



 Microsoft

ON TOUR

sponsored by



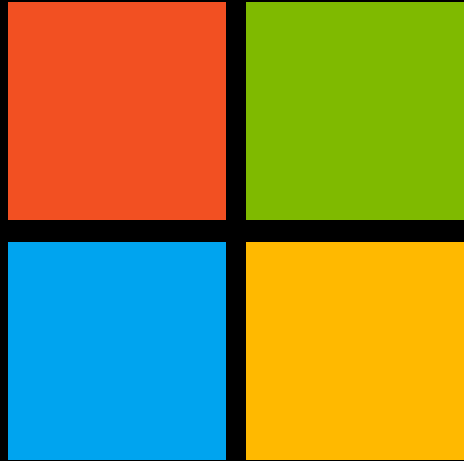


Thank you



MICRO
SOFT





Our mission

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

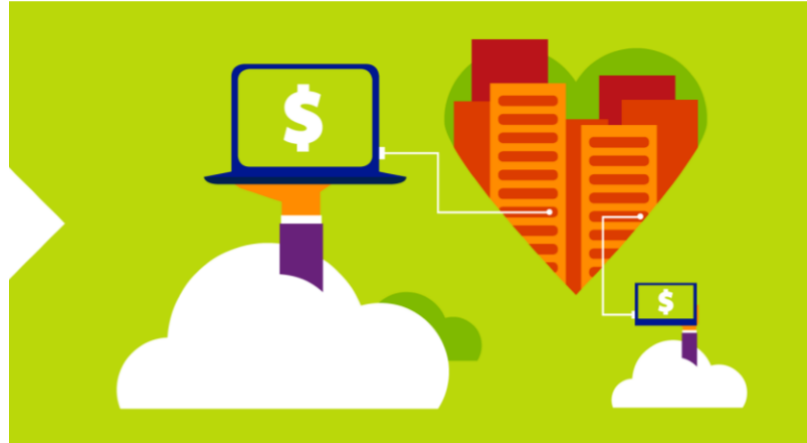
The partnership with Microsoft



Microsoft Partner Network (MPN) offers



Training and Support, so that you are empowered to answer to the needs of your customers



Communities, which foster networking and synergies



Growth opportunities for your business together with Microsoft



Network Member

START WORKING WITH US



Microsoft Action Pack

DEVELOP A PRACTICE OR SOLUTION



Silver/Gold Competency

DIFFERENTIATE FROM COMPETITION

The MPN is
divided into 3
levels of
partnership

Each partnership level has its incremental benefits, which help you grow your business, acquire new customers and differentiate your value proposition

Network Member



FREE

Training, support, marketing
Resources and networking
communities

Microsoft Action Pack



ANNUAL FEE: \$475

Annual subscription of benefits,
which includes all Network
Member benefits + access to
internal use rights (IUR) – free
licensing up to 10 users - and
additional hours of support and
presales advice

Silver/Gold Competency



SILVER ANNUAL FEE: \$1,670

GOLD ANNUAL FEE: \$4,730

Includes all Network Member
benefits + access to internal use
rights (IUR) – free licensing up to
25 users in Silver and 100 users in
Gold – eligibility for incentive
programs and additional hours of
support and presales advice

BENEFITS		PARTNERSHIP LEVELS			
		NETWORK MEMBER	MICROSOFT ACTION PACK	SILVER	GOLD
FREE SOFTWARE	Internal Use Rights (IUR)	-	Up to 10 licenses per product	Up to 25 licenses per product	Up to 100 licenses per product
	Development Tools	-	3 Visual Studio Professional subscriptions	5 Visual Studio Enterprise with MSDN subscriptions	10 Microsoft Visual Studio Enterprise with MSDN subscriptions
	Support Hours for Technical Presales and Deployment	-	5 hours	Unlimited for Presales and 20 hours for Deployment	Unlimited for Presales and 50 hours for Deployment
SUPPORT	Support for Online Product	Community	Community	Community	Community
	Phone Support for a Product	Paid (\$499/ incident)	10 incidents	15 incidents	20 incidents
	Unlimited Support to Cloud: Online + Phone	-	-	Unlimited Support for cloud competencies + 5 incidents for hybrid competencies	Unlimited Support for cloud competencies + 10 incidents for hybrid competencies
INCENTIVES	Incentives	-	-	Licensing, Solution and Cloud	Licensing, Solution and Cloud
TRAINING	In person training: Technical + Sales	X	X	X	X
	Microsoft Learning Portal	X	X	X	X
MARKETING	Smart Marketing Center	X	X	X	X
	Partner Center	-	X	X	X

Silver & Gold Competencies Matrix



Modern Workplace	Apps & Infra	Business Apps	Data & AI
<p>Enterprise Mobility Management</p> <p>Windows and Devices</p> <p>Collaboration and Content</p> <p>Communications</p> <p>Cloud Productivity</p>	<p>Application Development</p> <p>Application Integration</p> <p>Cloud Platfotm</p> <p>DevOps</p> <p>DataCenter</p>	<p>Cloud Business Applications</p> <p>Cloud Customer Relationship Management</p> <p>Enterprise Resource Planning</p>	<p>Data Analytics</p> <p>Data Platform</p>
<p>Messaging</p> <p>Project and Portfolio Management</p> <p>Security</p> <p>Small and Mindmarket Cloud Solutions</p>	<p>All the competencies require specific requirements, which can include performance (consumption, sales, usage, solution deployment), certification of individuals, app present in a Microsoft store, customer references and payment of an annual fee. All the requirements and benefits differ between competencies. To consult the requirements and benefits of the competencies please go to https://partner.microsoft.com/en-us/membership/competencies</p>		<p>Annual fee: 1.670\$</p> <p>Annual fee: 4.730\$</p>

Next steps

1

Register and obtain your Partner ID number (MPN ID) here

<https://partner.microsoft.com/pt-PT/>

2

Join Microsoft Portugal Partner Network in Yammer here

https://www.yammer.com/partnersportugal/#/home?type=my_all

3

Subscribe the Microsoft Portugal Partners Newsletter here

<https://profile.microsoft.com/RegSysProfileCenter/wizardnp.aspx?wizid=d7e69e38-6fba-4d32-be1e-ccb0a5aac9f0&lcid=2070>

4

Sign up for **Cloud Enablement Desk (CED)** and get support from a specialized team to achieve your 1st cloud competency

<https://partner.microsoft.com/en-us/campaigns/ced-nomination-form/>



Any question?

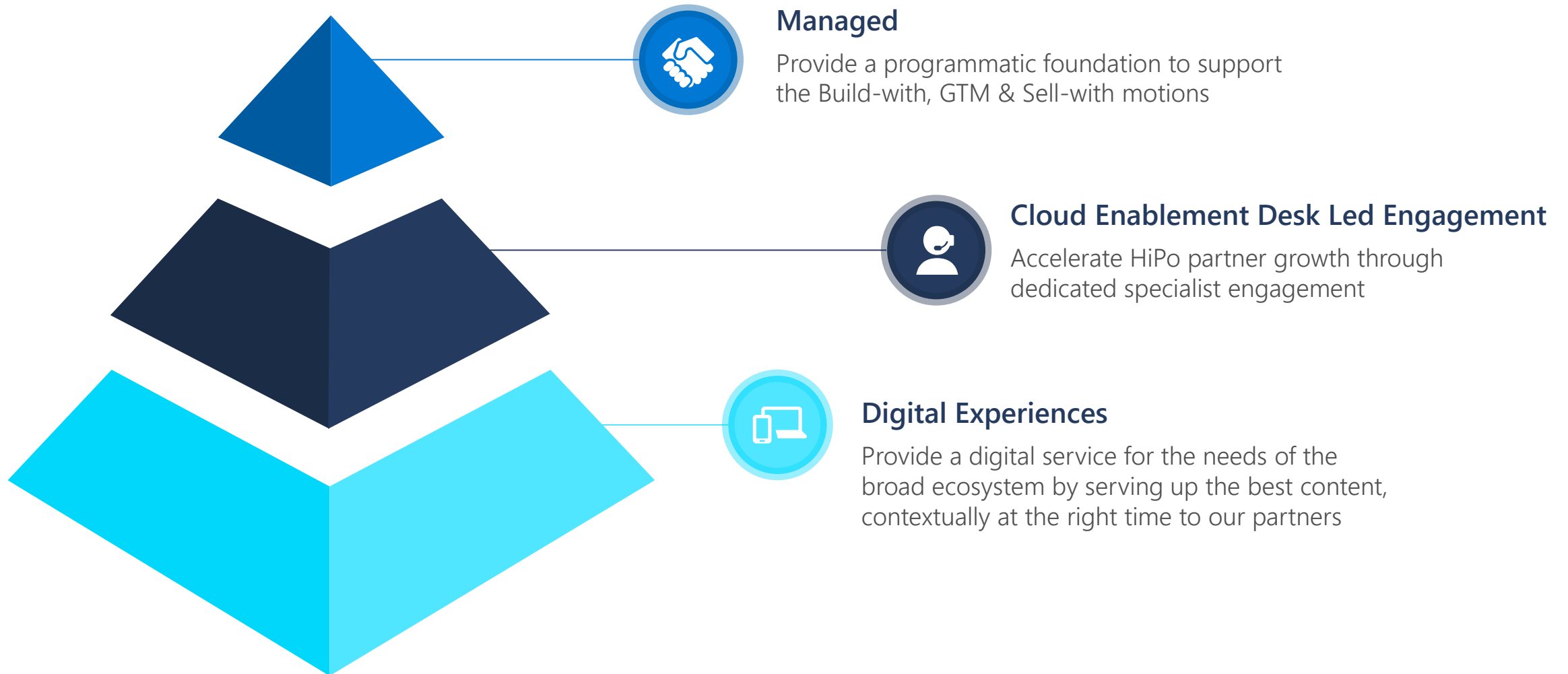
parceiro@microsoft.com



Cloud Enablement Desk Program Information



Microsoft Partner Engagement Models



Accelerate your business with the Cloud Enablement Desk (CED)

Work 1:1 with a dedicated specialist to accelerate your cloud business and utilize the best modern selling approach Microsoft has to offer. A CED engagement lasts 6-9 months and is free for eligible partners.

Utilize the Cloud Enablement Desk if you are:



Evaluating strategies to reach more customers



Seeking Go-To-Market help or would like to enhance your overall marketing effectiveness



Requiring technical expertise to skill-up your workforce, drive pre-sale consultations and streamline deployments



Considering a cloud competency to differentiate your business



Looking to enable your cloud solution(s) for co-sell

"It's a very valuable service. We're driving more consumption with Azure and (our customers) want to increase their plans with Microsoft."

- Naha Kayani, CEO, Zeurix

Zeurix has seen a 30% increase in Azure consumption since engaging the CED.

Sign up today at aka.ms/CEDnominate

Eligibility

- Non-managed partner
- Has a Microsoft Partner Network ID ([sign up here](#))
- Developing or built repeatable scalable app or solution

Cloud Enablement Desk Services Detail



CED Services Detail

Partner Center Lead Share Activation

- Assist partner setup of Business Profile
- Ensure referral criteria is adjusted correctly to send relevant leads
- Regular check-ins with partner to ensure leads are being actioned against and profile adjustments made as needed
- ✓ **Graduation Criteria:** Business profile set up and partner is receiving leads

Solution Onboarding to Marketplaces

- Explain marketplace opportunity and different listing types
- Guide partner through solution listing process
- Escalation point of contact for onboarding issues
- Warm handoff with PTC for technical review or architecture support
- ✓ **Graduation Criteria:** Solution posted on marketplace and discoverable by customers

Solution Onboarding to Co-Sell

- Set up OCP CRM profile
- Guide through program requirements and tiers (Co-Sell vs IP Co-Sell)
- Guide partner through solution listing process
- Process exceptions and liaison with co-sell desk
- ✓ **Graduation Criteria:** Solution posted on internal co-sell tool and discoverable by sellers

Competencies and MAPS Uptake

- Help partner identify best fit competency/offer for their business
- Walk through competency/offer requirements and benefits, incl YoY changes and related impact
- Guide partner through competency attainment process, incl purchasing and membership management in Partner Center
- ✓ **Graduation Criteria:** Partner has purchased appropriate Competency/Offer for their business

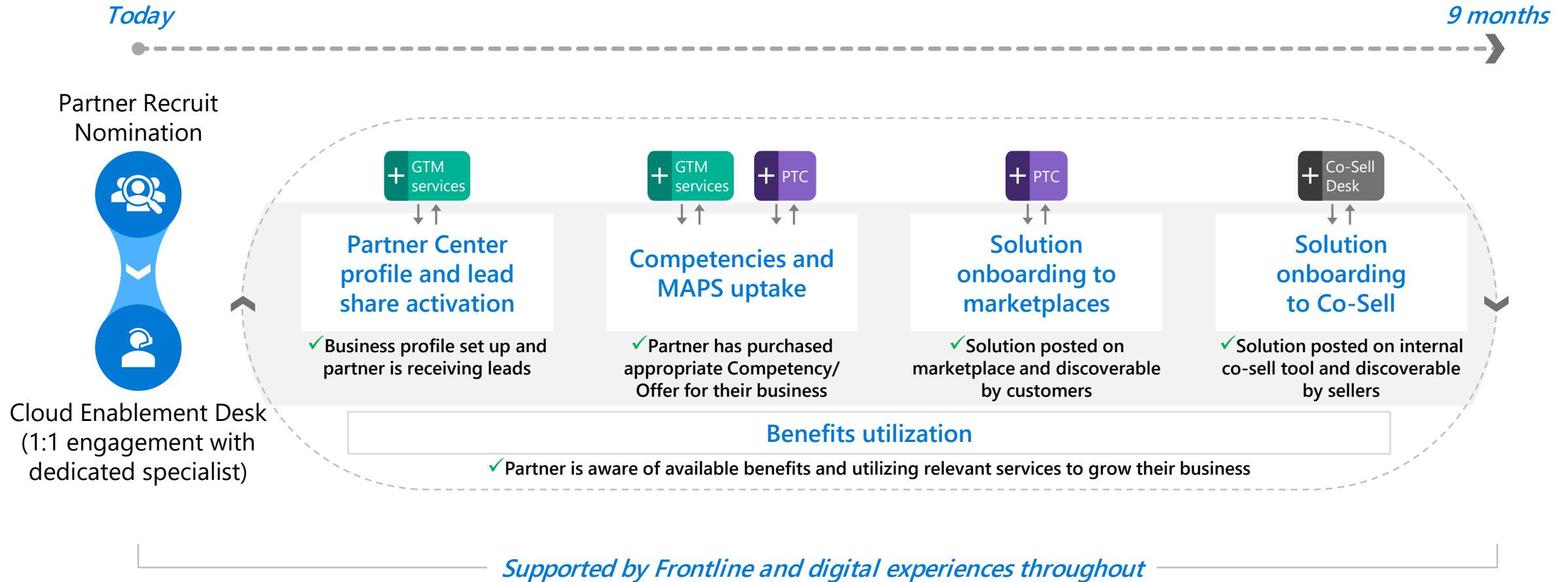
Benefits Utilization

- Explain all benefits available to partner based on program tier and marketplace/co-sell status.
- Warm handoff to PTC team for pre-sales support, architecture review, and deployment assistance
- Warm handoff to GTM Services team for relevant services
- ✓ **Graduation Criteria:** Partner is aware of available benefits and utilizing relevant services to grow their business



Partner Journey | CED

Goal: Accelerate partner cloud business maturity and utilization of modern selling approaches



Key: **+ GTM services** Help partners optimize their solutions listings and GTM strategies **+ PTC** Consultants who assist with presales, architecture reviews, and deployments **+ Co-Sell Desk** Share and accept leads to solutions listings with Microsoft sellers

FY20 Cloud Enablement Desk (CED) Delivery Sites

1
North America
32 CPS
Concentrix:
Kingston, Jamaica

2
LATAM
18 CPS
Teleperformance:
Bogota, Columbia

3
EMEA
32 CPS
Teleperformance:
Lisbon, Portugal

4
APGC
11 CPS
Concentrix:
Kuala Lumpur, Malaysia

5
Japan
3 CPS
Relia:
Tokyo, Japan

5 Delivery Sites

96 Cloud Program Specialists

15 Languages Supported

Languages supported

APGC	EMEA	Russian	LATAM
English	English	Arabic	English
Mandarin	French	Polish	Spanish
Cantonese	German	Czech	Portuguese
Korean	Spanish		North America
JAPAN	Italian		English
Japanese	Portuguese		

Utilize the CED in key scenarios

The CED can help your business at different stages in your journey, with assistance tailored to meet your specific needs. Consider some of the below scenarios

WHEN YOUR ORGANIZATION IS:

1

Evaluating strategies to reach more customers by taking advantage of all the tools, programs, and processes Microsoft has to offer



2

Considering a competency to differentiate your business



3

Seeking GTM assistance or would like to enhance overall marketing effectiveness



4

Requiring technical expertise to skill-up your workforce, drive pre-sale consultations and streamline deployments



5

Looking to enable your solution for co-sell, in order to share and accept leads with Microsoft sellers



Evaluating strategies to reach more customers

IF YOUR ORGANIZATION NEEDS HELP:



Understanding how to optimize the tools, programs and processes available to promote their solutions to potential customers



Identifying the right marketplace to publish your solution, and how to begin that process



Identifying key ways to fill your pipeline and grow your business

The CED can offer services, including:

- Solution onboarding to marketplace
- Guidance on available benefits and services
- Partner Center set-up for referrals lead share activation
- Regular check ins on referral status to ensure leads are being actioned on

Considering a cloud-based competency to differentiate your business

IF YOUR ORGANIZATION NEEDS HELP:



Identifying the right competency for your unique business needs



Understanding competency requirements



Completing the right set of certifications



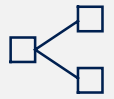
Staying on track to attaining a cloud-based competency

The CED can offer services, including:

- Microsoft competency overview
- Choosing the right competency
- Roadmap to competency attainment
- Benefit activation after competency attainment

Seeking GTM help or needs to enhance your overall marketing effectiveness

IF YOUR ORGANIZATION NEEDS HELP:



Connecting with the right marketing resources, aligned to where you are in your journey



Understanding GTM best practices and enhancing marketing effectiveness



Understanding and navigating GTM programs

The CED can offer services, including:

- Marketing education & consultation
- Overview of GTM resources & usage
- Microsoft marketplace entry & onboarding
- Referral engine optimization
- Understanding GTM programs*

Requiring technical expertise to skill-up, drive pre-sale consultations and streamline deployments

IF YOUR ORGANIZATION NEEDS HELP:



Skilling up your workforce with customizable technical learning plans



Leveraging technical expertise to enable the pre-sales process



Understanding how to take advantage of technical resources to accelerate deployments

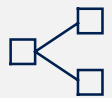
The CED can offer services, including:

