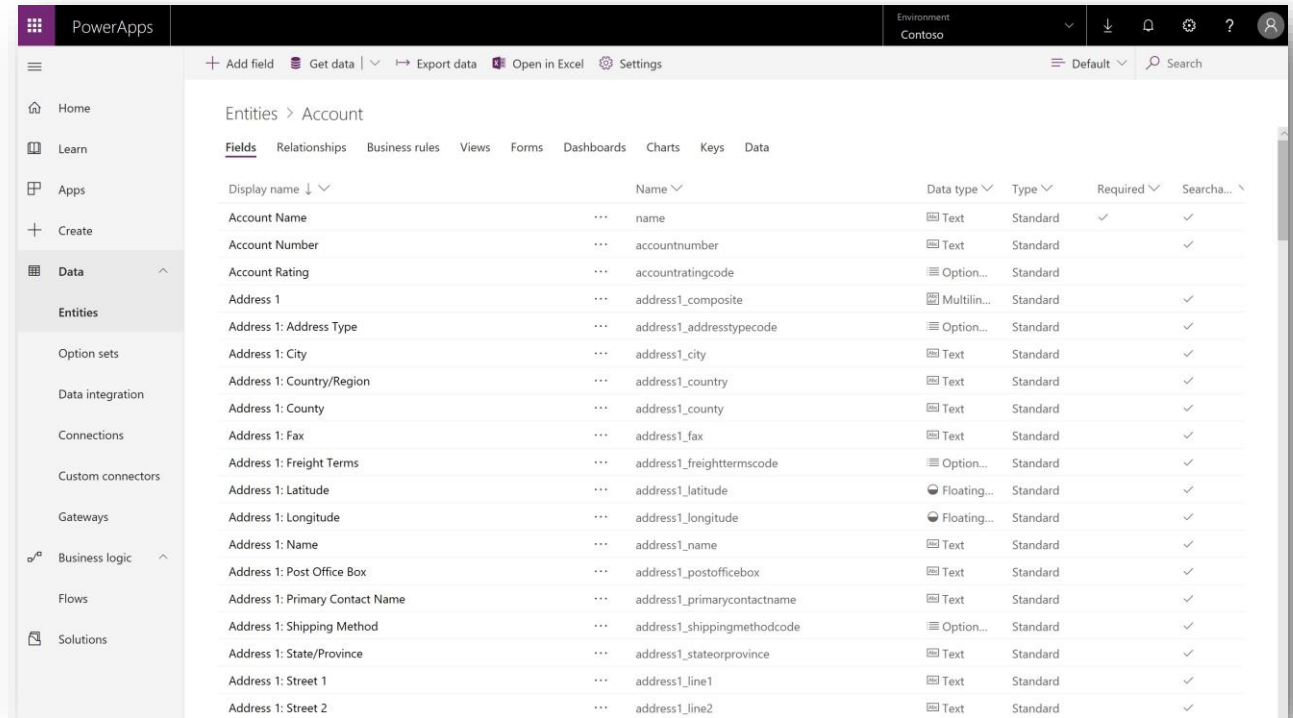
Set of standard entities is provided

Create custom entities specific to your organization

Role-based security

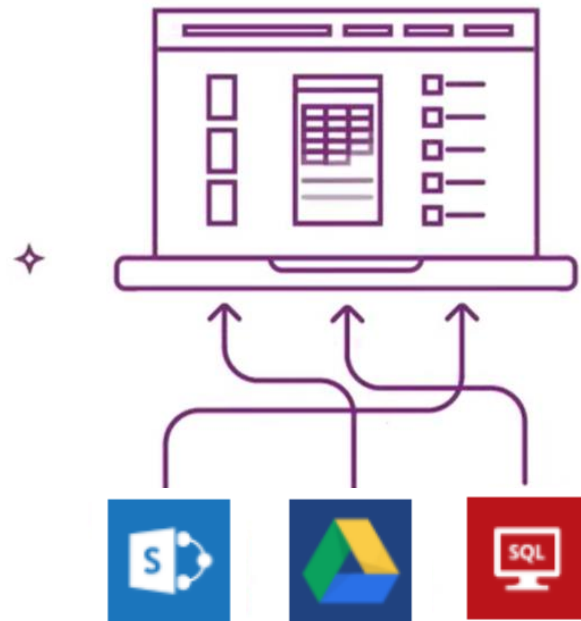
Custom logic & validation

Access to all your Dynamics 365 data



# What are Connectors?

A connector is a wrapper around an "API" that allows the underlying service to talk to **Microsoft Flow** and **PowerApps**



