

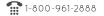
A STEP-BY-STEP GUIDE TO RESELLING OFFICE 365 FOR VARS & MSPS



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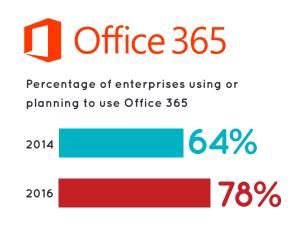


For many organizations considering a move to the cloud, Office 365 is an obvious place to start; they already know the value of many of the apps because they use them every day. Accordingly, reselling Office 365 can be a good way for value added resellers (VARs) and managed services providers (MSPs) to start to build a cloud practice.

### WHY RESELL OFFICE 365?

If you're reading this guide, you are at least curious about reselling Office 365 – and with good reason. Nearly four in five (78 percent) of enterprises are using or planning to use Office 365, according to a 2016 survey from Gartner.

The momentum for Office 365 is growing even – or perhaps especially – among users of on-premises Office software. That's because Office 365 is the platform through which Microsoft plans to deliver its next-generation







unified communications and collaboration tools. According to Gartner analysts – "For most enterprises, it's no longer a question of whether they should implement Office 365 services — it's a question of which ones, in what order and how."

That's where you come in. Most companies – small and large – are going to need guidance on how best to migrate to Office 365 and how to manage it afterwards. You already are acting as a trusted IT adviser to your existing clients, so it only makes sense for you to educate and help them move to Office 365 as well. Your advice could be the difference between a good and bad customer experience, not to mention ROI, if you bring the right expertise and technology partner to the table.

But it isn't philanthropy; there are a host of benefits for your business – not the least of which is preventing your clients from moving to the cloud without you by either going direct to Microsoft or with another reseller who might then be positioned to supplant you as the go-to IT resource.

### PARTNER BENEFITS FROM SELLING OFFICE 365 -

The upside of reselling Office 365 is clear. The downside? Like any new product or service you've added to your portfolio, you'll have to learn how it works, and how to sell and implement it successfully. That means some homework on your part. If you're thinking a few shortcuts might be helpful at this point, you've come to the right place.



#### **ACCOUNT PROTECTION**

Prevent clients from moving to the cloud without you — either going direct or with another reseller.



#### **NEW RECURRING REVENUE**

Earn monthly recurring revenue from markups on Office 365 services subscriptions from your preferred Microsoft Cloud Service Provider like Rackspace.



#### MORE RECURRING REVENUE

Add-on cloud services from your preferred Microsoft Cloud Service Provider like Rackspace.



### PROFESSIONAL SERVICES FEES

Charge consulting fees for assessing customer needs, planning the migration and implementing the solution, etc.



#### ONGOING SUPPORT CONTRACTS

Maintain the customer connection and recurring revenue by fielding requests for adds/moves/changes and help desk support.



### **CUSTOMER RETENTION**

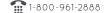
Avoid costly churn with layered solutions that solve business problems.



### INCREASED WALLETSHARE

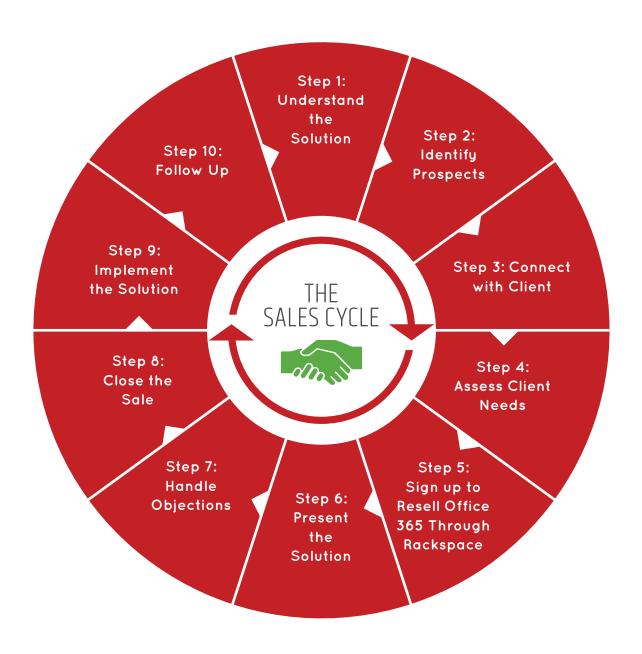
Get more of your customers' overall IT spend by offering a suite of solutions.