- Unlimited one-on-one access to 300-400 level technical resources*
- Development of customized technical learning plan
- Architectural review and solution building guidance
- Pre-sales consultations
- Proof-of-concept and deployment assistance

* To meet one-on-one with technical experts, partners must at least have an Action Pack Subscription

Looking to enable your solution for co-sell

IF YOUR ORGANIZATION NEEDS HELP:



Understanding how the co-sell program works, the eligibility rules, deal requirements, and solution onboarding process



Acting on leads within Partner Center/Partner Sales Connect, and utilizing the GTM benefits for co-sell ready partners



Navigating and onboarding to the co-sell tools in order to provide Microsoft sales teams with visibility to your solutions

The CED can offer services, including:

- Guide through program requirements and tiers (i.e. co-sell vs IP co-sell)
- Setting up OCP CRM profile and solution listing
- Liaison with the co-sell desk to handle any exceptions requests and logistic
- Warm handoff to GTM Services teams for specific BOM and general marketing consultations

FY20 CLOUD ENABLEMENT DESK



Partner Center lead share activation

- Assist partner setup of Business Profile
- Ensure referral criteria is adjusted correctly to send relevant leads
- Regular check-ins with partner to ensure leads are being actioned against and profile adjustments made as needed



Competencies and MAPS uptake

- Help partner identify best fit competency/offer for their business
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Solution onboarding to marketplaces

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Benefits utilization

- Explain all benefits available to partner based on program tier and marketplace/co-sell status.
- Warm handoff to PTC team for pre-sales support, architecture review, and deployment assistance
- Warm handoff to GTM Services team for relevant services



Solution onboarding to co-sell

- Set up OCP CRM profile
- Guide through program requirements and tiers (Co-Sell vs IP Co-Sell)
- Guide partner through solution listing process
- Process exceptions and liaison with co-sell desk

Out of scope items

CED is not a support desk. Partners in need of single issue (ex. Partner Center sign-in) or technical issues should engage Frontline Support

- ⊘ Pipeline management
- ⊘ Solution sales
- ⊘ Product pricing, customization & quotes
- ⊘ Deals consultation or recommendation
- ⊘ Pricing, billing or SKU Guidance
- ⊘ Providing leads
- ⊘ Meeting with potential clients
- ⊘ Complex Licensing & Pre-Sales questions
- ⊘ Partner Center troubleshooting
- ⊘ CSP Billing
- ⊘ Break fix and technical support

Next Steps



Identify how CED can help accelerate your business

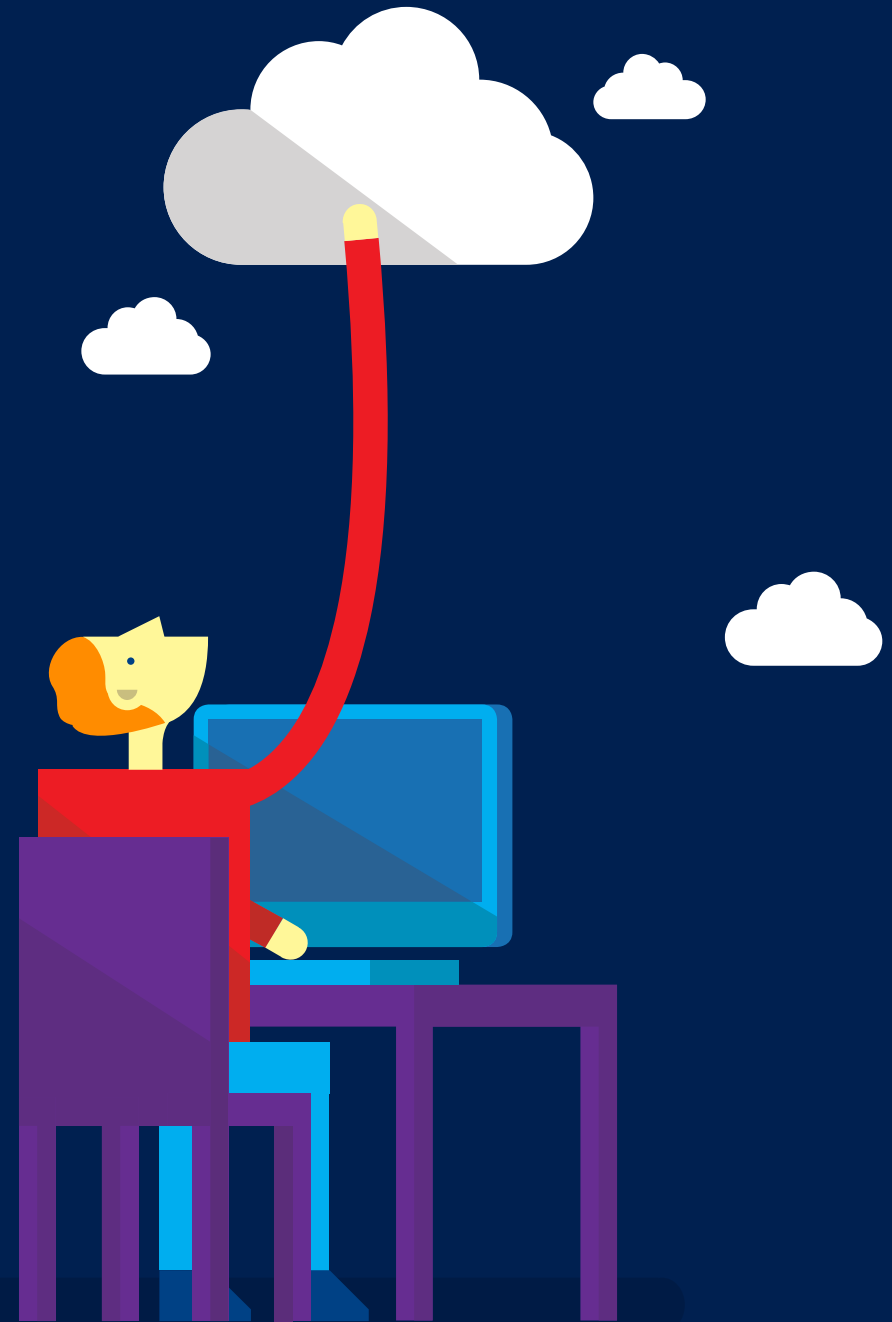


Nominate yourself for CED engagement at aka.ms/CEDnominate

Once nomination has been submitted, you will be contacted within 5 business days.

For issues or SLA misses, please contact rtc@microsoft.com

Microsoft Technical Pre-sales and Deployment



Build your technical capabilities faster to accelerate sales, deployments and app development

Engage in technical services

Receive technical guidance from a Microsoft Partner Technical Consultant through a recommended path of interactive technical webinars and personalized consultations with virtual white-boarding, architecture reviews and shadowing of real-world scenarios aligned to solution areas.

Modern Workplace


Business Applications

Azure

Engage with a Microsoft Partner Technical Consultant (PTC):


Live technical webinars

- Interactive discussion
- Ask clarifying questions



On-demand technical webinars

- Unlimited accessibility

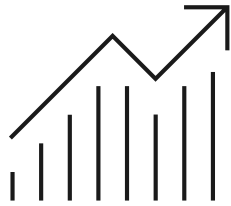


Technical consultations

- Personalized one-to-one technical guidance
- Screen-sharing



Real-world technical scenarios covered by Partner Technical Consultants



Increase sales

Expand your technical proficiency to learn about overcoming customer objections and delivering solutions that boost numbers.

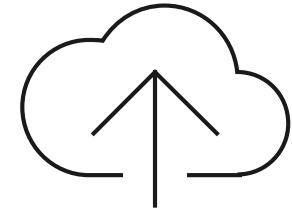
- Proof-of-concept (PoC) guidance
- Business value proposition
- Competitive assistance
- Feature overview and comparison guidance
- Request for proposal (RFP) questions
- Technical licensing recommendations



Accelerate app development

Speed up design and development of your applications via remote engagements with our partner technical consultants.

- Setup for development (service configuration and deployment)
- Architecture and design consult on solutions
- Migration from on-premises service
- Publishing to marketplaces
- Sample code review and light proof-of-concept
- Publishing custom applications and add-ins
- Partner Center API



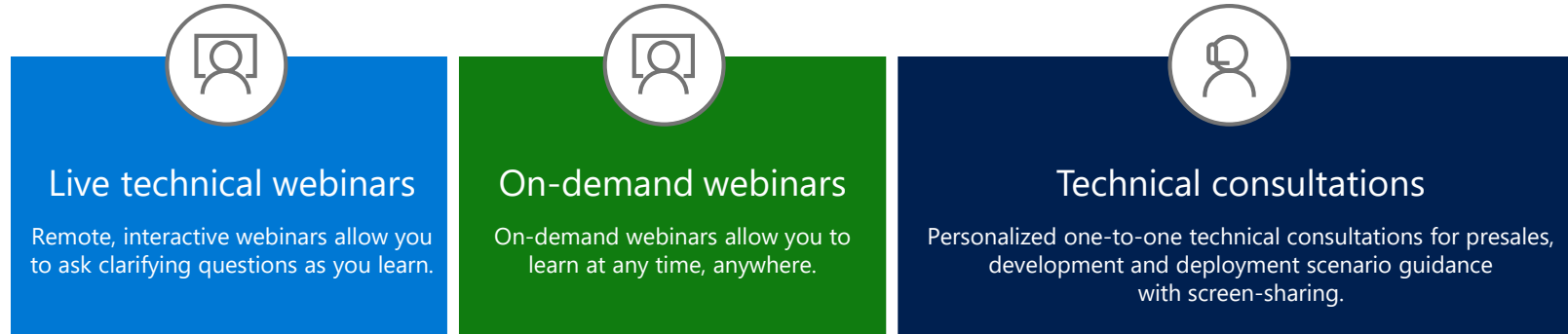
Deploy more effectively

Launch applications with technical engagements that are specially designed for individual partner solutions.

- Design and implementation guidance
- Test environment review
- Solution integration assistance
- Migration and deployment planning
- Scenario guidance and solution architecture
- Get Current internal deployment services

We offer a range of engagements that focus on real-world scenarios to help grow your business.

Partner Network benefits used to engage with Partner Technical Consultants



	Live technical webinars	On-demand webinars	Technical consultations
Gold	Unlimited	Unlimited	Unlimited technical presales assistance 50 partner advisory hours for deployment scenarios
Silver	Unlimited	Unlimited	Unlimited technical presales assistance 20 partner advisory hours for deployment scenarios
Action Pack	Unlimited	Unlimited	5 partner advisory hours for presales/deployment scenarios
Network	Unlimited	Unlimited	Not available

Get the details

1. [Learn how to qualify for Partner Network technical presales & deployment benefits](#)
2. [Review supported products and scenarios](#)
3. [Learn more about how to use technical presales and deployment services](#)

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Mobility & Security / Azure (IaaS)



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Portal
Parceiros

<http://aka.ms/mpnsupport>

How to submit a technical consultation request

Receive technical guidance from a Microsoft Partner Technical Consultant for technical presales, deployment and app development scenarios

➤ How to submit a technical consultation request

1. Visit <http://aka.ms/TPDTechnicalServices>
2. Select a **solution** and a new page will open for you to view the technical journey
3. Find the technical consultation of interest and click to request a consultation
4. A new page will open with details of the consultation; click the **Submit a request** button
5. Sign in using your MSA (MPN account) or your AAD (Partner Dashboard account); based on your log in credentials, an online request form will open:
 - Complete/review the contact information
 - The consultation details may be pre-populated or select from the drop-downs
 - Enter a title and the description of the problem (provide as much detail as possible)
6. Click **Submit**

View step-by-step instructions with screenshots at <http://aka.ms/TechConsultInstructions>

✉ What's next

You will be contacted by a Microsoft Partner Technical Consultant to set up a call to scope your needs.

Description example

Provide request details

Provide a title for your request: *

Using Azure Backup with IaaS

28 of 255 characters

Technology: *

Azure

Overview of Service

Scenario: *

Administration/Management

Get assistance on Post Deployment Maintenance, Monitoring and Overall Management

Deployment Type: *

Azure IaaS Deployment Consultation

Problem Description *


We have a client in Azure virtual machine and we would like to use Azure Backup to protect those VMs. We know that this is possible but have not worked with the feature yet. We would like help with how to deploy Backup for Azure infrastructure.

Partner Technical Consultant engagement boundaries

Unsupported scenarios	Examples	Where to get support
Technical support	Break-fix support, hotfixes or troubleshooting	Use <i>Signature Cloud Support</i> or product support incidents
Account management	Partner development, sales pipeline planning	Contact <i>Partner Development Manager</i> or <i>Services Account Manager (ASfP)</i>
MPN or CSP program support	MPN program questions (credential association to MPN organization, support contract activation, membership, benefits)	Contact partner frontline support
On-site support	Going on-site to partner or customer locations	Review partner support offerings
Long-term consulting	Partners using more than 25 partner advisory hours for a single engagement are usually considered to be out of scope	Review partner support offerings
Pricing/licensing questions or contracts	Prices that are not public, reseller price list, discounts or contract issues	View commercial licensing and contact <i>Microsoft Operations</i>
Directly support the end customer	Discussions with the end customer for technical presales & deployment scenarios (<i>Partner owns customer relationship</i>)	Review partner support offerings



Find the right support for your needs



View the supported products & scenarios

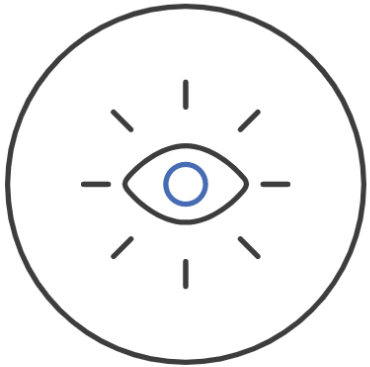
<https://support.microsoft.com/help/3094111>

Stay curious

It is part of a growth mindset!



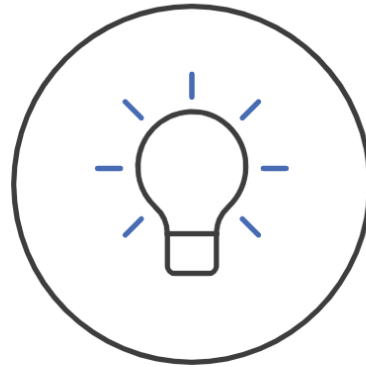
Why choose Microsoft Partner Training?



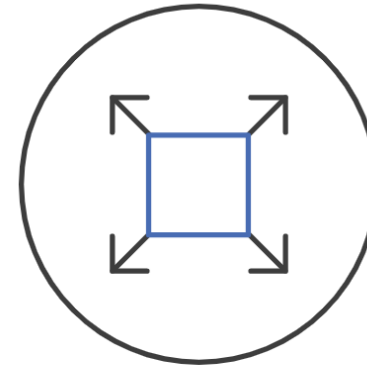
Help your customers understand why Microsoft Azure is the ideal choice



Be seen as an expert with validated skills and expertise



Enable your clients to turn their ideas into solutions faster using a trusted cloud



Understand the rich capabilities of Microsoft products to elevate your own business



Help your customers get a world class cloud solution

Microsoft Learn

Microsoft | Learn Learning Paths ▾ Certifications ▾ FAQ & Help Search 🔍

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Discover comprehensive documentation for consumers, developers, and IT administrators through tutorials and code examples.

[Find your solutions](#)

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

Microsoft Learn is a **completely free, open training platform available to anyone** who has an interest to learn about Microsoft products.

We provide **role-based training and learning paths** for **Azure** developers, solution architects, and administrators. We also provide role-based training and learning paths for **Microsoft Power BI, PowerApps, and Dynamics**. We're working to expand the platform to many other Microsoft products and services.



Visual Studio



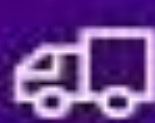
Stream Analytics



Office 365



Cosmos DB



Field Service



PowerApps



Logic Apps



Cloud Shell

400+
COURSES



Virtual Machines



Business Central



IoT Central



.NET



Cost Management



Microsoft Flow



Windows



Finance &
Operations



Dynamics 365



Bot Service



Cognitive
Services



SQL Database

FutureProof

FutureProof

Help Contact us Login

Get a better understanding on your certification roadmap

CERTIFICATION ROADMAP

Select technology

Select technology

- Microsoft Azure
- Microsoft 365
- Microsoft Dynamics 365
- Business Intelligence
- Microsoft SharePoint
- Microsoft Windows 10
- Microsoft Exchange

Systems Engineer

IT professionals that ensure the safe and secure availability of services that want to implement various infrastructure components.

FIND OUT MORE →

Developer

Coders that build, improve, test and fix systems or applications looking to level up their knowledge on the latest tools and platforms.

FIND OUT MORE →

IT Architect

Professionals that use multiple technologies, oversee a combination of systems, and want to design public and hybrid cloud solutions.

FIND OUT MORE →

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/>

Whatever your role is, you can use these learning paths to level up your Microsoft skillset.

Training Calendar

Calendário de Formação para Parceiros - Portugal

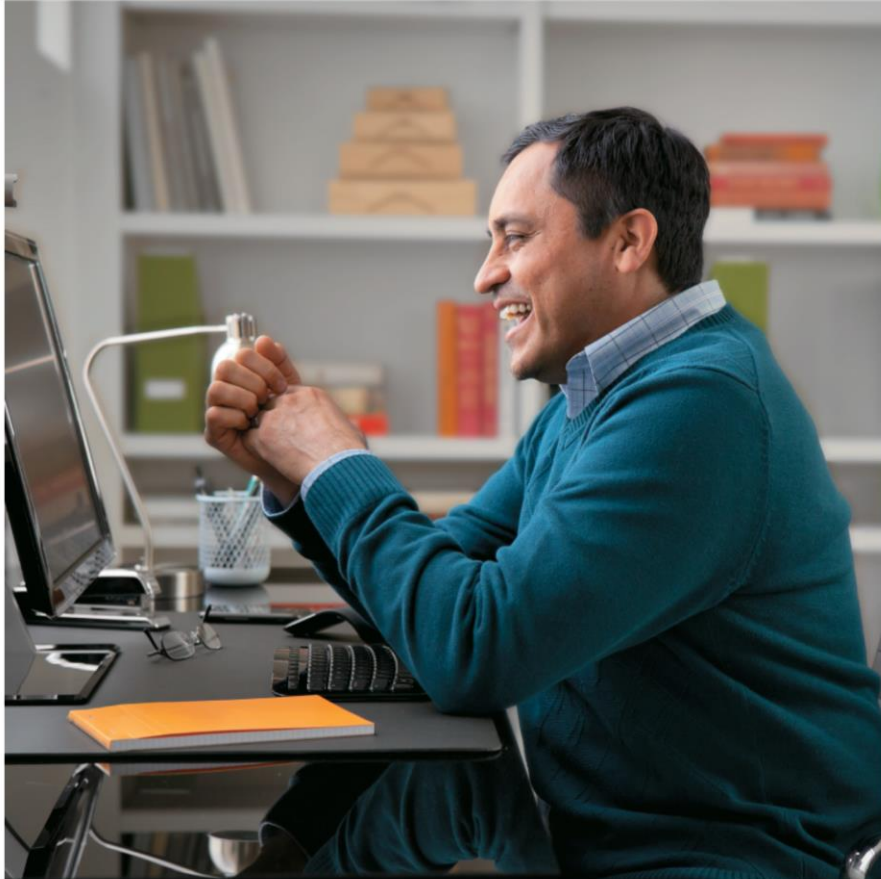
Consulte o Calendário de Formação gratuita para Parceiros Microsoft e registe-se já!