# Premium Connectors

**Premium connectors** go beyond Standard connectors and **provide greater value** to Enterprise customers.

80+ connectors including:

- Word Online (Business)
- Salesforce
- Oracle Database
- Common Data Service (CDS)
- HTTP with Azure



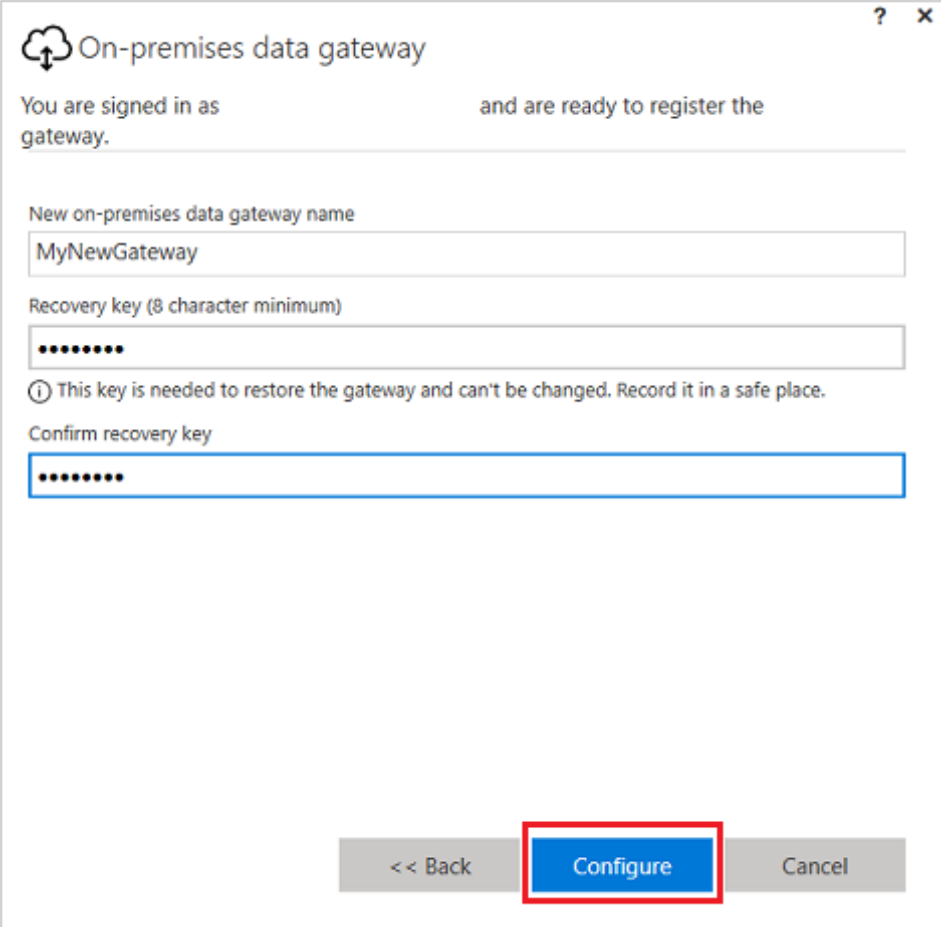
# On-Premises Data Gateway

Haven't made it to the cloud yet?  
We've got you covered!

Connect to and access data from your local systems in your Flows using an **on-premises data gateway**.

Respects the permissions you've set up.

Connect to data over these connections:  
SharePoint, SQL Server, Oracle, Informix,  
Filesystem, DB2



On-premises data gateway

You are signed in as \_\_\_\_\_ and are ready to register the gateway.

New on-premises data gateway name  
MyNewGateway

Recovery key (8 character minimum)  
.....

*i* This key is needed to restore the gateway and can't be changed. Record it in a safe place.

Confirm recovery key  
.....