### WHAT CAN YOU LEARN FROM THIS OFFICE 365 SALES GUIDE?

There's a lot of information available about Office 365, so what's new here? We've cut through the clutter to give you the essential information you need about selling Office 365 in a format that aligns with your sales process. Each section focuses on a step in the sales lifecycle that you follow every day – from understanding the solution to following up on client deployments and all the steps in between. Just say no to information overload. We've right-sized our guidance – with plenty of handy checklists and diagrams — to help you through your initial sales of Office 365.





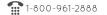


## STEP 1: UNDERSTAND THE SOLUTION

Step 1 in the sales lifecycle is to understand the solution – both features and benefits. It should go without saying, but many a technical expert turned salesperson could use a gentle reminder not to get so caught up in how it works that they forget to explain how it helps the customer. This product knowledge will be the foundation for the needs assessment and presentation parts of the sales process.







### **WHAT IS OFFICE 365?** -

Put simply, Office 365 is the Microsoft Office Suite and/or email in the cloud. More specifically, it refers to the cloud-enabled versions of Microsoft Office productivity applications plus email and additional online services for both home and business. All Office 365 plans are paid for on a subscription basis. Office 365 for Business plans include various combinations of popular Microsoft Office applications as well as other online services, such as:

### OFFICE 365 APPLICATIONS & SERVICES

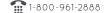
### STANDARD FEATURES

OUTLOOK	EXCEL	WORD	POWERPOINT
Email Client & Calendar	Spreadsheet	Word Processing	Slide Presentations
<b>o ⋈</b>	x	w	P
EXCHANGE	ACCESS	ONENOTE	PUBLISHER
Email Server	Database	Shared Notebooks	Graphic Design
E	A	N	P
ONEDRIVE	SHAREPOINT	SK	YPE
File Sharing	Collaboration	IM, Conferencin	g, Collaboration
	S	(	3

### **ADVANCED FEATURES**

DELVE	YAMMER	TEAMS
Data & Content Discovery	Enterprise Social Networking	Group Chat-based Workspace
D	y≑	<b>d</b> ii
POWER BI	VISIO	PROJECT
Data Analytics	Diagrams & Charts	Project Management
	<b>▼</b> 3	PB
SWAY	BOOKINGS	DYNAMICS
Interactive Content	Appointment Scheduler	Customer Relationship Mgmt.
	5	44





### **WHAT ARE POPULAR ADD-ON SOLUTIONS FOR OFFICE 365?**

Up the value of Office 365 for your customers with affordable add-on solutions — available exclusively from Rackspace — that help your customers address their compliance and regulatory needs as well as security concerns.

# $\subset$ RACKSPACE ADD-ON SOLUTIONS FOR OFFICE 365 $\searrow$

# UNLIMITED EMAIL STORAGE AND RETENTION

Add Rackspace Email Archiving for Office 365 to any plan to help meet regulatory compliance requirements.



### **KEEP YOUR DATA SAFE**

Add Microsoft Azure Rights Management to any plan to get advanced message encryption, content filtering and data loss prevention (DLP).



### WHAT ARE THE MOST POPULAR OFFICE 365 BUSINESS PLANS?

Office 365 for Business apps can be purchased standalone, but they also come in packages with varying combinations of features and functionality. They are divided into families based on the target customer size.