Encontre abaixo as próximas formações para Portugal. Poderá facilmente filtrar por área de solução, tecnologia e público, entre outros, para escolher as atividades de preparação para acelerar as suas competências na Microsoft. Registe-se hoje!

<https://www.microsoft.com/pt-pt/partner-training/default.aspx>

Dynamics Learning Portal



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.

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.

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

Licensing Readiness



Join this **Yammer group** to get notifications about **upcoming licensing training sessions and available licensing news.**

[Join here](#)

Get Licensing Ready is a **complete** and **up-to-date** resource for anyone who needs to **learn about Microsoft licensing**. You can access over 50 modules that teach you **about every aspect of licensing Microsoft products and the programs through which they're sold**. Each module **includes a training video, a handy one or two-page reference document, and an exam** so you can check your knowledge on the topic.

[Learn more here](#)

Licensing Azure Services in CSP

Cloud Solution Provider

AZURE SERVICES

Azure services are sold in the ways below:

Consumption Services	User Plans	Marketplace Solutions
For example: Virtual Machines \$/hour Websites \$/hour Storage: \$/GB & \$/transaction Databases: \$/GB	For example: Azure Active Directory Azure Information Protection Azure Advanced Threat Protection for Users	For example: 

Consumption Services are charged only while they are being used by customers. All of the Azure consumption services are available through CSP and these services are the focus for this handout

User Plans are sold as User Subscription Licenses for the services. All of the Azure User Plans are available through CSP and are transacted as license-based services. Buying these services is covered in the "Buying Online Services through CSP" handout

Marketplace Solutions allow both Microsoft and partners to sell solutions based on Azure. Services are either charged upfront as license-based services, or on a consumption basis

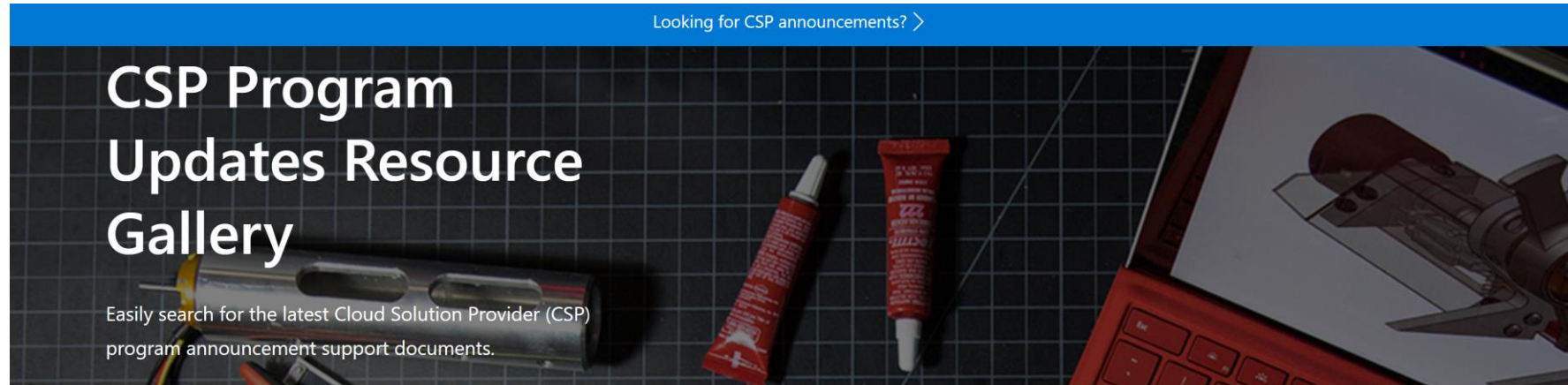
BILLING AND PRICE PROTECTION

All Azure consumption services are billed at the end of the monthly billing period, based on the actual services used.

Prices for a particular service are taken from the monthly price list, and thus prices for the same service could be different every month.



CSP Program Updates



A resource gallery to **find all the latest CSP announcements** including supporting materials

[Check it out here](#)

Filter

Asset Type

- Blog
- Calculator/Tool
- Campaign & Product Guide
- Content Collection
- Datasheet
- Email Template

Search resources

Showing 1-12 of 549 items

Sort by: High Priority

[Geo expansion: Azure Reservations and server subscriptions](#)

2020-01-31

Azure Reservations, Windows and SQL Server subscriptions now available

[CSP Monthly Update](#)

2020-02-10

Microsoft Pulse



INOVE O SEU NEGÓCIO

Como a tecnologia está a transformar o trabalho dos organismos públicos

Os organismos públicos têm a responsabilidade final perante os seus cidadãos. As pessoas dependem dos serviços que lhes são prestados...



Carlos Campos
Digital Transformation Lead

🕒 4 min.



CULTURA DIGITAL

Quando a mudança é o novo normal: Novo estudo sobre o futuro do trabalho

O ritmo de mudança no local de trabalho moderno é incessante. Não passa uma semana sem que apareça uma nova inovação digital ou abordagem...



Teresa Virgínia
Diretora da Unidade de
Negócio de Produtividade &
Colaboração

🕒 3 min.

Os artigos mais lidos

- 1 Microsoft + Snow Leopard Trust: Proteger uma Espécie Ameaçada
- 2 Quando a mudança é o novo normal: Novo estudo sobre o...
- 3 Não deixe que as TI impossibilitem o seu crescimento
- 4 A recolha de dados ajuda a poupar dados
- 5 Como eliminar a ameaça da Shadow IT

Discover the best **global and local content** from multiple channels and audiences

[Check it out here](#)

Portugal Partners Newsletter



Microsoft Partner Newsletter - Portugal

Obrigado por preencher o formulário online seguinte. Se não quiser submeter as suas informações clique em **Cancelar**.

Para se inscrever neste evento, tem de iniciar sessão no Windows Live ID.

"*" Indica um campo obrigatório

* **Subscrever Comunicações da Microsoft**

Subscrever

Descrição da comunicação

Microsoft Partner Bulletin (PT-PT)

* **Endereço de Correio Electrónico**

Confirme o seu endereço de correio electrónico

Subscribe to our
**monthly
newsletter** to
receive the **most
important news** in
your email

[Sign up here](#)

Microsoft Portugal Partner Hub

Bem-vindo à
Microsoft Portugal
Partner Hub



One stop shop
shop for partners
to find all relevant
and useful local
updates

[Check it out here](#)



Aumente os seus lucros



Obtenha o seu distintivo do Dynamics
365



Análises sobre segurança para PME

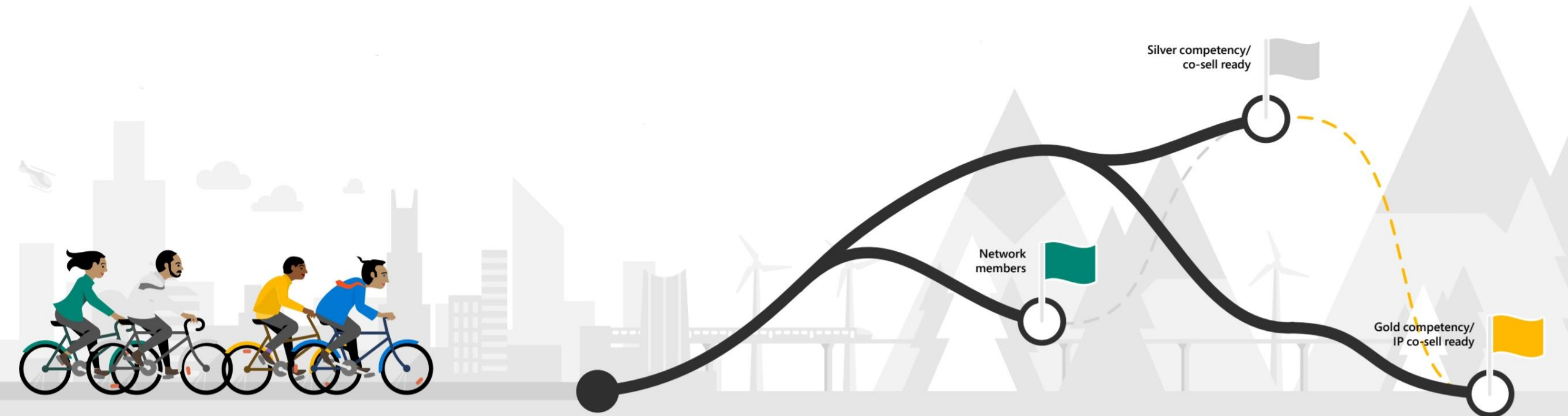
Go To Market (GTM) Services



GTM Services

There are many paths to partnership with Microsoft and our GTM Services desk is here to help you navigate your **partner journey**

Watch [this](#) to know more



FY20 Go-to-Market Services | Included in program benefits

GTM Services	Network member	Silver competency / ISV co-sell ready	Gold competency / ISV IP co-sell ready
Digital Marketing Content OnDemand	●	●	●
Smart Partner Marketing	●	●	●
Sales Enablement Platform	●	●	●
Partner Marketing Center	●	●	●
Geo Expansion Readiness Assessment	●	●	●
Partner-to-Partner Readiness Assessment	●	●	●
Azure Marketplace + Appsource GTM Benefits	●	●	●
Business Profile Optimization and Referral Management		●	●
How to Market with Microsoft		●	●
Partner-to-Partner Marketing Assets		●	●
Partner Collaboration Platform		●	●
Co-Branded Marketing Assets			●
Co-Branded Social Marketing Assets			●
Partner-to-Partner Marketing Assets			●
Partner Success Story			●
Press Release with Microsoft Executive Quote			●

FY20 Go-to-Market Services Incremental services for purchase			
GTM Services		Silver competency / ISV co-sell ready	Gold competency / ISV IP co-sell ready
Advisory services	Creating cloud offers & value proposition workshop \$3,000 + travel	●	●
	Sales & marketing campaign workshop \$3,000 + travel	●	●
Planning and development	Digital e-book \$12,500	●	●
	GTM accelerator \$9,950	●	●
	Co-branded marketing assets \$5,000 (additional support for \$3,000)	●	●
	Mini commercial \$4,500 (excluding voice-over)	●	●
	Thought leadership bundle \$26,650	●	●
	Video accessibility subtitle caption service \$850	●	●
	Website accessibility assessment service \$1,320	●	●
Sales and partner enablement	Partner-to-Partner sales enablement virtual workshop \$5,000	●	●
	Sales enablement materials \$7,000	●	●
	Sales enablement platform \$2,500/month (Channel), \$45/user/month (Sales)	●	●
	Sales journey assessment (secret shopper)* \$7,500 (\$3,500 concierge)	●	●
	Social selling coaching program \$495	●	●
	To-customer webinar support \$1,800	●	●
Drive demand and leads	Boost your business \$26,700 (12 months)	●	●
	LinkedIn account-based media package \$10,000+	●	●
	SmartProfile Tele Lead Generation \$39,600	●	●
	Lead Generation Campaign Assets (Co-branded Campaign in a Box) \$20,000		●
	Lead Generation Campaign (Fully managed) \$35,000		●
	12-month marketing campaign content for digital marketing content OnDemand \$572,500 (partner + customer), \$315,000 (customer)		●
	Custom digital marketing content OnDemand platform \$60,000-\$120,000 (additional channels \$2,200 each)		●
Customer success	Video case study \$15,000	●	●
Market expansion	Global expansion enablement workshop \$5,500 (guided), \$22,000 (customized)	●	●
	Partner-to-Partner premium co-branded marketing materials \$43,000	●	●
	Partner-to-Partner 90-minute consultation \$550	●	●
	Partner-to-Partner readiness workshop \$20,000	●	●

Break away from your competition with GTM Services

225%

Increase in sales leads through Digital Marketing Content OnDemand campaigns.

600%

Increase in website traffic through telesales campaigns.

100%

Increase in website traffic through secret shopper assessment.

8x–14x

Average increase in revenue contribution with co-branded lead generation campaigns.

1.4x

Qualified leads after a P2P readiness workshop.

"The Microsoft Go-To-Market Services team has been instrumental in Datacastle rapidly driving Azure consumption. In the last year, we grew Azure consumption by millions of dollars across all our global partnerships."

– Craig Blessing, Vice President of Sales, Datacastle

"Working with the Microsoft Go-To-Market Services team, our posting's effectiveness was roughly 10 times the average reach. Only paid posts have gotten a larger reach."

– Mika Berglund, Managing Director, Chosense Inc.

"The co-branded datasheet and mini case study definitely help with credibility; there are companies that wouldn't have done business with us if we didn't have the bond with Microsoft. We've also formed new connections with other Microsoft partners."

– Mark Voermans, Chief Business Development, iReckon

"The press release we issued with Microsoft really scaled our sales motion, resulting in 1 million impressions and more than 500 leads."

– Rebecca Thompson, VP Marketing, Avere Systems

"Assisted by the Microsoft Go-To-Market Services team, our press release drew nearly 107 million unique visitors, helping Veeam to attract customers."

– Ratmir Timashev, CEO, Veeam

"Microsoft and the Go-To-Market Services team helped us to attract almost 1,200 registrations for a joint webinar, which ended up with 39% attendance. That's outstanding interest and exposure."

– Bob Savelson, SVP, eDevTECH

"We had great attendance for our webinar, with 135 Microsoft attendees and more than 50 views of the replay. That definitely helped scale our sales motion."

– Eric Tilenius, CEO, BlueTalon

Get started today

Reach out to our expert team. Your one point of contact for GTM Services help, expertise and guidance

- **Website: aka.ms/partner.microsoft.com/GTM**
- **Email: GTM@microsoft.com**

Marketing Benefits

Explore resources and programs that can help accelerate your time to market, generate leads, and expand your business.





Campaigns



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/Distributor to know the full details.

CSP Customer Add Campaign for Office 365 E3 and E5

1 Purpose

- Drive revenue with new customers across O365 E3 and E5 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

	O365 E3/A3	O365 E5/A5
Monthly billed	5%	7%
Annually billed	12%	20%

Maximum Thresholds are defined by the # of Customer Adds:

- 200+: max threshold \$200,000
- 25-199: max threshold \$150,000
- 3-24: max threshold \$50,000

Please contact your Indirect Provider/Distributor to know the full details.

Appendix 1 - Eligible Product List

Please see below the list of Eligible Products for the Campaign:

Offer Display Name	Monthly Billing	Annual Billing
Office 365 A3 for faculty	5%	12%
Office 365 A3 for students	5%	12%
Office 365 A5 for faculty	7%	20%
Office 365 A5 for students	7%	20%
Office 365 A5 without Audio Conferencing for faculty	7%	20%
Office 365 A5 without Audio Conferencing for students	7%	20%
Office 365 E3	5%	12%
Office 365 E5	7%	20%
Office 365 E5 without Audio Conferencing	7%	20%

CSP Customer Add Campaign for Office 365 E3 and E5

4 Need to know

- Incentive earning period: December 1, 2019 to May 31, 2020
- New customer is a new or existing tenant that doesn't have any CSP revenue from the Excluded Product List in Appendix 2 during the period from September 15, 2018 to September 14, 2019 and doesn't have any CSP revenue from the Eligible Product List in Appendix 1 during the period from December 1, 2018 to November 30, 2019 and starts invoicing CSP revenue from the Eligible Product List in Appendix 1 during the program period (December 1, 2019 to May 31, 2020)
- Limited to revenue generated by end customer based in Western Europe countries (Portugal is included)
- Microsoft will verify reseller added tenants are still active 60 days after the end of the campaign

Appendix 2 – Excluded Product List

Offer Display Name
Advanced eDiscovery Storage
Advanced eDiscovery Storage for faculty
Microsoft 365 A3 for faculty
Microsoft 365 A3 for students
Microsoft 365 A5 for faculty
Microsoft 365 A5 for students
Microsoft 365 A5 Security for faculty
Microsoft 365 A5 without Audio Conferencing for faculty
Microsoft 365 A5 without Audio Conferencing for students
Microsoft 365 Business
Microsoft 365 E3
Microsoft 365 E5
Microsoft 365 E5 Compliance
Microsoft 365 E5 Security
Microsoft 365 E5 without Audio Conferencing
Microsoft MyAnalytics for faculty
Office 365 Advanced Compliance
Office 365 Advanced Compliance for faculty
Office 365 Advanced Threat Protection (Plan 1)
Office 365 Advanced Threat Protection (Plan 1) for faculty
Office 365 Advanced Threat Protection (Plan 1) for students
Office 365 Advanced Threat Protection (Plan 2)
Office 365 Advanced Threat Protection (Plan 2) for faculty
Office 365 Advanced Threat Protection (Plan 2) for students
Office 365 Business Premium

Please contact your Indirect Provider/Distributor to know the full details.

CSP Campaign for Microsoft 365 Business

1 Purpose

- Drive revenue with eligible new customers or existing customers for M365 Business so that SMB customers have the right cybersecurity tools to protect themselves

2 Eligibility

- Licensing model: CSP
- Billing Option: Annual and Monthly Billing
- Campaign period: December 1, 2019 to June 30, 2020

3 Incentive rates

- 20% discount off the 1st year of M365 Business (for up to 300 licenses)



**Defend against
cyberthreats**



**Protect
business data**



**Manage
your devices**

Please contact your Indirect Provider/Distributor to know the full details.