<< Back **Configure** Cancel

# Artificial Intelligence

- Como a Inteligência Artificial acelera a inovação e a torna mais acessível



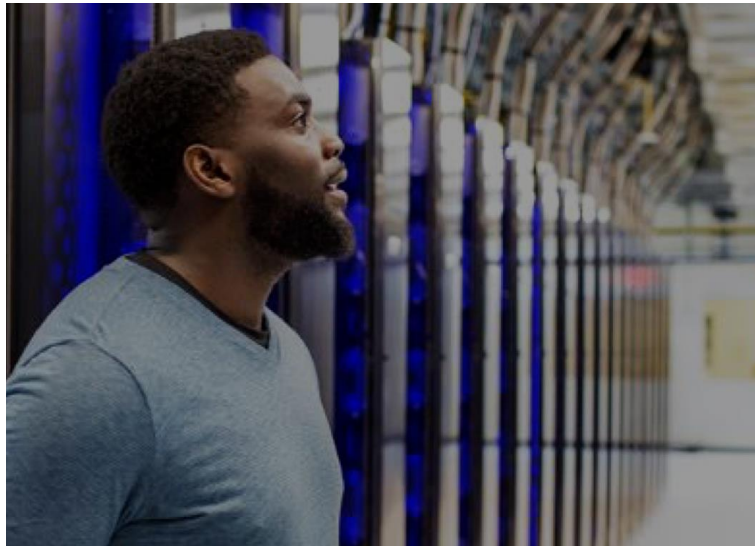
# Foundation for AI

## Data



Your data + Microsoft data

## Cloud



Power of Azure

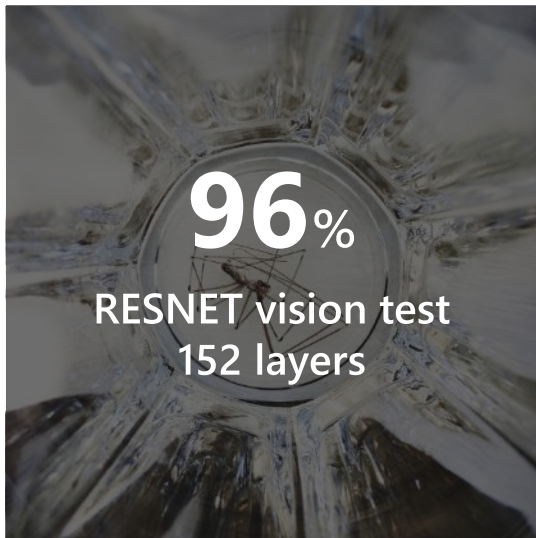
## Models



Breakthrough advancements

# Microsoft AI breakthroughs

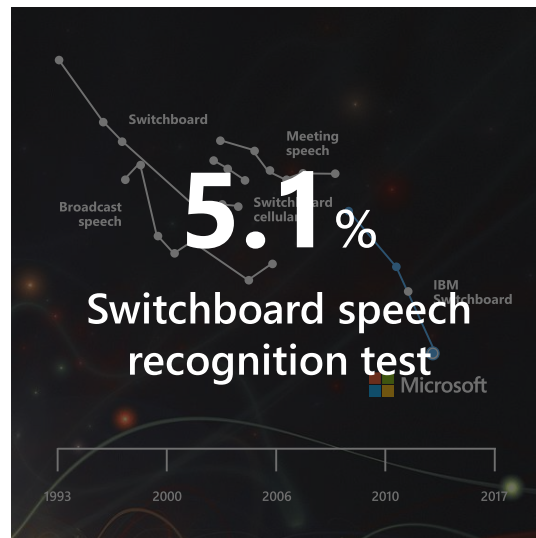