For small and medium businesses (SMBs) with less than 300 users, there are three plans:

- **Business Essentials** Exchange email, online versions of Office, 1TB OneDrive storage and file sharing, Yammer corporate social networking and Active Directory integration
- **Business** Full desktop, online and mobile versions of Office, 1TB OneDrive storage and file sharing, Skype for Business online meetings and IM, SharePoint and Active Directory integration
- Business Premium All the features of Business Essentials and Business in one integrated plan

For organizations with more **advanced needs** or a large number of users, Rackspace offers three Microsoft Office 365 plans:

- Enterprise E1 Exchange email, online versions of Office, 1TB OneDrive storage and file sharing, Yammer corporate social networking, Active Directory integration, Delve search and discovery, enterprise management of applications, Advance Skype for Business (Internet broadcast for up to 10,000 people) and Intranet site for teams
- Enterprise ProPlus Full desktop, online and mobile versions of Office, 1TB OneDrive storage and file sharing, Skype for Business online meetings and IM, SharePoint, Access database and Active Directory integration
- **Enterprise E3** All the featres of Enterprise E1 and ProPlus along with unlimited OneDrive storage and security (Compliance and Azure Rights Management)





	RACKSPACE OFFICE 365						
BUSINESS PLANS		Business			Enterprise		
	DUSINESS PLANS		Business	Business Premium	E1	ProPlus	E3
Cost/ Seats	Price (per user, per month) $^st$	\$8	\$8	\$15	\$11.50	\$11.50	\$23
<b>З</b> %	Seat Cap		300			Unlimited	
ť	Free Email Migration	✓	✓	✓	✓	✓	✓
Support	24/7/365 Fanatical Support	✓	✓	✓	✓	✓	✓
Ñ	No long-term contracts	✓	✓	✓	✓	✓	✓
	Fully Installed versions of Outlook, OneNote, Word, PowerPoint, Publisher, Excel	-	✓	✓	-	✓	✓
Office	Online versions of Outlook, OneNote, Word, PowerPoint, Publisher, Excel	✓	✓	✓	✓	✓	✓
- J	Mobile versions of Outlook, OneNote, Word, PowerPoint, Publisher, Excel	-	✓	✓	-	✓	✓
	OneDrive for Business (Cloud Storage)	1TB	1TB	1TB	1TB	1TB	unlimited
	Exchange (Email, calendar, 50GB mailbox)	✓	-	✓	✓	-	✓
2 s	Skype for Business (Online meetings, IM)	-	✓	✓	-	✓	✓
Standard services	SharePoint (Team sites, internal portals)	-	✓	✓	-	✓	✓
	Access (Database)	-	-	-	-	✓	✓
	Yammer (Corporate social network)	✓	-	✓	✓	-	✓
	Delve (Personalized search and discovery across Office)	-	-	-	✓	-	✓
	Active Directory Integration	✓	✓	✓	✓	✓	✓
	Compliance (native archiving, eDiscovery and mailbox holds)	-	-	-	-	-	✓
	Azure Rights Management (message encryption, info rights management, data loss prevention)	optional	optional	optional	optional	optional	✓
ced	Enterprise Management of apps (group policy, telemetry, shared computer activation)	-	-	-	✓	-	✓
Advanced services	Advanced Skype for Business (Internet broadcast up to 10,000 people)	-	-	-	✓	-	✓
- 4 %	Intranet site for teams with customizable security settings	-	-	-	✓	-	✓

 $<sup>^{\</sup>ast}$  All prices are Rackspace retail pricing; reseller discounts apply.





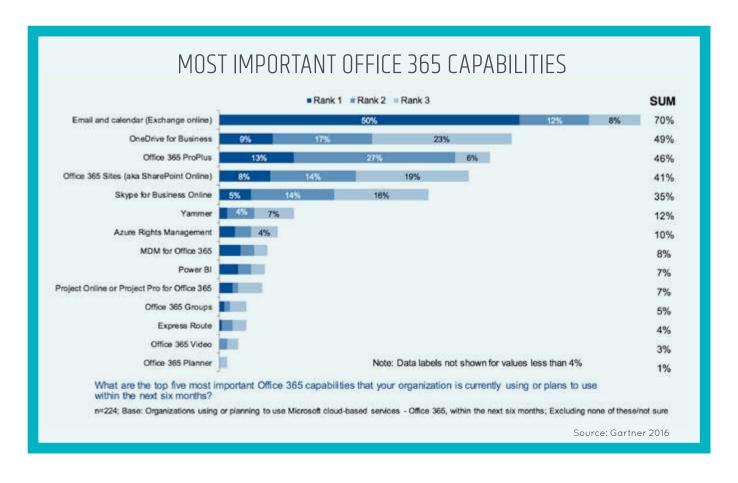
### DOES OFFICE 365 WORK FOR MOBILE BUSINESSES?