Microsoft CSP



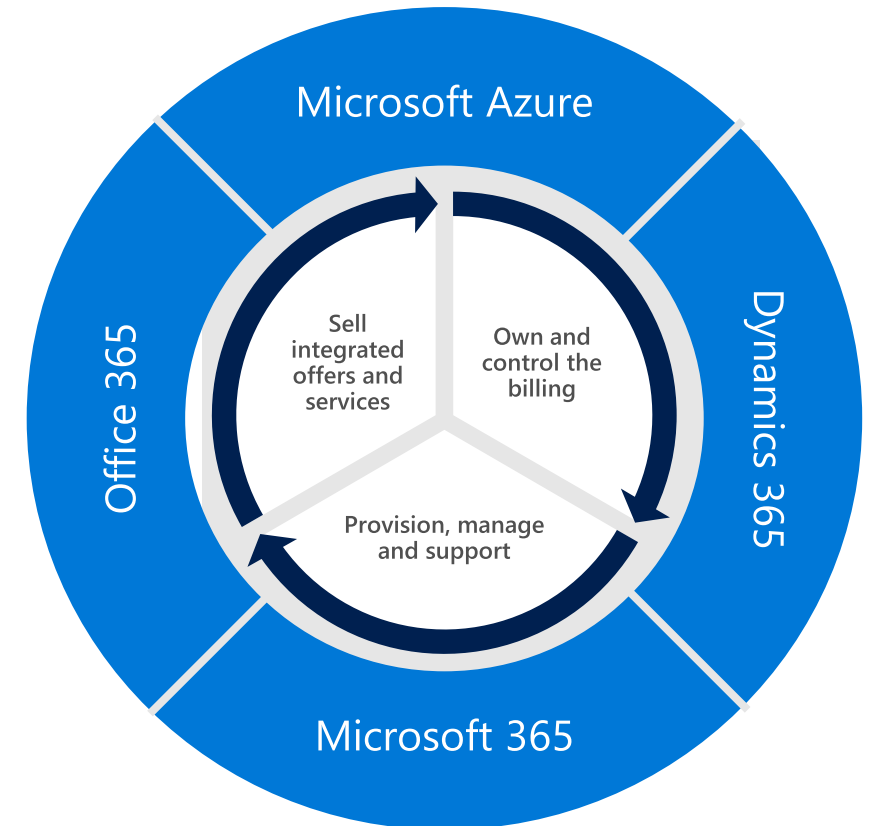
Key benefits of Microsoft CSP program

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



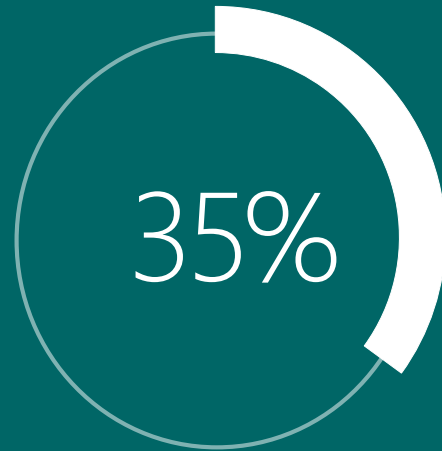
Note: additional Microsoft services/solutions are available under the CSP program

Not all revenue streams are created equal

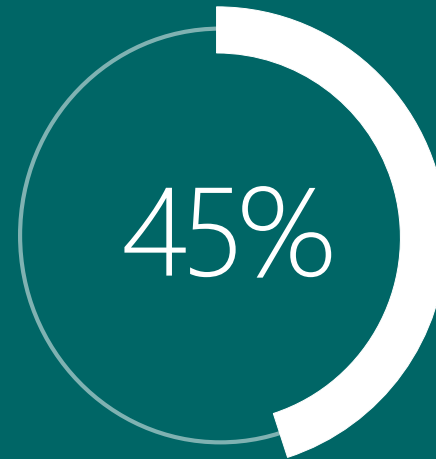
Product resell



Project services



Managed services

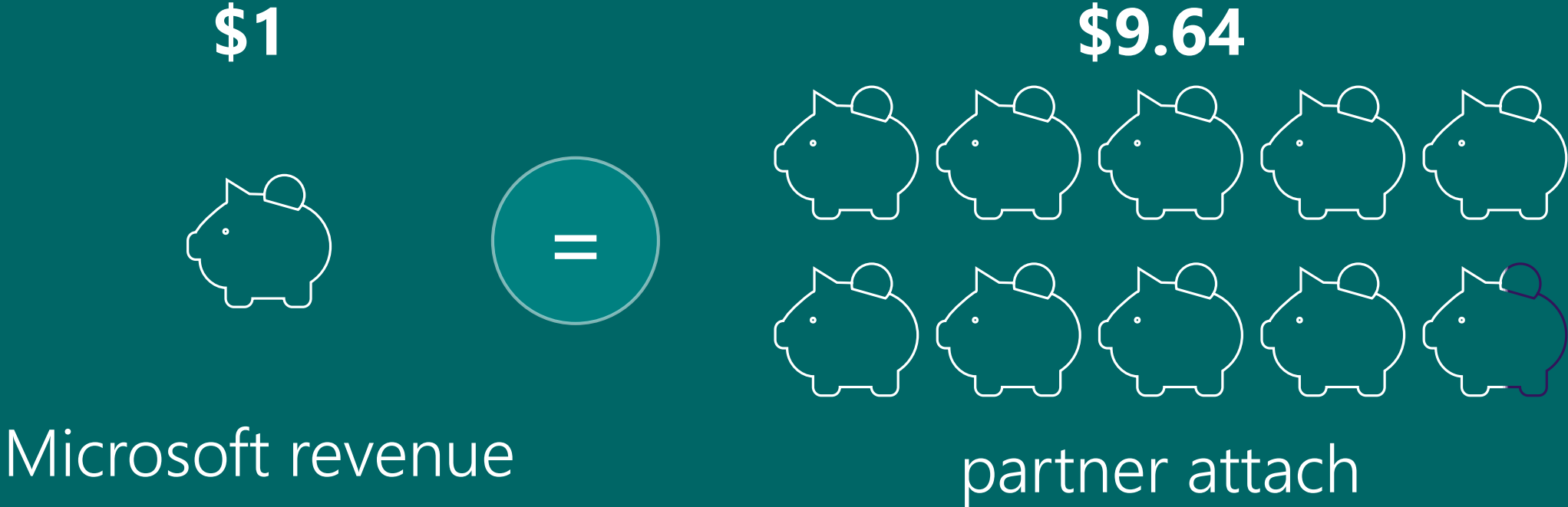


Packaged IP



Recurring revenue sources

Cloud partners attach more value to Microsoft Cloud Solutions



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

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 a light-colored carpet. The large windows provide a view of a cityscape with other buildings.

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

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 – Azure billed revenue on existing platform; O365, M365 (rebate/co-op)	4%
Core Incentive – D365 (rebate/co-op)	6%
CSP Customer Add Accelerators for 3 Clouds (rebate/co-op)	Varies
Global Strategic Product Accelerator ² (rebate/co-op)	5%
Global PSTN Calling and Conferencing Accelerator (rebate/co-op)	20%
Software in CSP – Subscription ³ (rebate only)	Core – 1.25%, Strategic 6%

Azure Reserved Instance (RI) Incentive

	Rate
Azure RI (Paid on consumed Azure RI revenue) (rebate/co-op)	10%

CSP Customer Acquisition Accelerators for 3 Clouds

Unique new customer add accelerators to drive results for each Microsoft Cloud - Launching October 1, 2019

Intelligent Cloud

Reward for Azure new customer sales and growth

Two earning thresholds with fixed payout amounts

- New customer = customer TPID which achieves, for the first time in a month, \$1,000 USD or more in billed revenue

Threshold (monthly billed revenue)	One-time Earning
\$1,000 USD	\$500 USD
\$5,000 USD	\$3,500 USD

Note: For new customer TPIDs with initial transactions greater than \$5,000 USD of revenue in a month, the partner will earn a one-time incentive of \$4,000 USD

Business Applications

Reward for D365 new customer sales and growth

Two-part accelerator:

- Achieving new customer eligibility
- Continued growth of that new customer

Threshold (monthly billed revenue)	Earnings
<u>New Customer</u> TPID achieves \$1,000 USD	20% of Annual Contract Value (ACV)
<u>Growth of New Customer*</u> Customer TPID achieves growth over the fiscal year	20% of ACV on growth portion of monthly billing above previous high revenue watermark

*Launches January 1, 2020

Cap accelerator at \$100,000 USD per customer

Modern Workplace

Reward for O365/M365 new customer sales and growth

New customer = customer TPID that reaches, for the first time in the previous 12 months, \$250 USD in monthly revenue (or \$3,000 USD for annual subscriptions)

Threshold (monthly billed revenue)	Monthly Earning
\$250 USD	5% of monthly billed revenue for 12 months (where revenue exceeds the threshold)

Note: Includes additional seat adds for first 12 months

NOTE – Customer must be net new to Microsoft (measured at the TPID level) to qualify for these accelerators

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.

Co-operative marketing fund (co-op) programs provide reimbursement of earned funds to participating partners that help them differentiate their value, build channel preference for Microsoft products, and grow sales pipeline.



FY20 Indirect Reseller Incentive: Co-op (launched January 1, 2020)

Enables partners to conduct marketing activities that increase brand awareness and drive sales pipeline growth

Facilitates focused solution practices and Centers of Excellence.

Extend existing budgets, ensuring adequate levels of Microsoft-focused marketing and readiness activities by the partner.

Increase profitability because earnings are reinvested into the business rather than being shared with customers as part of a discounting strategy.

Drive business growth rather than being included in the company's general account, incentive earnings are allocated to increase sales pipeline and build focused business practices

Earnings may be invested in:

- Readiness
- Specialization development
- Microsoft certification attainment

Incentive	Rebate	Co-op
Core	60%	40%
Accelerator	60%	40%

Microsoft will calculate monthly incentive earnings using a split of 60% rebate / 40% co-op.

Co-op Guidebook available on [Partner Incentives on MPN](#)

Co-op Launch Overview (*past, present, future*)

Background

CSP Direct Bill Partner and CSP Indirect Reseller incentives were initially launched without a co-op component (all rebate).

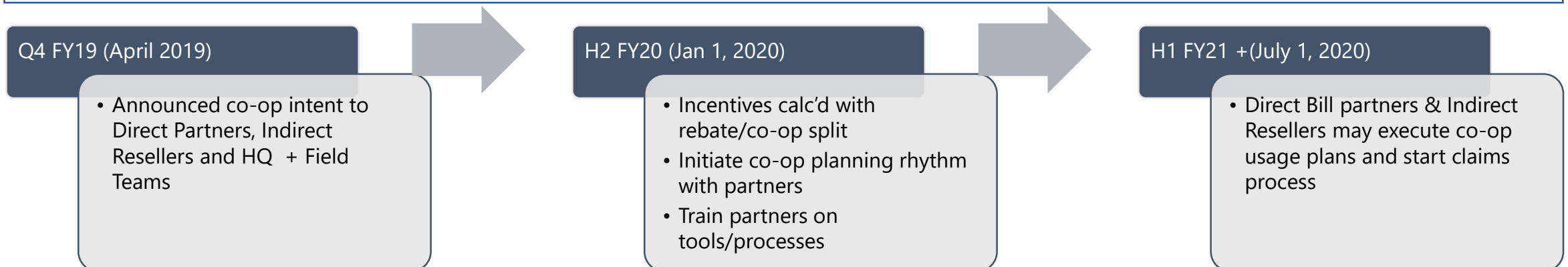
Launch plan

To ensure that our key CSP selling partners have adequate funds to support marketing efforts, build sales pipeline, and execute readiness investments, we will introduce co-op into these incentives for partners that earn above a defined threshold.

- Rebate/co-op split as part of the incentive calculation in H2 FY20 **starts Jan 1, 2020**
- Announced to partners in April 2019 (10 months advanced warning) to land appropriately with partner audience
- Funds become available for usage in H1 FY21 (July 1, 2020)
- Minimum earning threshold set @ \$4,000 USD per fiscal semester to ensure co-op lands with partners that can drive measurable impact.

Launch management

- Targets partners and relevant HQ, field teams
- Plan maintains initial and follow-up comms and execution guidance to all parties throughout the process



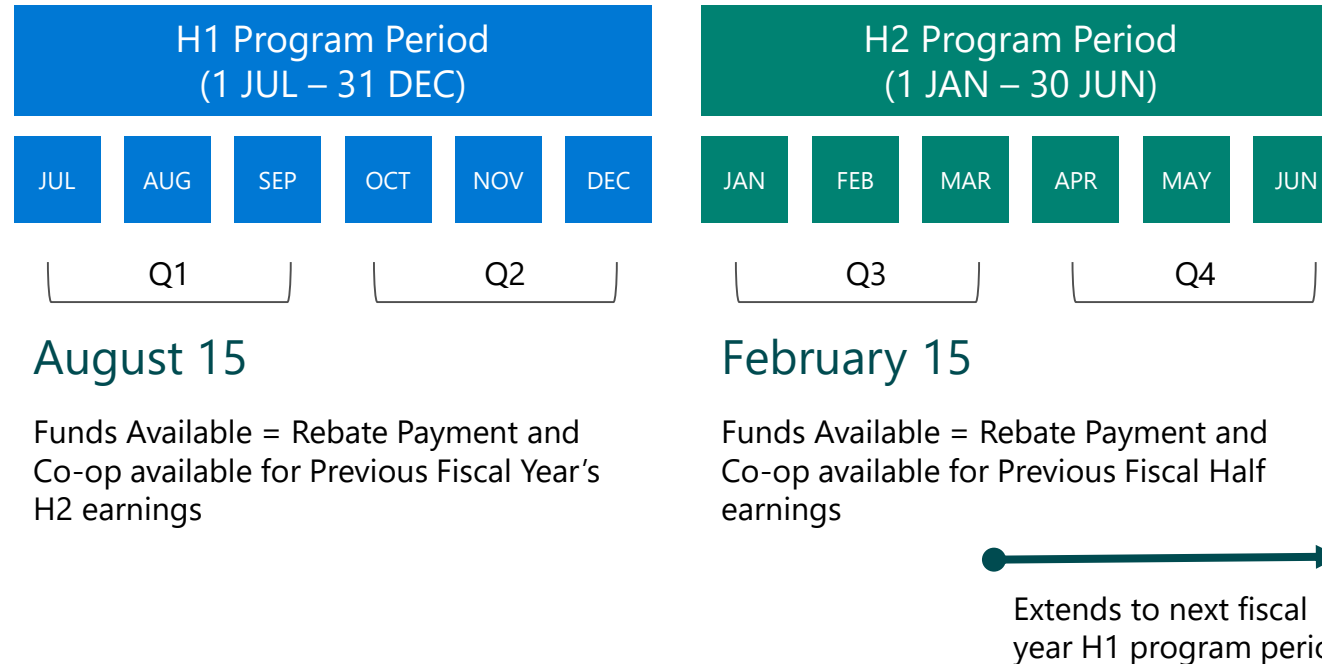
Co-op earning and usage periods

- ✓ Co-op programs run on a 6-month program period.
- ✓ Accrued funds are calculated based on eligible revenue from previous fiscal half and calculated per the rates and terms of the program agreement.

Earn

Per program calculation
against
eligible revenue

Rebate + Co-op



Partner is eligible to earn rebates and co-op funds through sales of eligible licenses and products during the **earning** period (6-month)

When partner meets all requirements, rebate and co-op funds are then **awarded** for payment and usage. Rebates are paid automatically and co-op funds are paid against eligible activities

Partner claims earned co-op funds after an eligible market development, demand generation, or readiness activity is performed during the 6-month **usage** period

Co-op eligible activities

	Definition	Qualifying activities
Demand Generation	Traditional advertising with broad reach that furthers the marketing and promotion of Microsoft offerings. Results and audience size are measurable.	<ul style="list-style-type: none"> • Print advertising • Digital advertising • Direct mail/email/mobile SMS • Partner website and SEO • Microsoft syndicated content • Multi-touch digital campaign • Social media marketing
Market Development	Marketing activities designed for a specific customer audience that support the sale of Microsoft software licenses.	<ul style="list-style-type: none"> • Telemarketing • Customer seminars and bootcamps • Tradeshows and expositions • Customer offers • GTM Services • Internal incentives and SPIFFs • On-site champs • Proof of concept • Employee purchase web set-up for customers
Partner Readiness	Expenses related to Microsoft training, technical certification, and program fees for internal partner personnel that promote the development of Microsoft technology expertise.	<ul style="list-style-type: none"> • MPN participation • Microsoft exams and tuition • Internal training and floor days • Microsoft hosted conferences • Product seeding and demo units

Resources

1 Key assets

Program assets	Description
Incentive Guide	Guide containing CSP Direct Partner incentive overview, including product rate and eligibility guidelines
Partner Center	Training on how a Partner utilizes the Partner Center dashboard to: <ul style="list-style-type: none">• Create Incentive Administrator(s) and Users.• Navigate through the incentives tabs on the Partner Center Dashboard.• Access help and support. http://assetsprod.microsoft.com/incentives-in-partner-center.pdf
Other Resources	Program overview slide, FAQ list, product list addendum, training videos, etc.

2 Key locations

- aka.ms/partnerincentives: Info and guides for Partner Incentive programs
- aka.ms/CSPreadiness: Readiness info for Partner participating in the CSP channel
- microsoftreadiness.com: In-depth training for many incentive programs

MPA - acceptance is required by all CSP partners

As of January 31, 2020, all partners in the Cloud Solution Provider program **should have accepted the MPA, including Indirect Resellers**, to ensure no disruption of their ability to create new customers or place new orders for existing customers in the CSP program.

ASAP - partners that have not accepted the MPA will no longer be able to create new customers or place new orders for existing customers in the CSP program.

Actions:

- Onboard to Partner Center as an indirect reseller and accept the Microsoft Partner Agreement as part of the onboarding process
- If you have previously onboarded to Partner Center as an indirect reseller, accept the Microsoft Partner Agreement on the Partner Center dashboard page using Global Admin credentials

Know more [here](#) or contact your Indirect Provider/Distributor to help you

Save the dates for Microsoft Inspire

Join us July 19-23, 2020, in Las Vegas, Nevada, for Microsoft Inspire, where partners create connections, empower possibilities, and celebrate together.



Expand your network

Get insights from other partners, make connections that lead to new business, and create relationships with Microsoft field team members.

Learn what's coming next

Explore product roadmaps, align with the direction Microsoft leadership is headed, and interact with leading tech innovators.

Participate in workshops and sessions

Learn how to accelerate the digital transformation of your customers, foster diversity and inclusion, and extend sales and leadership knowledge.




Microsoft Inspire

Welcome

← SOUTH CO CENTER BAYSIDE A



A woman with long, wavy brown hair and a dark jacket is walking on the left, looking slightly to her right. A man with short dark hair, glasses, and a light blue button-down shirt is walking on the right, looking towards the camera with a slight smile. They are in a crowded outdoor setting, possibly a conference or event, with other people blurred in the background. A black lanyard with a badge is visible around the man's neck.

We hope to meet plenty of people, plenty of partners.