## Vision



2016

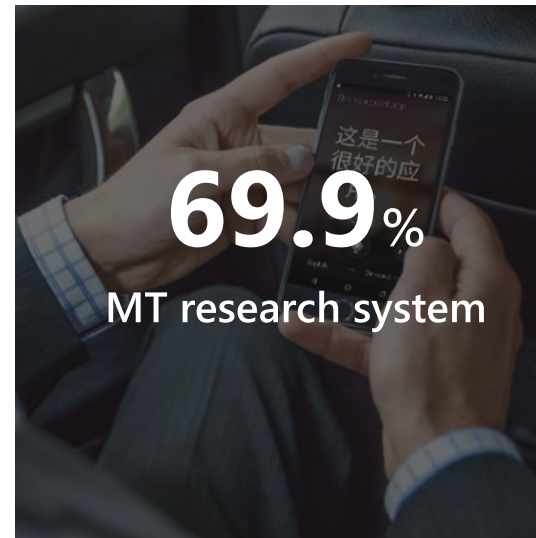
Object recognition  
Human parity

## Speech



2017

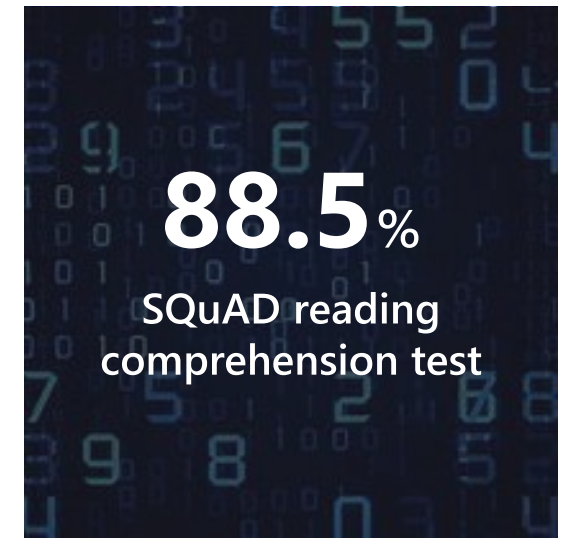
Speech recognition  
Human parity



March 2018

Machine translation  
Human parity

## Language



January 2018

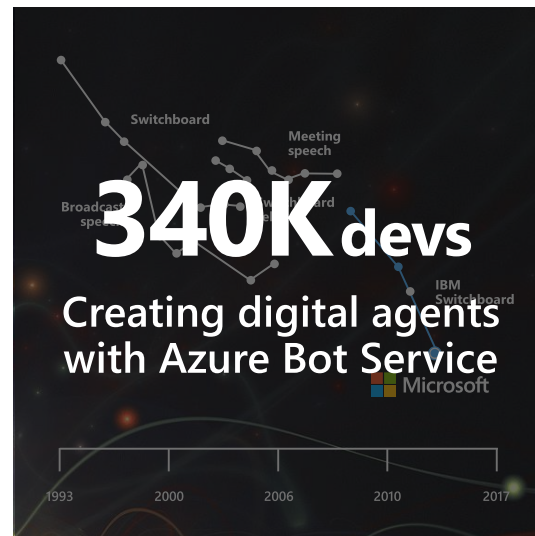
Machine reading comprehension  
Human parity