Many Office 365 plans include the desktop version of the latest Office applications, including Word, Excel, PowerPoint, OneNote, Outlook, Publisher, and Access. (Publisher and Access are available on PC only.) And you can install them across multiple devices, including PCs, Macs, Android tablets, Android phones, iPads, and iPhones.



### **WHAT ARE THE MOST IMPORTANT OFFICE 365 CAPABILITIES?**

Exchange Online is far and away the most important capability of Office 365 both anecdotally and statistically. Gartner's 2016 survey shows 50 percent of respondents ranked it as No. 1. Other capabilities ranking in the top 5 including OneDrive, the ProPlus plan, SharePoint Online and Skype for Business.







### **WHAT ARE THE BENEFITS OF OFFICE 365?**

Understanding all the components of the Office 365 solution is critical to recognizing all the benefits the product offers its customers. Fortunately, there are many benefits.

Gartner's 2016 survey found organizations that were most impressed with Office 365 cited performance and breadth of features, continuous rollout of new capabilities and the ability to offload their IT workload.

### 



### **COST SAVINGS**

Office 365 is a bundled cloud service and costs less than onpremises point solutions.



### **SECURITY**

Not only are Office 365 applications kept up-to-date on the latest security protocols, they are hosted in secure data centers.



### LOW UPKEEP

Office 365 requires less system administration.



### **FUTURE-PROOFING**

Office 365 includes access to the latest releases of all applications, including new features and functionality.



### **AUTOMATIC UPDATES**

Office 365 is updated automatically, so customers don't have to worry about fixes and patches.



### **MOBILE ENABLED**

Office 365 gives users access to their applications from any device connected to the internet.



### INTEGRATED SOLUTIONS

Office 365 seamlessly integrates users, devices and data since it's all on the same platform.



### **ENGAGED COMMUNITY**

Office 365 has a large user community, so information on best practices is only a web search away.



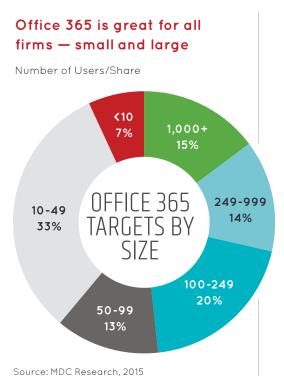






The second step in the sales process, prospecting, is literally searching for customers. This is done ideally by mining your prospect and client databases for profiles that align with the attributes of customers who are using the solution you are selling.

### **HOW DO I FIND CUSTOMERS WHO MAY BENEFIT FROM OFFICE 365?**



With Office 365, the running joke is that anyone who can fog a mirror is a prospect. More seriously, it's been suggested that any company that uses email is a potential customer for Office 365. That may be true, but to maximize your sales and marketing resources, you'll want to narrow down your target list by running them through a few filters.

One filter might be customer size. According to a 2015 survey of Microsoft Partners by MDC Research, the sweet spot is small businesses. More than half of all Office 365 customers have less than 100 employees. That said, there are customers to be found spanning the continuum from small business to enterprise.

A more effective "filter" consists of a few queries you can run through your CRM system or even pose to an existing client during a follow-up consultation.