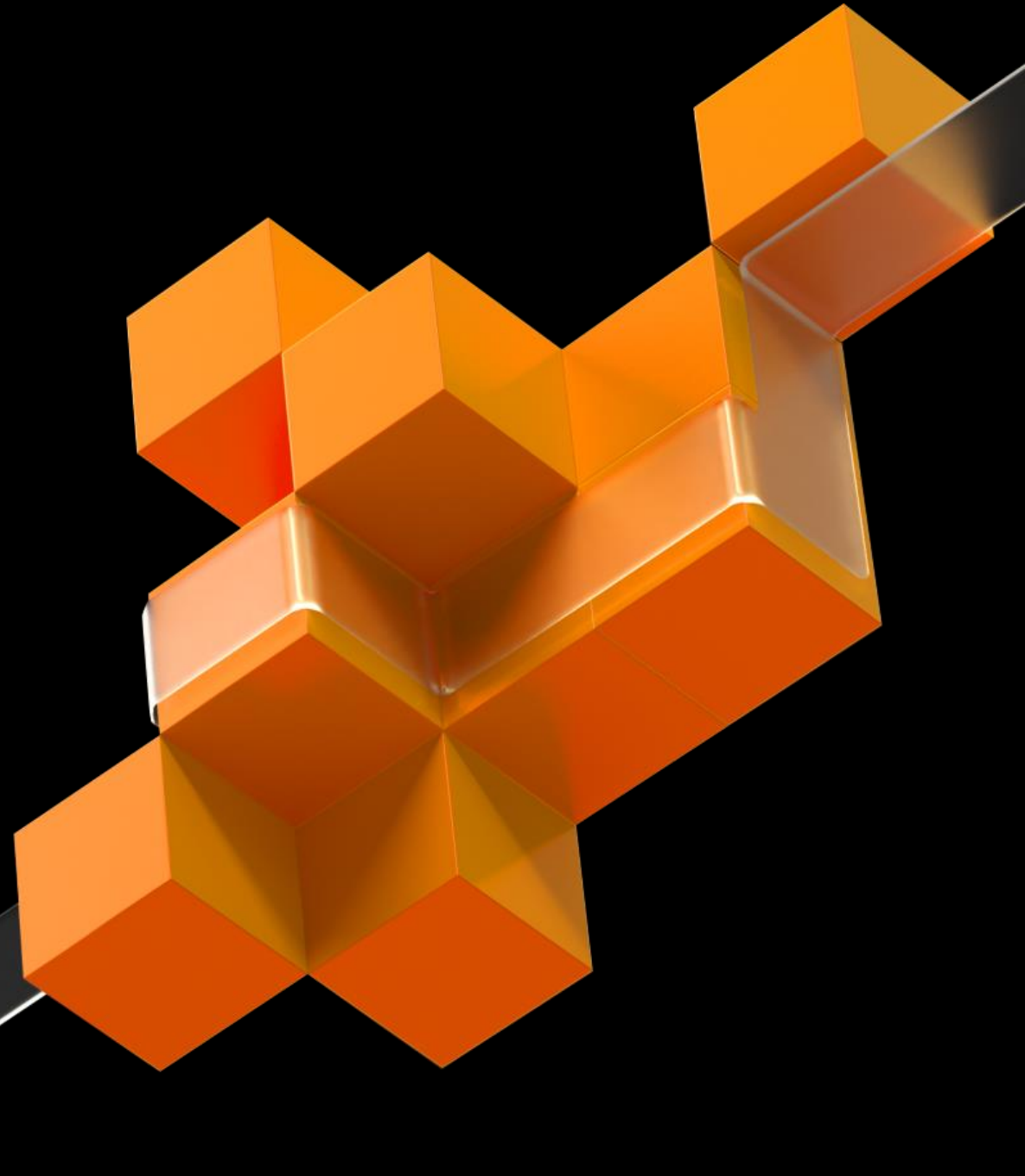
Microsoft Ignite: as novidades tecnológicas nas 3 clouds

Pedro Custódio
Partner Technical Consultant
pcusto@microsoft.com

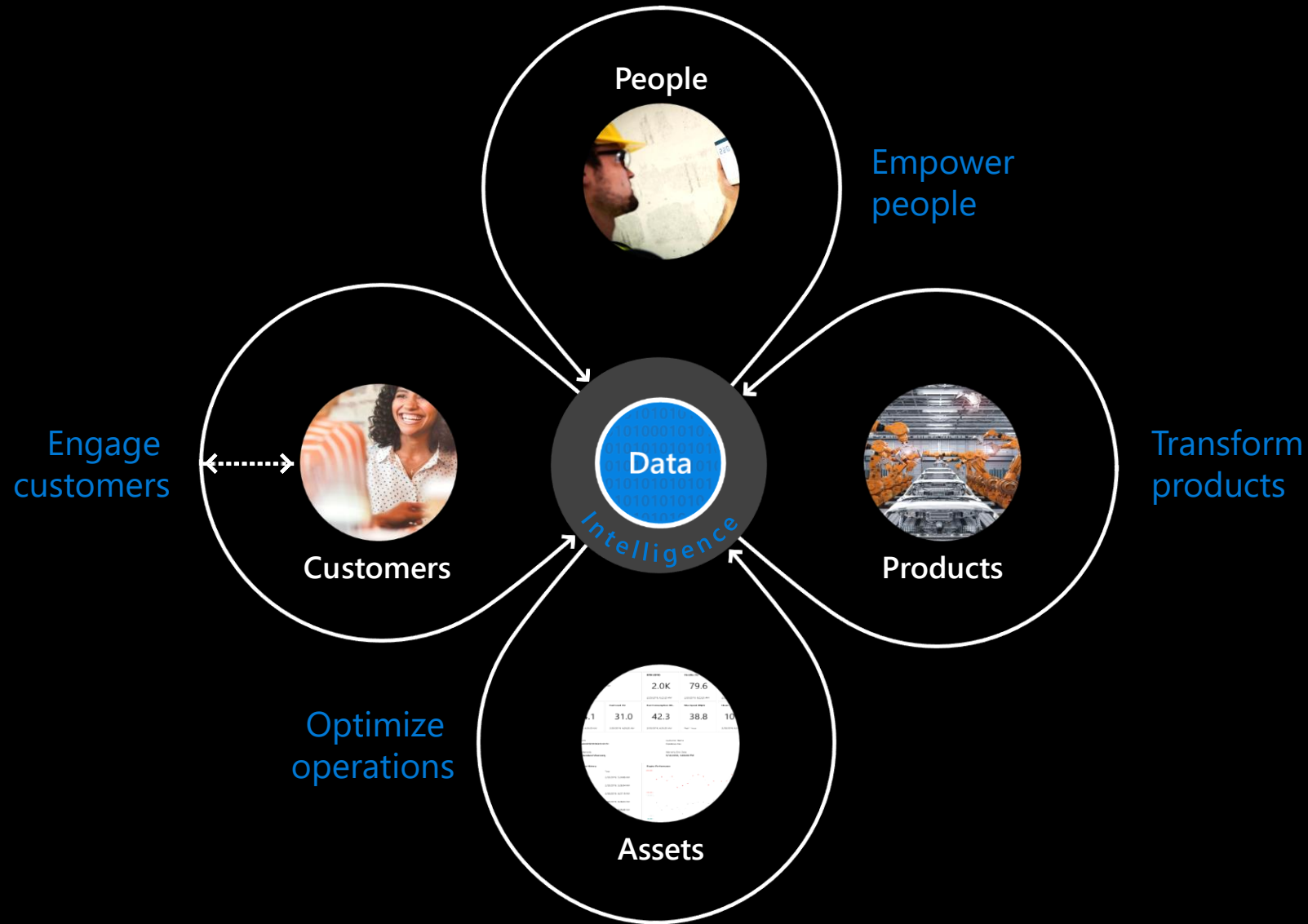




Dynamics 365



Digital feedback loop



Microsoft Business Applications

February 2020

Dynamics 365
Finance

Dynamics 365
Supply Chain Management

Dynamics 365
Project Service Automation

Dynamics 365
Guides

Finance and Operations

Dynamics 365
Human Resources

Human Resources

Dynamics 365
Commerce

Dynamics 365
Fraud Protection

Dynamics 365
Connected Store

Commerce

Dynamics 365
Business Central

SMB

Dynamics 365
Market Insights

Dynamics 365
Customer Insights

Dynamics 365
Product Insights

Customer Data Platform

Power Apps

Power Automate

Power BI

Power Virtual Agents

Microsoft Power Platform

Dynamics 365
Marketing

Marketing

Dynamics 365
Sales

Dynamics 365
Sales Insights

Dynamics 365
Product Visualize

Sales

Dynamics 365
Customer Service

Dynamics 365
Customer Service Insights

Dynamics 365
Field Service

Dynamics 365
Remote Assist

Service

Forms Pro

Dynamics 365
Layout

Additional Products

Power Platform momentum

> 700%

growth in PowerApps production apps in the last year

> 300%

growth in PowerApps Monthly Active Users in the last year

> 3M

Monthly Active Developers on the Power Platform

97%

of all Fortune 500 companies using Power Platform

> 20PB

of data ingested into Power BI each month

> 25M

data models hosted in the Power BI service

> 25B

Microsoft Flow steps run each day

Microsoft Power Platform



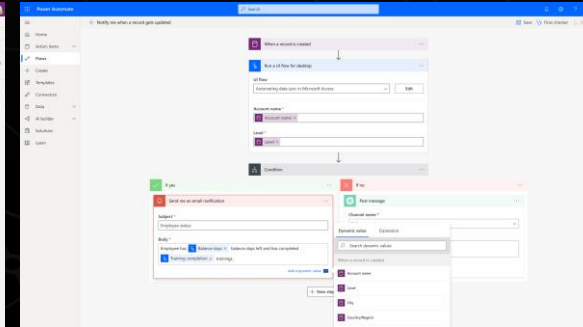
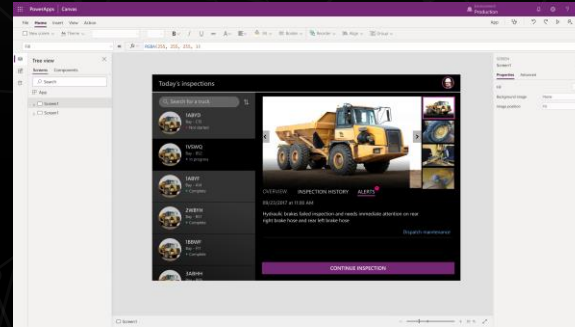
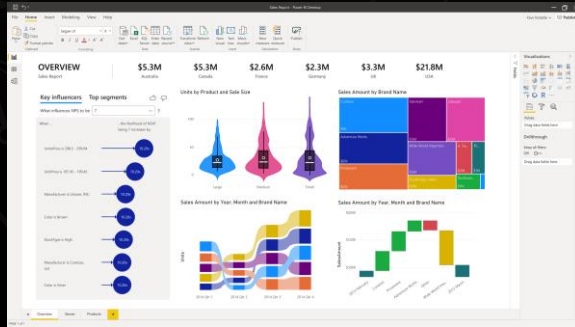
Power BI



Power Apps



Power Automate



Common Data Service



Connectors to hundreds of data sources

Microsoft Power Platform



Power BI



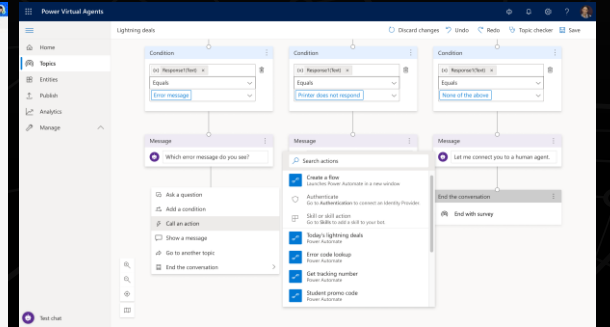
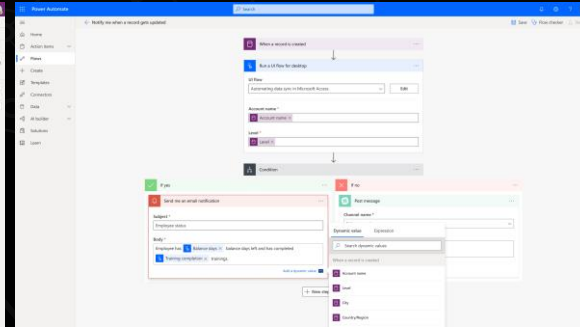
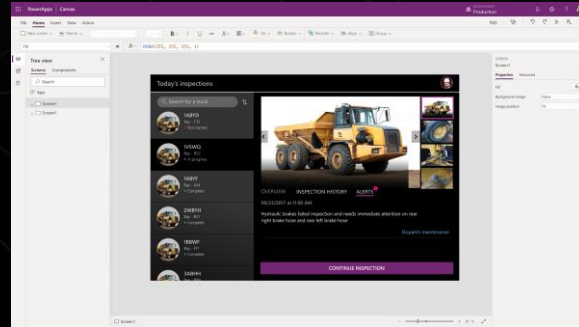
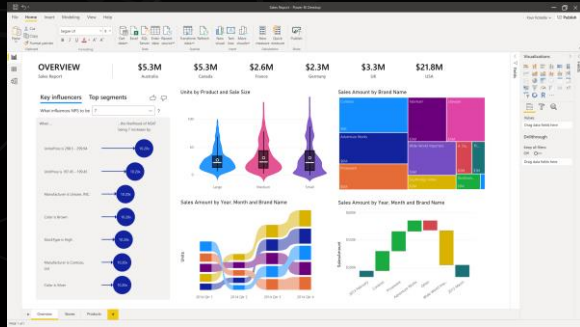
Power Apps