# Microsoft AI momentum

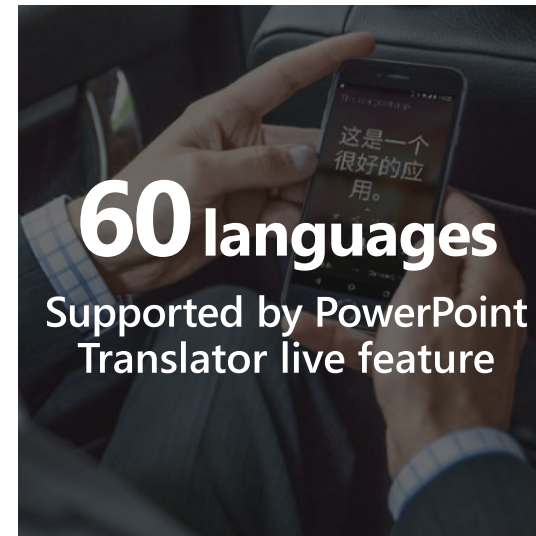
## Vision



## Speech



## Language

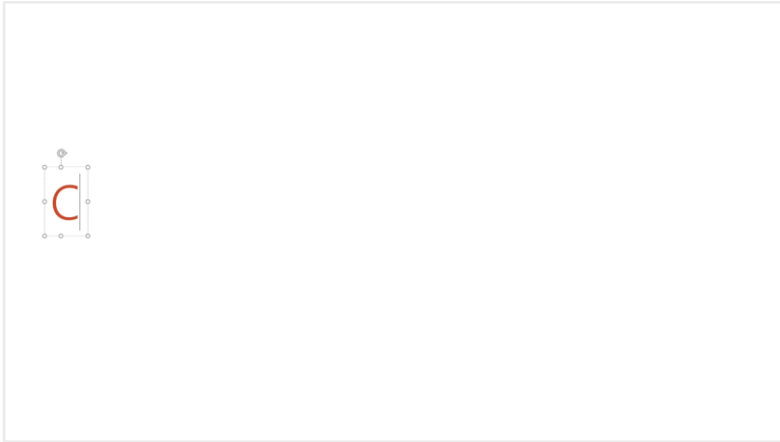


# AI across Microsoft

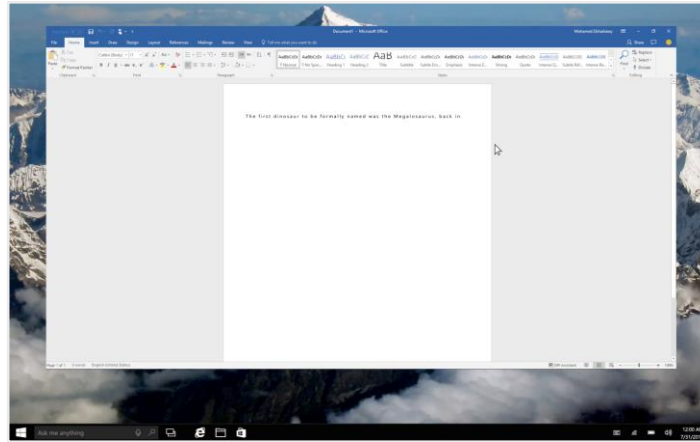
Microsoft 365



# AI in Office 365



PowerPoint Designer



Dictation & read aloud in Office



Ideas in Excel

A professional meeting taking place in a bright office with large, multi-paned windows. A woman in a black blazer and a yellow lace skirt stands with her hands on her hips, looking towards a man in a dark suit who is seated at a white table. Another man in a dark suit is seated at the table, looking towards the woman. A third man in a dark suit is seated at the table, looking towards the woman. A smartphone is on the table. A water bottle and a laptop are on a desk in the foreground. The text "Making AI real for your business" is overlaid in the center of the image.

Making AI real for your business

# Azure AI

## AI apps & agents



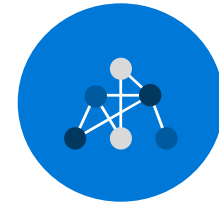
Azure Cognitive Services  
Azure Bot Service

## Knowledge mining



Azure Cognitive Search

## Machine learning



Azure Databricks  
Azure Machine Learning  
Azure AI Infrastructure

# Azure AI

## AI apps & agents



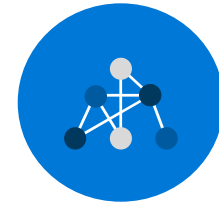
Azure Cognitive Services  
Azure Bot Service