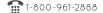




### IDEAL TARGETS FOR OFFICE 365

IF YOUR PROSPECT	THEN OFFICE 365 MIGHT BE A GOOD FIT BECAUSE
Operates an Exchange server in-house	they may want to offload server management by moving Exchange to the cloud.
Uses Microsoft Office applications	they already are familiar with the applications and may be interested in eliminating the hassle of upgrades and patches, which are automatic with Office 365.
Uses dedicated SharePoint or Skype for Business	it's included in the Office 365 suite so they can reduce their costs and administrative requirements. Plus, they can add single sign-in for end users.
Needs advanced security	encrypted email, unlimited archiving and data loss prevention are all easy add-ons for Rackspace resellers.
Outsources IT services	they may be more likely to view cloud-delivered services favorably.
Is ready to move to the cloud	Office 365 offers an effective proof point for the benefits of cloud services.
Is growing quickly	they can scale much more easily with Office 365 than with on- premises software.
Employs a mobile workforce that needs to collaborate	Office 365 enables collaboration among users anywhere on any device that's connected to the Internet. Plus, real-time meetings with whiteboard and desktop sharing reduce travel costs.
Is facing end of life on support for legacy applications	great opportunity to upgrade with cloud alternatives for apps like Exchange 2007 and the MX Logic encryption platform.
Operates using paper-based processes	collaborate across platforms anywhere, anytime.
Does not want to manage in- house infrastructure	working with a reseller plus a Cloud Service Provider like Rackspace gives small business the best of both worlds. The convenience of a local partner along with the expertise of best engineers and security experts in the world.
Wants to get business done faster	integrated applications reduce time spent switching between apps.
Wants to integrate fragmented applications and processes	Office 365 applications are designed to work together.
Is using and paying for tools such as Dropbox or Webex	these types of tools already are integrated into Office 365, saving money and time.











# HOW DO I INITIATE A CONVERSATION ABOUT OFFICE 365 WITH A POTENTIAL CLIENT?

Based on your research in Step 2, you'll want to decide which prospects to target first. Keep in mind that the more narrow your criteria, the more targeted your messaging and approach can be.

Ideally, you'll want to start with buyers you or your team members know personally. Even if they are not the ultimate decision-makers, they can make a warm handoff to the individual who is. However, unless your prospect is a very small business, it's likely that the decision will be made by more than one stakeholder as well as several influencers representing various user groups within the organization.

This is important to understand because it requires you to prepare solution-benefit statements that will resonate with different people who sometimes have competing agendas (e.g. users vs. finance). Your job in this scenario is to help find an advocate (possibly your initial contact) and help them to drive consensus among all stakeholders.

### **COMPANY SIZE**

(e.g., SMB, enterprise, etc.)

#### **VERTICAL INDUSTRY**

(e.g., health care, education, financial services, etc.)

### **FUNCTION**

(e.g., sales, marketing, HR, accounting, etc.)

### DECISION-MAKER

(e.g. CIO, CFO, CEO, CMO, business owner, office manager, etc.)





A similar approach – using targeted messaging – also can be used for cold calling, advertising and content marketing programs to certain prospect groups. Since these tactics require a considerable amount of effort and expense, consider starting with campaigns focused on targets with which you have had success in the past. So, for example, if most of your clients are in the health care market, your ability to translate their needs to Office 365 solutions is much greater than a vertical you haven't served.

But you don't have to recreate the wheel. Take advantage of the sales scripts and marketing tools offered by Rackspace. You can leverage their marketing muscle to create ads, presentations, case studies and more that will help you connect with potential clients.

The table below offers some high-level examples of the messaging required for your targeted prospect. Finding the right hot buttons for each prospect is critical to getting their attention and buy-in for an initial meeting. You also can leverage this work later in Step 6 when you present the solution.