Power Automate



Power Virtual Agents



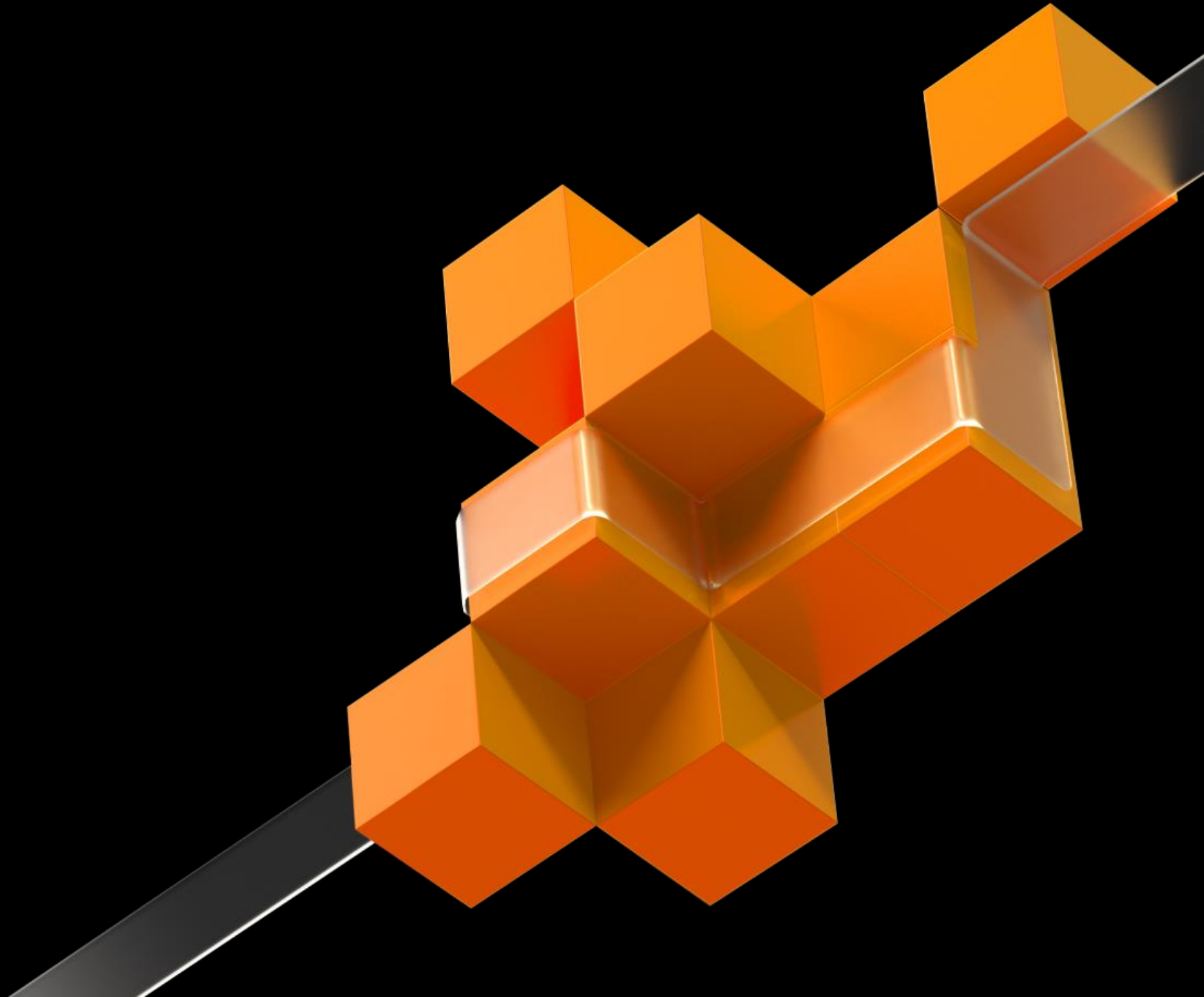
Common Data Service



Connectors to hundreds of data sources

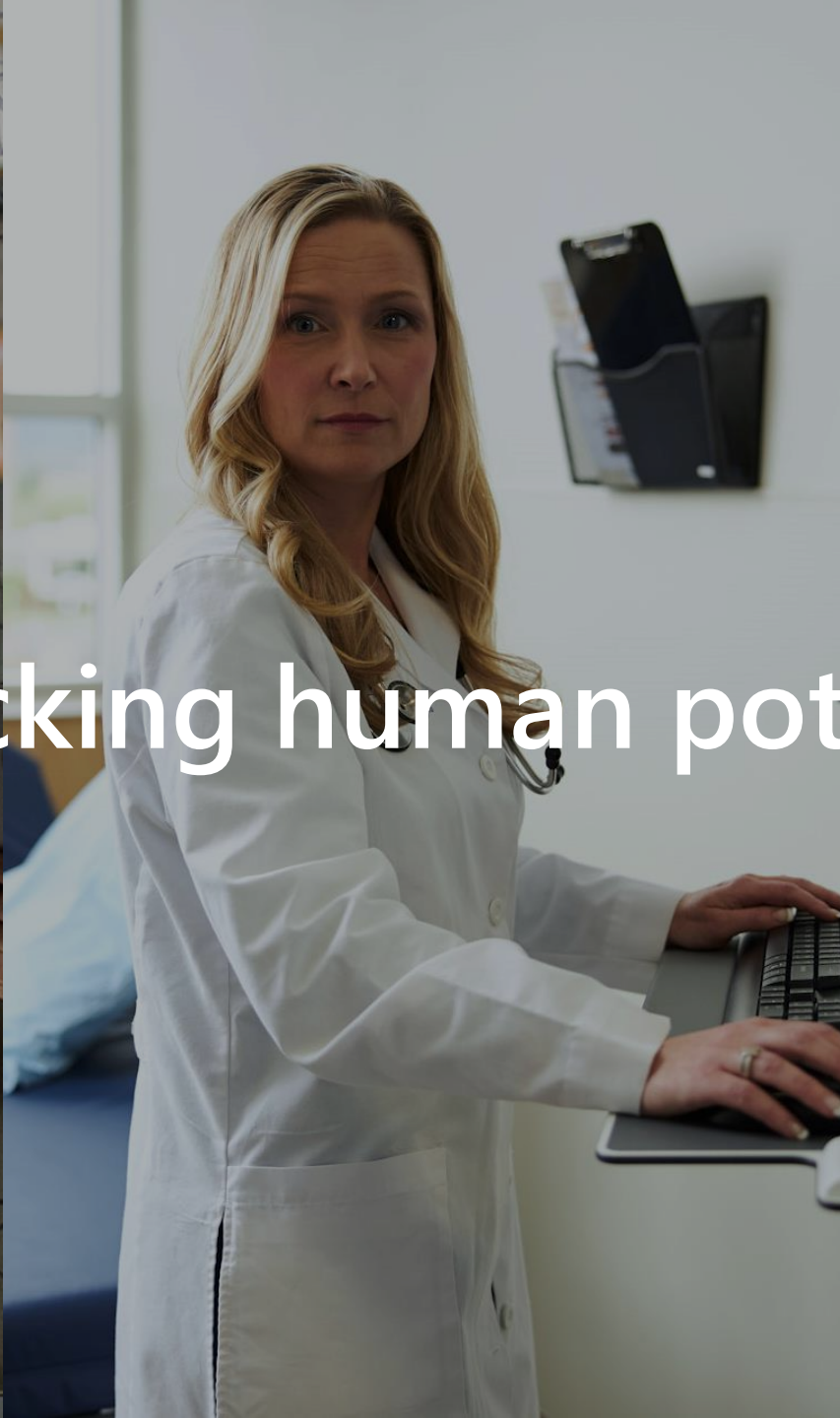


Microsoft 365

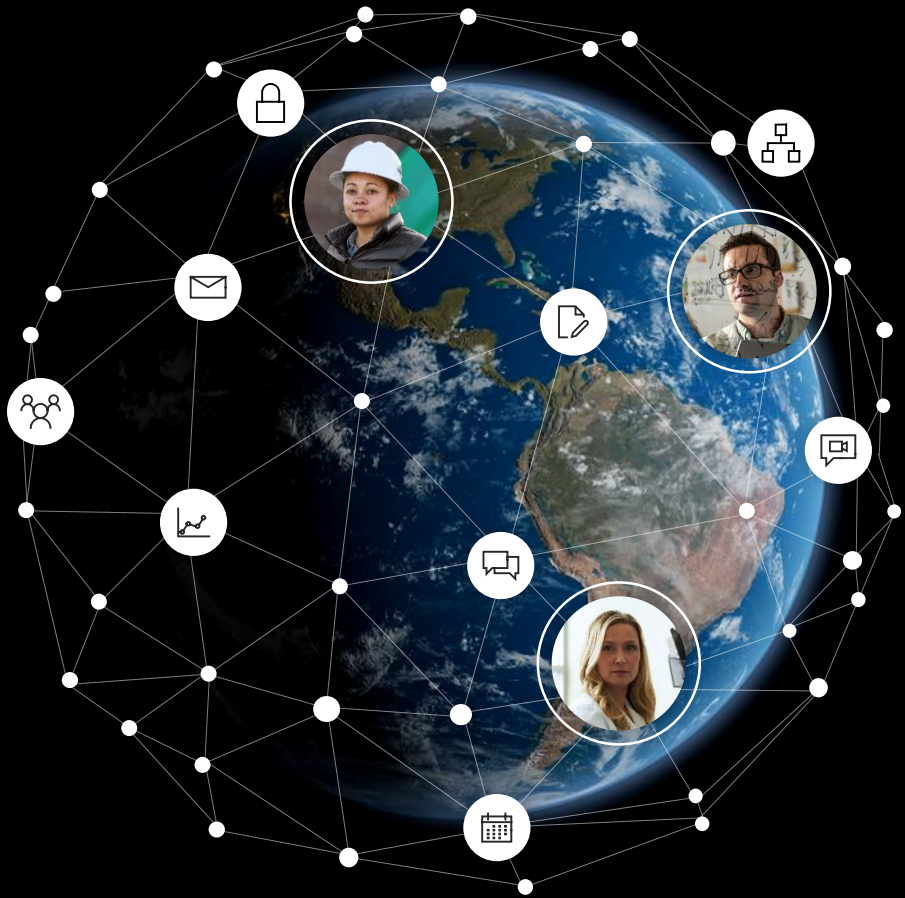




**Empower every person and
every organization on the
planet to achieve more**



Unlocking human potential



Microsoft 365

The world's productivity cloud



Productivity / Workflow / Management / Security / Compliance / Knowledge

New Microsoft 365 services and updates

Microsoft Teams / Compliance Score / Microsoft Edge and Bing / Office Mobile App / Fluid Framework / AI in Office

Microsoft Stream / Microsoft Endpoint Manager / Project Cortex / Power Platform integration with Teams / Office Scripts

Microsoft Authenticator / Global Reader / Yammer / Application Guard for Office / Microsoft Defender Advanced Threat

Protection (ATP) / Office 365 Groups / Workplace Analytics / Insider Risk Management / Microsoft Productivity Score

Onboarding Hub / Microsoft Project / New value in Azure AD / Microsoft Search / Cortana / Managed Meetings Rooms

Announcing

Project Cortex is the new knowledge network in Microsoft 365, empowering people with knowledge and expertise in the apps we use every day.

The logo consists of a large blue circle with a white border, centered on a black background. Inside the blue circle, the words "Project Cortex" are written in white, bold, sans-serif font.

Project Cortex

M365 Security

Azure Sentinel

We're introducing new connectors in Azure Sentinel to help security analysts collect data from a variety of sources.

Microsoft Authenticator

Microsoft Authenticator is available to customers as part of the Azure Active Directory (Azure AD) free plan. Deploying Multi-Factor Authentication (MFA) reduces the risk of phishing and other identity-based attacks by 99.9 percent.

New value in Azure AD

Previewing at the end of November, Azure AD Connect cloud provisioning is a new lightweight agent to move identities from disconnected Active Directory (AD) forests to the cloud

M365 Security

A blue circle with a white border containing the text "Microsoft Defender Advanced Threat Protection (ATP)".

Microsoft Defender Advanced Threat Protection (ATP)

We're extending our endpoint detection and response capability in Microsoft Defender ATP to include MacOS, now in preview. We're also planning to add support for Linux servers.

A blue circle with a white border containing the text "Azure Security Center".

Azure Security Center

We're announcing new capabilities to find misconfigurations and threats for containers and SQL in IaaS while providing rich vulnerability assessment for virtual machines. Azure Security Center also provides integration with security alerts from partners and quick fixes for fast remediation.

M365 Security



Application Guard for Office

Now available in preview, Application Guard for Office provides hardware-level and container-based protection against potentially malicious Word, Excel, and PowerPoint files. It utilizes Microsoft Defender ATP to establish whether a document is either malicious or trusted



Azure Firewall Manager

Now in public preview, customers can manage multiple firewall instances from a single pane of glass with Azure Firewall Manager. We're also creating support for new firewall deployment topologies.

190 million

Windows, iOS, Android & Mac
devices under management

The logo consists of a large blue circle with a white border, containing the text "Microsoft Endpoint Manager" in white.

Microsoft
Endpoint
Manager

Productivity







File Home Insert Design Layouts Animations Slide Show Review View Format Tell me what you want to do

Design Ideas

WHY BEST FOR YOU

Buying fruits and vegetables directly from farmers allows a number of advantages and might have the added benefit of supporting local farmers. For consumers looking to support local farmers, Best For You offers a variety of fresh produce. Our produce is sourced from local farmers and is available in a variety of sizes. It's perfect for those who want to support local farmers and enjoy fresh produce.

10:54 AM 11/20/2015

Attention : Joel Fargot
David Gregory

Due Date: Net 30 Days

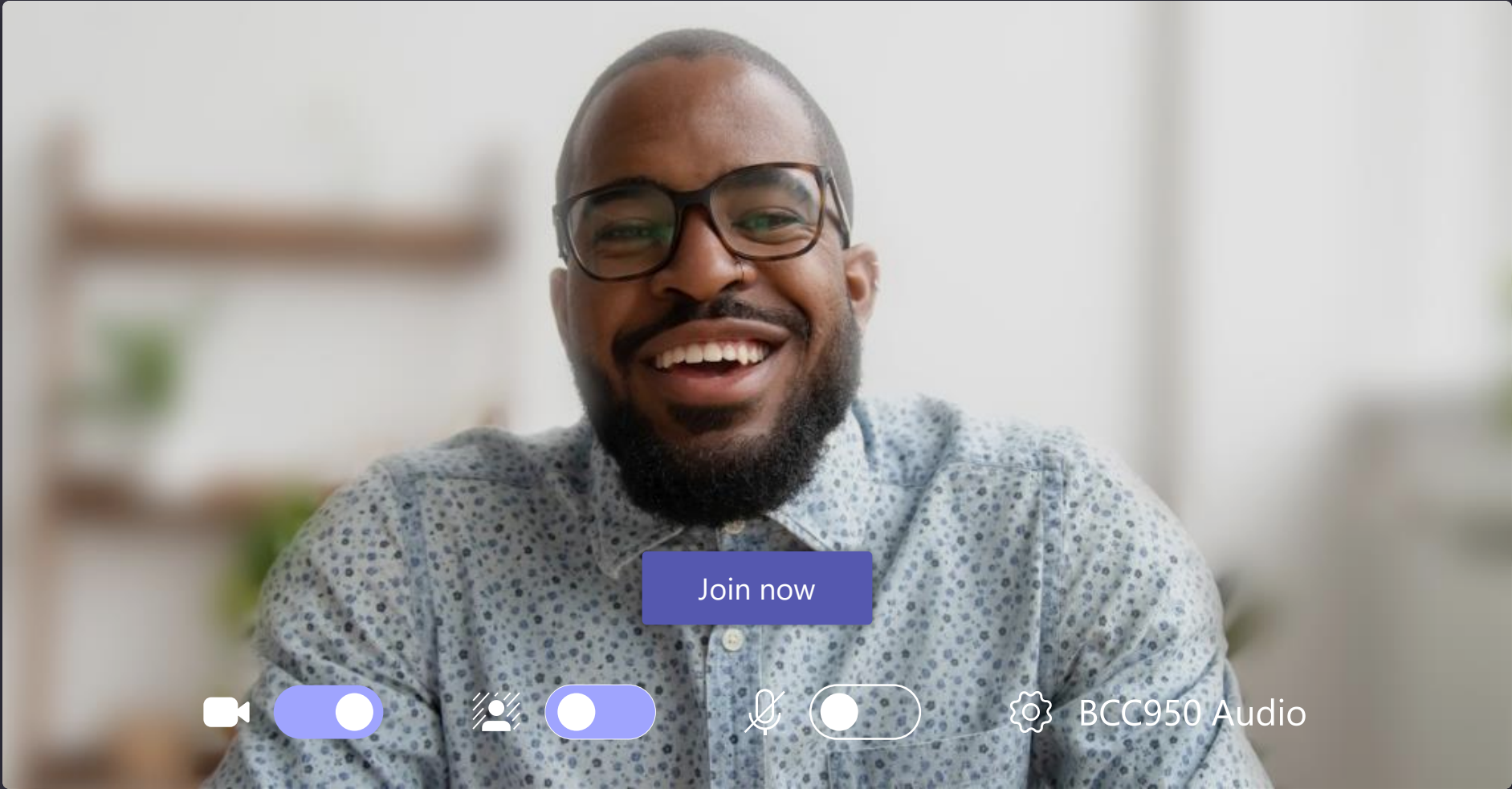


Statement of Account

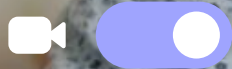
	No. of Units	Rate
Download Editorial		
Uploaded Reviews	76	\$ 28.0
Free Submission Queue Publish/Edt		
November 1- November 30	603	\$ 3.2
Free Submission Queue- RPA/Decline		
November 1- November 30	189	\$ 1.5
Subtotals	No. of Units	Rate
Download Editorial	76	\$ 28.0
Free Submission Queue Publish/Edit	603	\$ 3.2
Free Submission Queue- RPA/Decline	189	\$ 1.5
Total Amount due & collectible		

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If you have any questions regarding this statement please contact Tezza Yujuico at tyujuico@athenaeast.com





Join now



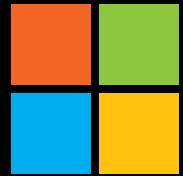
 BCC950 Audio



The world's productivity cloud



Invent with purpose



Microsoft Azure

Be future
ready

Build on
your terms

Operate hybrid
seamlessly

Trust
your cloud

> 95% of Fortune 500 use Microsoft Azure



Azure

Infrastructure

Hybrid

Cloud
Native Apps

Data +
Analytics

Artificial
Intelligence

Azure

Infrastructure

Hybrid

Cloud
Native Apps

Data +
Analytics

Artificial
Intelligence

54

Azure regions

More than AWS & Google combined



● Available region ○ Announced region ◆ Availability zones



Most reliable network

More than 160 Edge sites and 20,000 peering connections
30 billion packets per second over WAN

On-premises to on-premises connectivity
with Azure Global WAN

Comprehensive VM offerings



Entry level



Compute intensive



Graphics intensive



General purpose



Storage optimized



High-performance computing



Burstable



Memory optimized



SAP HANA certified

Windows Virtual Desktop

GENERALLY AVAILABLE

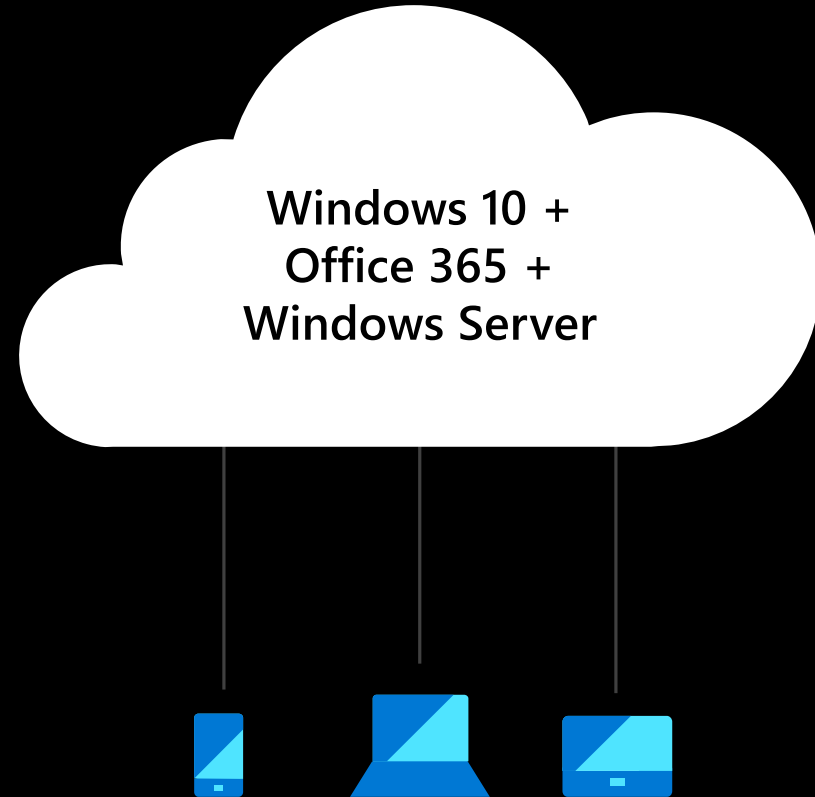
Only multi-user Windows 10 experience

Optimized for Office 365 ProPlus

Deploy and scale in minutes

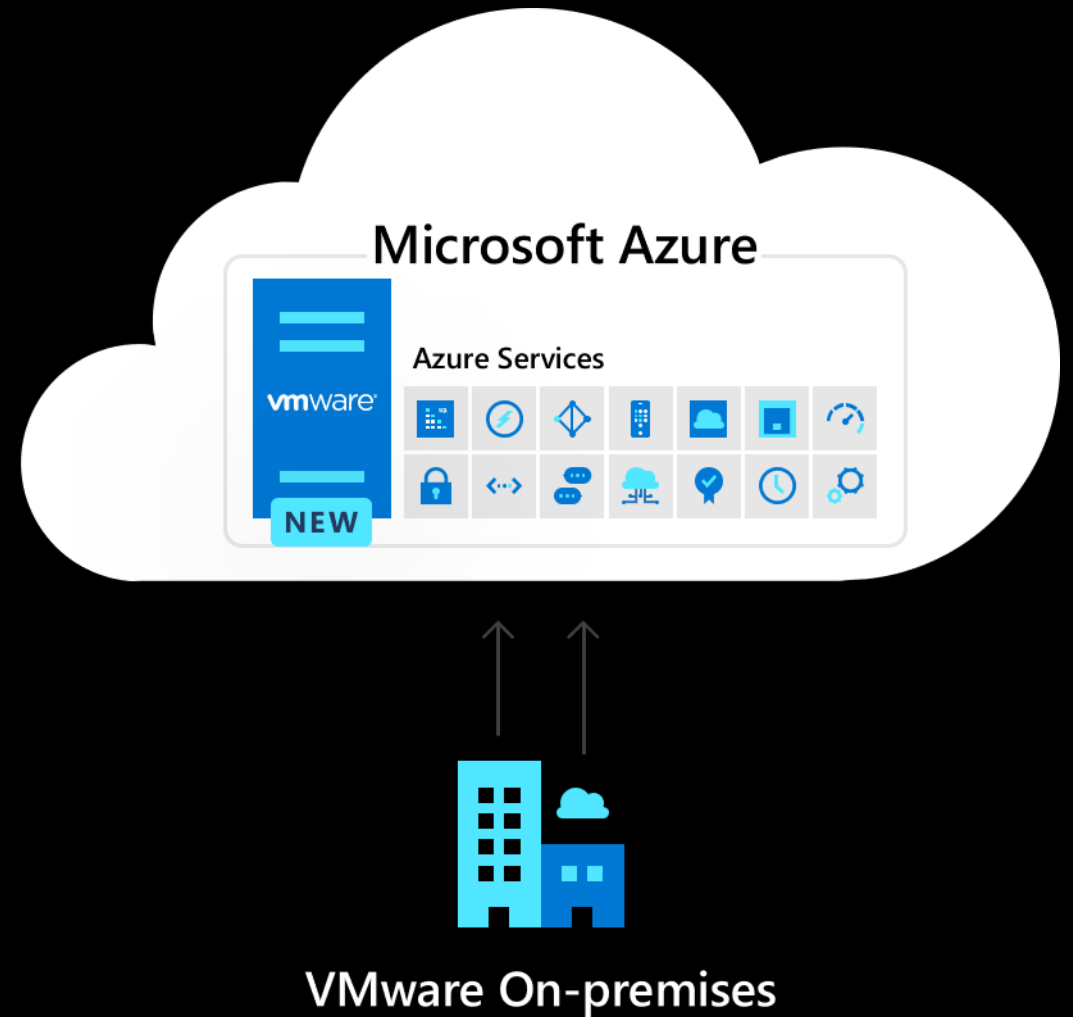
Virtualize desktops and apps

Pay for usage only



Azure VMware solutions

Run your native VMware workloads in Azure
Leverage existing VMware investments and skills
Direct integration with Azure Services



Azure

Infrastructure

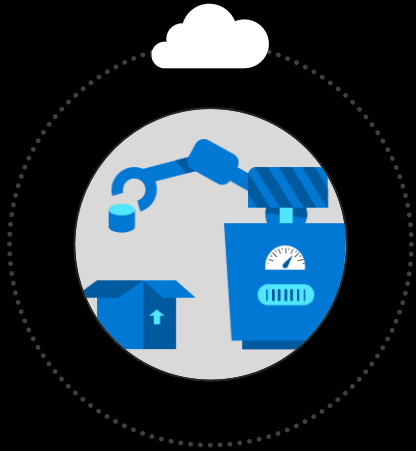
Hybrid

Cloud
Native Apps

Data +
Analytics

Artificial
Intelligence

Why Hybrid?