## Knowledge mining



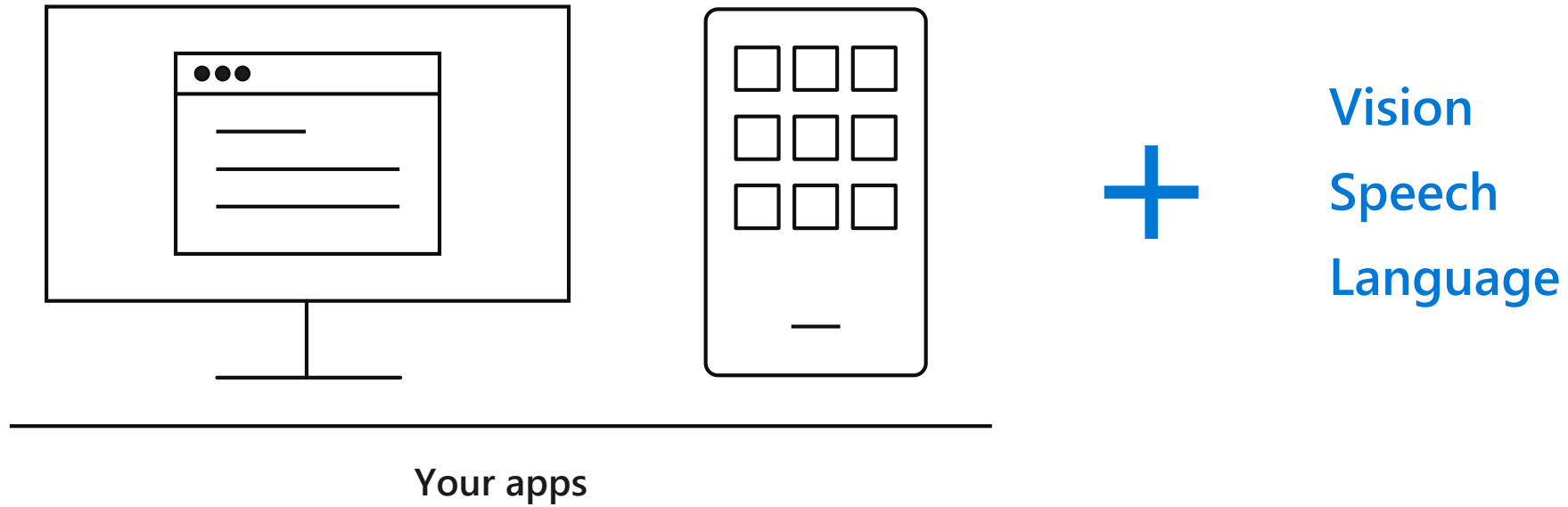
Azure Cognitive Search

## Machine learning



Azure Databricks  
Azure Machine Learning  
Azure AI Infrastructure

# Building AI apps & agents



# Cognitive Services

Infuse your apps with powerful, pre-trained AI models

Customize easily and tailor to your needs

Use language of your choice



Vision



Speech



Language



Search



# Bot Service

Accelerate bot development with an integrated environment and pre-built templates

Engage your audience easily across multiple channels



# Azure AI

## AI apps & agents



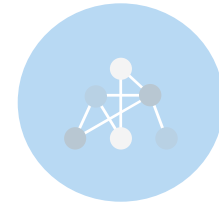
Azure Cognitive Services  
Azure Bot Service

## Knowledge mining



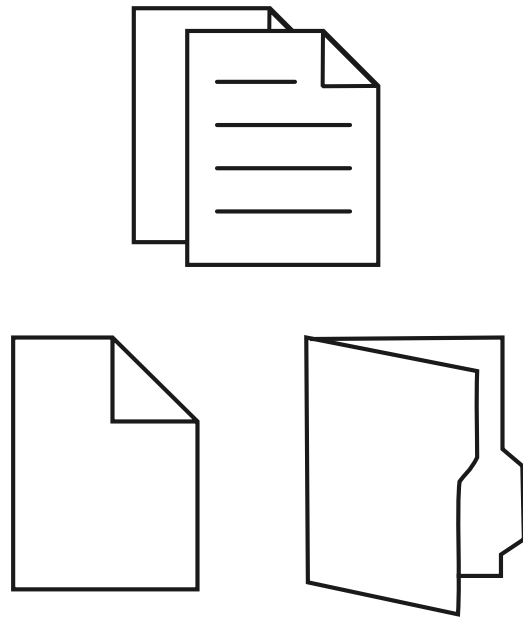
Azure Cognitive Search

## Machine learning



Azure Databricks  
Azure Machine Learning  
Azure AI Infrastructure

# What is knowledge mining?



Your business documents



**Unlock valuable  
information lying latent  
in all your content**

# Knowledge mining with Azure Search

## Documents



Key Phrase extraction



Organization entity extraction



Face detection



Custom skills

## Cognitive skills



Location entity extraction



Persons entity extraction



Celebrity recognition



Landmark detection



Sentiment analysis



Language detection

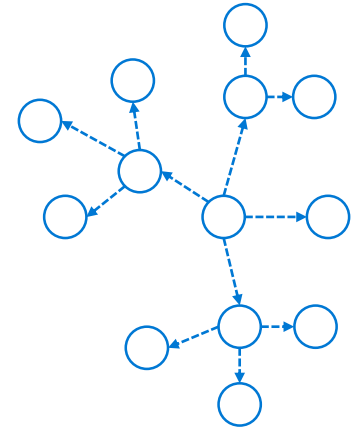


Tag extraction



Printed text recognition

## Fully text-searchable rich index



# Machine learning on Azure

## Sophisticated pretrained models

To simplify solution development



Vision



Speech



Language



Search

## Popular frameworks

To build advanced deep learning solutions



Pytorch



TensorFlow



Keras



Onnx

## Productive services

To empower data science and development teams



Azure Databricks



Azure Machine Learning



Machine Learning VMs

## Powerful infrastructure

To accelerate deep learning



CPU



GPU



FPGA

## Flexible deployment

To deploy, manage models on intelligent cloud & edge



On-premises



Cloud



Edge