**At the edge
and disconnected**



**Meet every regulatory
requirement**



**Cloud application
model on-premises**

Azure Hybrid

Innovation anywhere with Azure



Azure IoT
Any edge device



Azure Arc
Any datacenter, cloud, edge



Azure Stack
Integrated systems



Management | Security + Identity | App + Data Services | Dev Tools + DevOps

Azure Hybrid

Innovation anywhere with Azure



Azure IoT
Any edge device



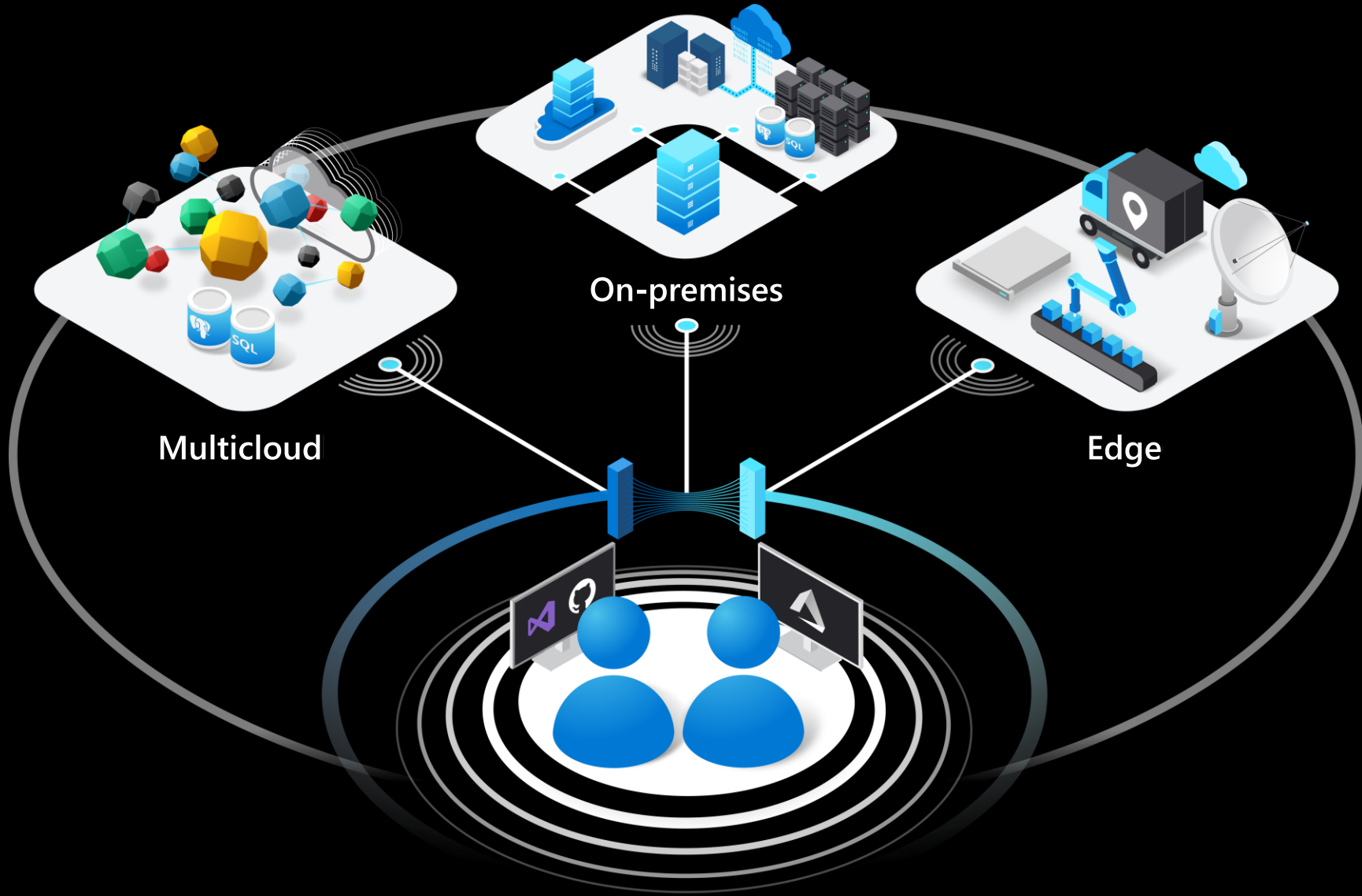
Azure Arc
Any datacenter, cloud, edge



Azure Stack
Integrated systems



Management | Security + Identity | App + Data Services | Dev Tools + DevOps



Multicloud

On-premises

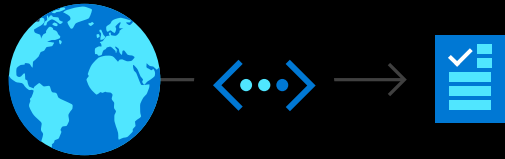
Edge

Announcing

Azure Arc

PREVIEW

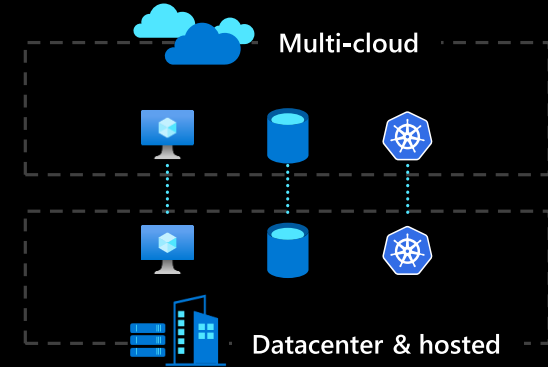
Azure Arc use cases



Manage VMs and
Kubernetes at scale



Run Azure data services
anywhere



Organize, govern, and
secure across environments

Azure

Infrastructure

Hybrid

Cloud
Native Apps

Data +
Analytics

Artificial
Intelligence

SQL runs everywhere



On-premises

SQL Server



Azure

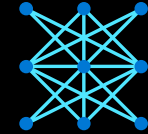
Azure SQL DB

SQL Server



Multi-cloud

Azure SQL DB (Arc)



Edge

Azure SQL DB Edge

PREVIEW

SQL keeps getting better

Built-in AI for peak performance

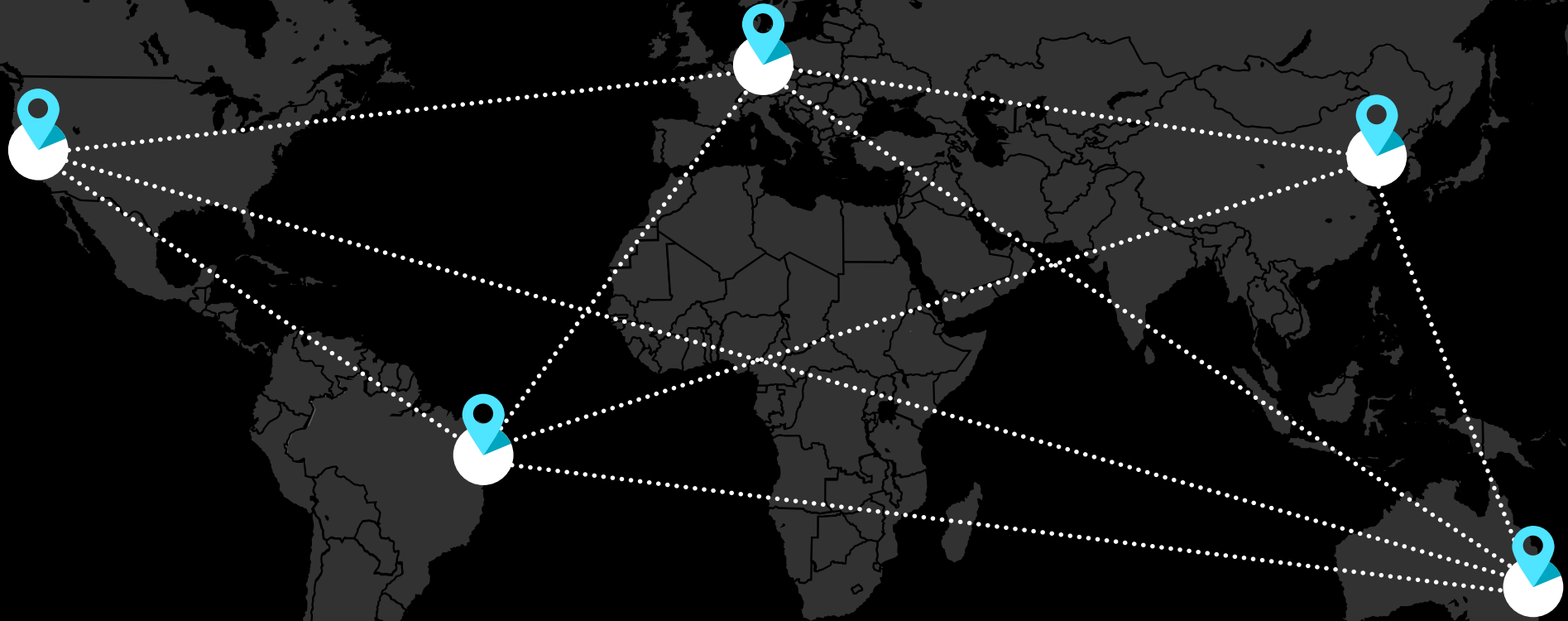
Serverless workloads

Evergreen in Azure



Azure Cosmos DB

The world's first globally distributed database service



Azure

Infrastructure

Hybrid

Cloud
Native Apps

Data +
Analytics

**Artificial
Intelligence**

Azure AI momentum



AI Apps and Agents

5 billion

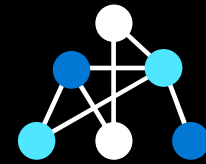
Cognitive Services transactions
per month



Knowledge Mining

6 billion

Documents processed by
Cognitive Search per day



Machine Learning

1 million

Machine Learning experiments
per month

Democratizing AI

AI Apps and Agents with Azure Cognitive Services

Deploy and run anywhere using containers



Vision



Speech



Search



Language



Decision

Announcing

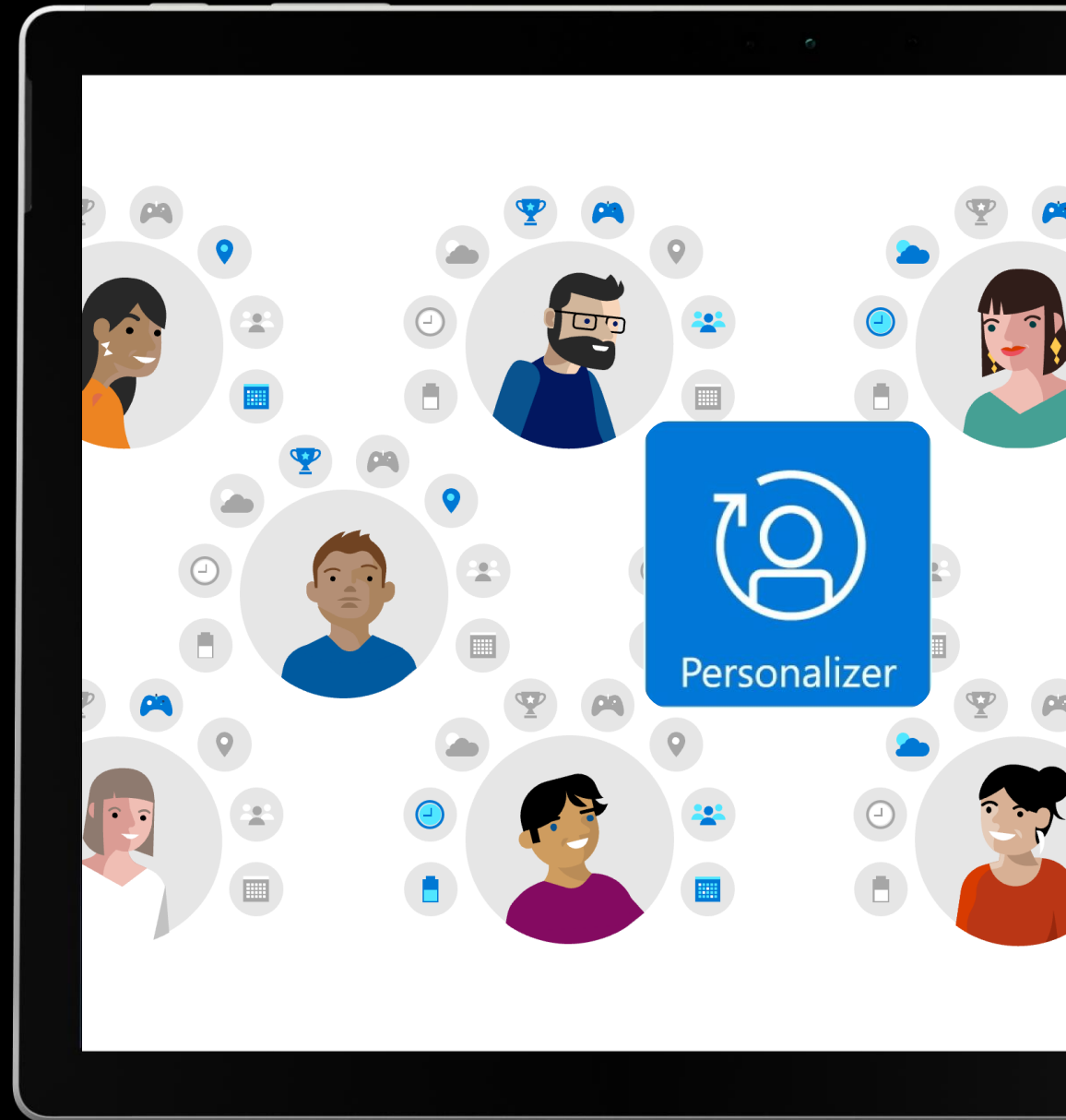
Personalizer

GENERALLY AVAILABLE

Rich, personalized experiences for every user

Simple access to powerful reinforcement learning

Strata 2019 innovative product winner





Speech

NEW CAPABILITIES

Custom Neural Voice

Learns your organization's terminology
with Office 365 data



Language detection



Face detection



Organization entity
extraction



Location entity
extraction



Key phrase extraction



And more...

Knowledge Mining with Azure Cognitive Search

Ingest all types of content

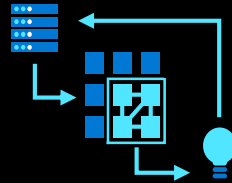
Enrich using built-in models

Explore using immersive search experiences

Azure Machine Learning



For all
skill levels



Industry
leading MLOps



Open and
interoperable

Machine Learning Ops



Model reproducibility

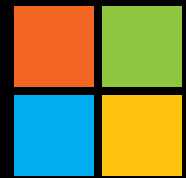
Model validation

Model deployment

Model retraining



Invent with purpose



Coffee Break

Segurança em tecnologia:
as ameaças chegam a todos
– como se proteger?



Why did Microsoft create
Microsoft 365 Business?



Stories about phishing and ransomware

“Thankfully, it...didn't jump through the network. We **were able to lock it down quickly** and limit exposure.”

— Barry L, architecture firm, 125 employees

“£4,000 was paid to the wrong account, which we were **very lucky to get back**”

— David L, import/export company, 10 employees

“My sister in law owns a company. They just got hit with one of these cyber terrorist things and **had to shell out like \$40,000 dollars** to get their data back”

— Diane B, meal assembly kitchen, 10 employees

“They **got the CFO to wire \$1.9M** to a bank in southern Idaho, where someone had arranged...to transfer the money from there to Vietnam.”

—Dave C. IT Partner for manufacturing company, 150 employees

Legacy to Modern

Paradigm

Mobility

Device

Security

Collaboration

Legacy

Work + Office

Corporate PC

Perimeter

Files / Email / Telephone

Modern

Any Location

Any Device

Identity

App Based

What is Microsoft 365 Business?



Microsoft 365 Business: Security



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

Exchange Online Archiving

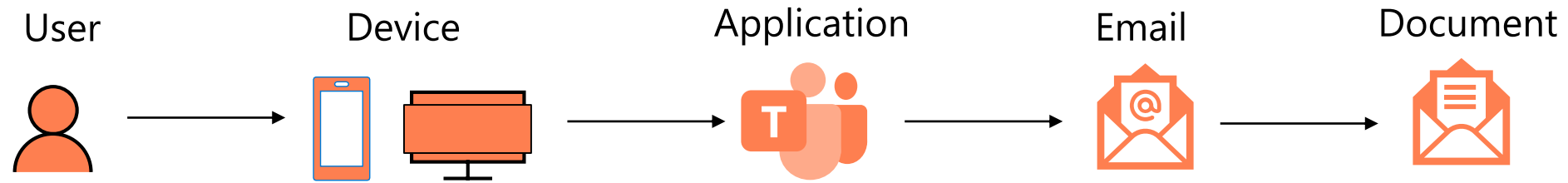
+ Conditional Access **NEW**

Intune

Windows Virtual Desktop **NEW**

+ Office 365
Shared Computer Activation **NEW**

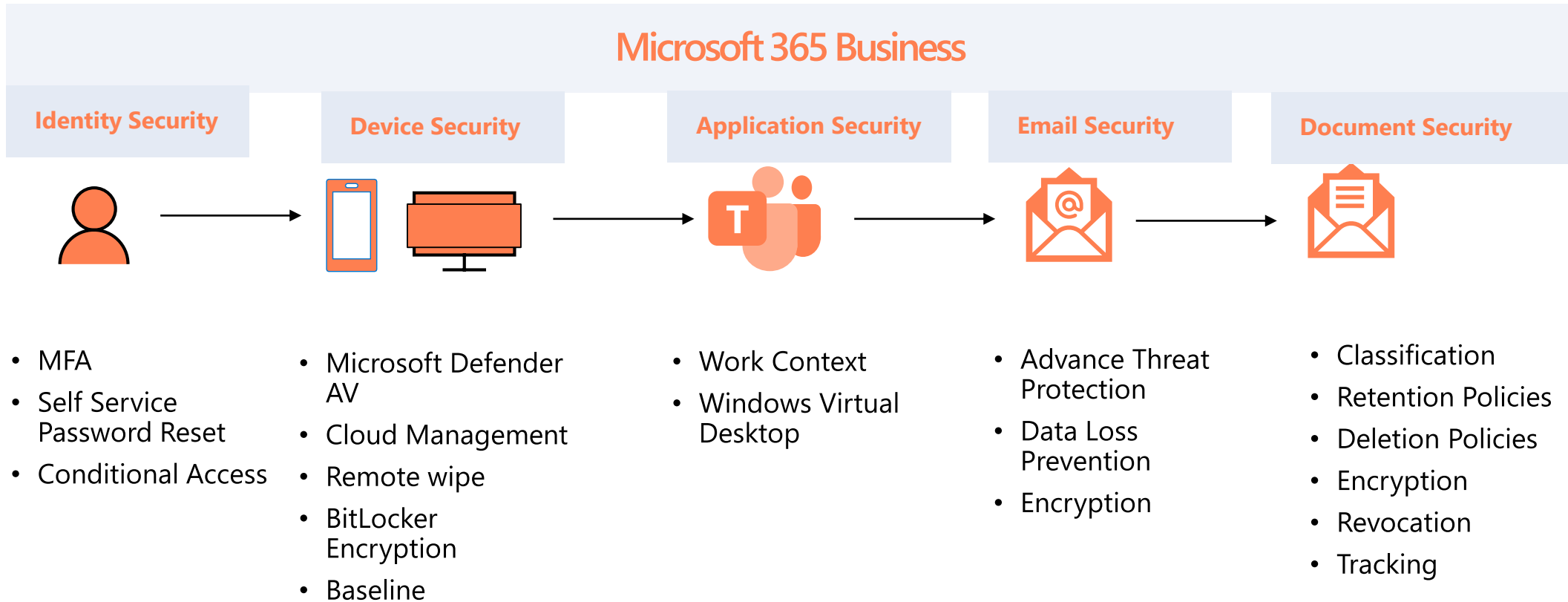
Layered approach to security



Email issues

- Malware
- Phishing
- Oversharing

Layered Approach to Security



How to implement security in Microsoft 365 Business



Approaches to implement security

Address top risks

- Configuration Wizards
- Security Defaults

Implement a framework

- Data Protection Baseline
 - Identity Protection
 - Device Management
 - Access Controls

Address top risks

Security defaults

- Admin MFA
- User MFA
- Block Legacy Authentication
- Protect Privileged Actions

Configuration wizards

- Advanced Threat Protection
- Mobile MDM & MAM
- Windows MDM & MAM

Implement a framework

Compliance Manager

- Data Protection Baseline
- Controls
- Actions

Security Demo



Power Apps

– crie aplicações de nível profissional da forma mais fácil



Challenges in building business applications



Budget
constraints



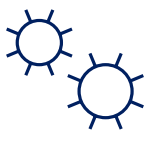
Time & Resource
constraints



Business
expectations



Paper
processes



Complex
processes



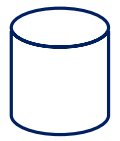
IT/Business
partnership



Legacy system
maintenance



"Shadow IT"
governance



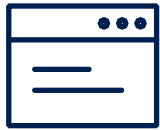
Leverage existing
technology



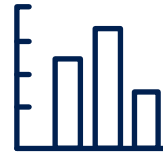
Security &
Compliance

Microsoft Power Platform

One connected platform that empowers everyone to innovate



Build web and mobile
apps and workflows
fast and
without limits



Gain insights from
your data regardless
of where it lives



Enterprise-ready
security and
governance

Microsoft Power Platform

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

Innovation anywhere. Unlocks value everywhere.



Power BI

Business analytics



Power Apps

Application development



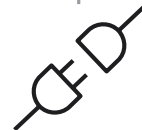
Power Automate

Process automation

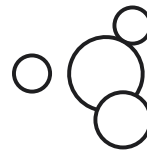


Power Virtual Agents

Intelligent virtual agents



**Data
connectors**



AI Builder



**Common
Data Service**

Power platform Mission

Empower every developer to do more.

Citizen Developers.

IT Developers.

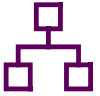
Pro Developers.



PowerApps: a low-code approach to building apps



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



Connect to your existing data with 250+ pre-built connectors and custom connectors



Store your data in the Common Data Service



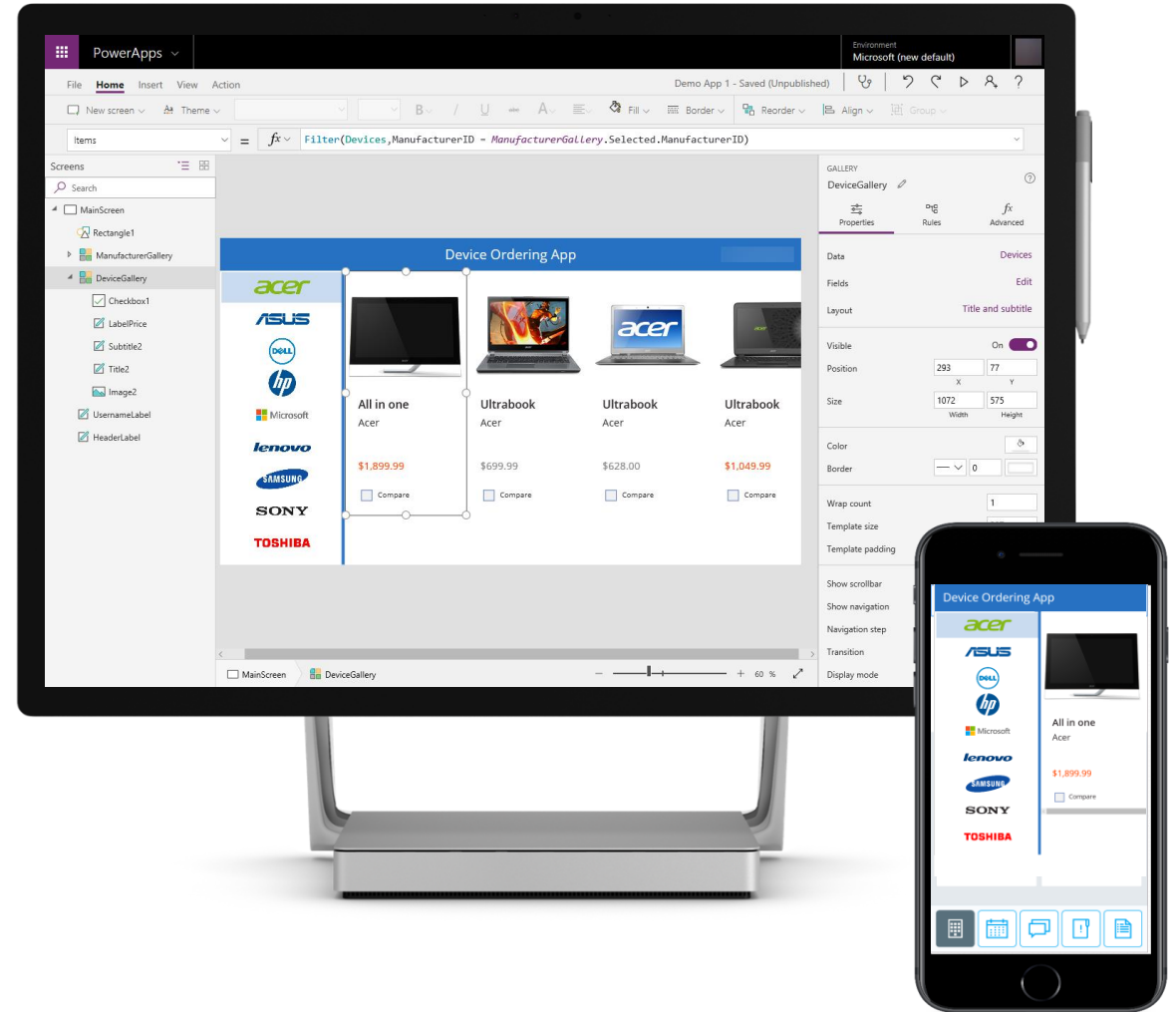
Integrated with Office 365, Azure, Dynamics 365, and Power BI



Strong enterprise governance & security

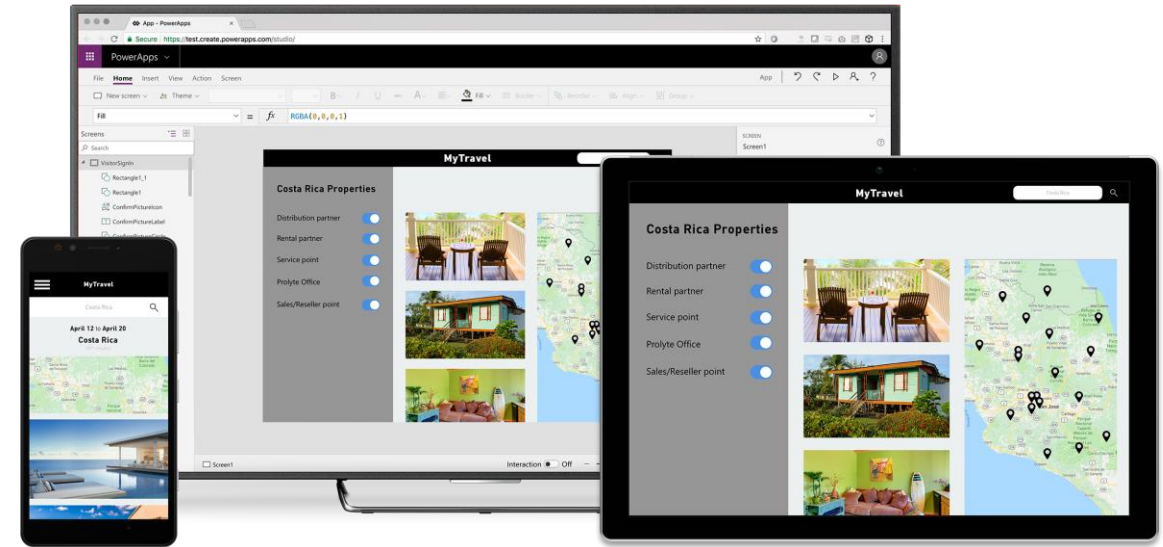


Pro-dev extensibility



Build and consume solutions for web and mobile with PowerApps

- Build highly customized task- and role-based canvas apps with data from one or multiple sources
- Generate immersive model-driven apps, starting from your data model and business processes
- Consume fully accessible apps across web and mobile, embedded or standalone, on any device



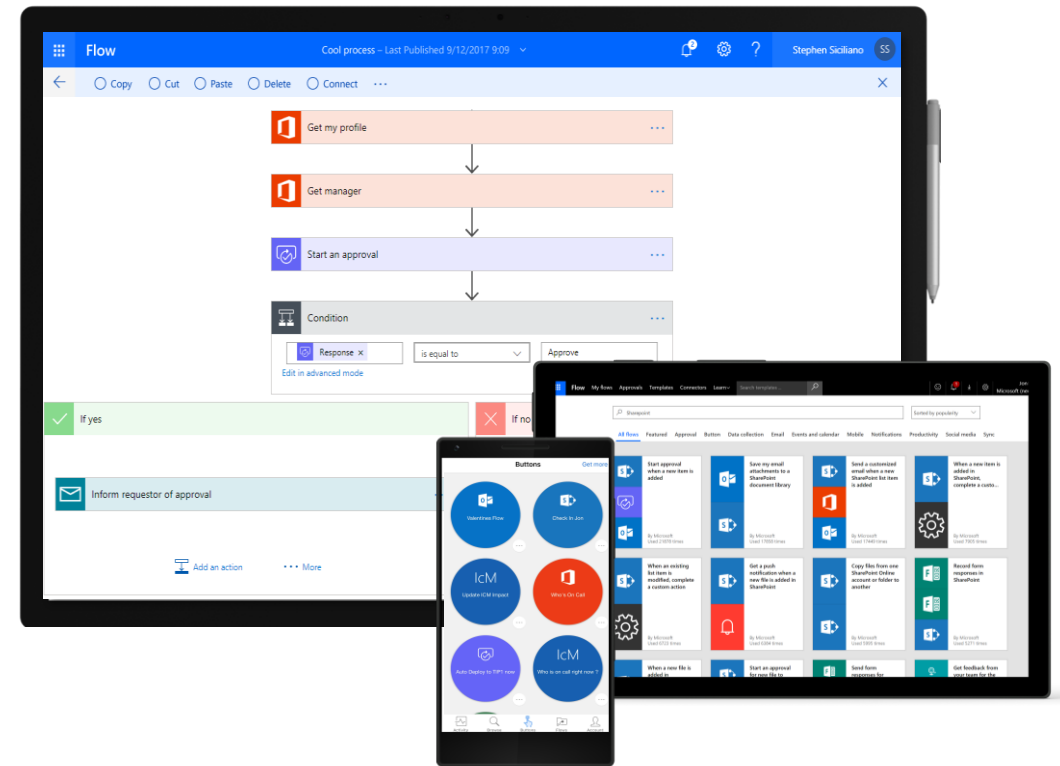
Enterprise-grade

Cloud and on-premises connectivity

Pro-developer extensibility

Automate and integrate business processes with Microsoft Flow

- Automate and model business processes across your apps and services
- From simple automations to advanced scenarios with branches, loops, and more
- Trigger actions, grant approvals, and get notifications right where you work



Enterprise-grade

Cloud and on-premises connectivity

Pro-developer extensibility

Gain insights from your data regardless of where it lives with Power BI

- Connect to all your data and get a consolidated view across your business through a single pane of glass
- Create ad-hoc analysis, live dashboards and interactive reports that are easy to consume on the web and across mobile devices
- Build smart apps by infusing insights from your data and drive action with the power of the Powerplatform

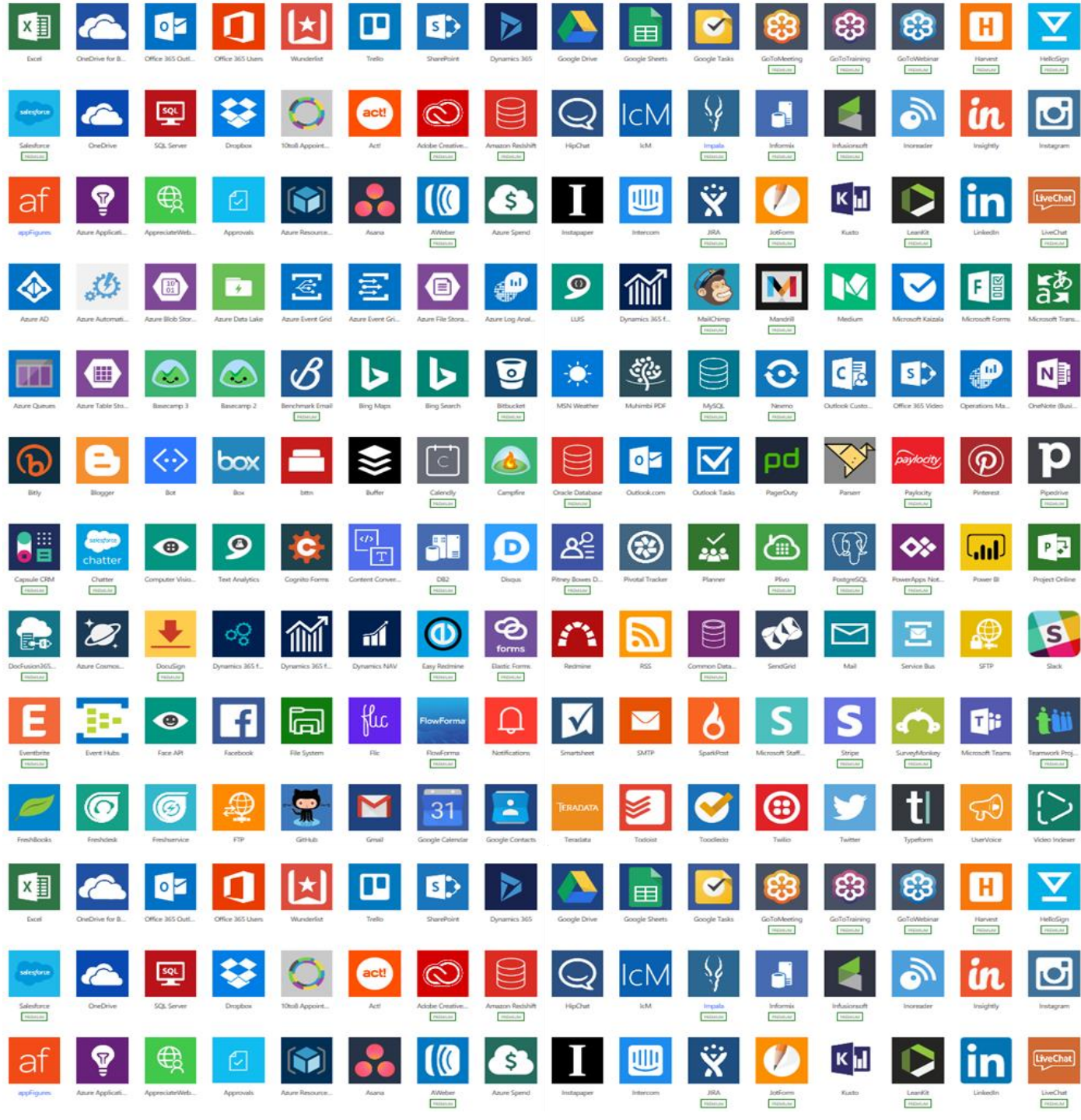


230+ built-in connectors + custom connectors

Seamless hybrid connectivity to on-premises systems via the On-Premises Data Gateway

Custom Connector support allows the registration of developer / IT systems as a building block for citizen developers

Use multiple data sources in a single application for processes that span systems.



PowerApps Demo





Obrigado!

Partners make more possible