CATEGORY	TARGET	SAMPLE PITCHES FOCUSED ON BUSINESS OUTCOMES
Company Size	SMB	<ul><li>Offload IT headaches</li><li>Use enterprise-class applications</li><li>Enable remote workers</li></ul>
	Enterprise	<ul> <li>Enable collaboration across geographic regions, time zones and users</li> <li>Offload management of Exchange servers</li> <li>Focus on more business-impacting IT projects</li> </ul>
Vertical Industry	Health Care	<ul> <li>Keep up with patient care from anywhere</li> <li>Get an informed second opinion more quickly</li> <li>Support regulatory compliance requirements with message encryption, email archiving and information rights management</li> </ul>
	Financial Services	<ul> <li>Run analytics without the help of IT</li> <li>Store financial data centrally</li> <li>Support regulatory compliance requirements with message encryption, email archiving and information rights management</li> </ul>
Function Sales		<ul> <li>Enable access to the sales knowledgebase and experts from any device</li> <li>Enable real-time access to updated sales forecasts spreadsheets</li> </ul>
	HR	<ul> <li>Support video interviews with job candidates</li> <li>Enable simultaneous collaboration on job descriptions or employee reviews</li> </ul>
Decision- Maker	CIO	<ul><li>Ensure security for applications and infrastructure</li><li>Ensure regulatory compliance</li></ul>
	CFO	<ul> <li>Move from CapEx to OpEx spending on IT</li> <li>Move to predictable IT spending</li> <li>Right size (lower) IT spending per user</li> </ul>
	СМО	<ul> <li>Enable collaboration with internal and external teams</li> <li>Enable simultaneous editing of content as well as version control</li> <li>Enable project management for events and campaigns</li> </ul>



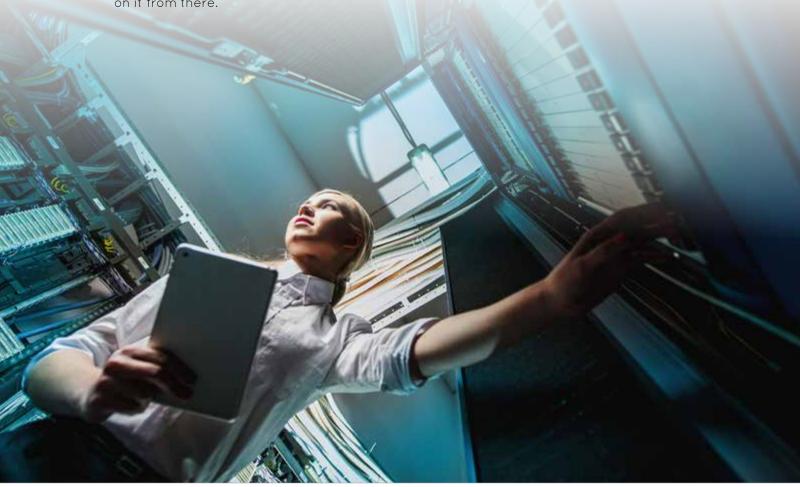


### STEP 4: ASSESS CLIENT NEEDS

Congratulations! You've gotten an initial meeting with your potential customer. Now, it's time to assess their needs – arguably, the most important step in the sales process. The discovery process begins by asking a lot of questions. Unlike the queries in the prospecting phase, the questions in the discovery phase are meant to help you determine what solution will best meet your potential client's requirements as well as help the prospect explore issues they may not have considered. They're also an opportunity to showcase your solution's features and benefits.

### **HOW DO I ASSESS CLIENT NEEDS FOR OFFICE 365?**

Because Office 365 is not a single product but a customized bundle of products, the discovery phase can be extensive. But you can start with a few probing questions to determine their hot button issues, which will help to justify an initial deployment and build on it from there.





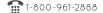




# DISCOVERY QUESTIONS FOR OFFICE 365

QUESTION	SAMPLE ANSWER	RECOMMENDATION
What applications do you have today?	We use a lot of the Office software, Dropbox for file sharing, Slack for IM and Vonage for voice calling.	With Office 365, you can have the same functionality, but eliminate costs for Dropbox, Slack and Vonage by using builtin features in Office 365. Plus, they are designed to work together.
What are your current pain points?	We struggle to enable mobile workers to have access to the data and apps they need.	Office 365 not only allows you to access shared files but it allows you to collaborate with your teams from any device.
What are your business/revenue drivers?	Our primary revenue driver is unrivaled technical support.	Office 365 apps like Delve can help you share knowledge across your field tech teams to more quickly and effectively serve your customers.
What are your impending events/ changes?	We are planning to expand with branch offices in other states.	With Office 365, you can add users anytime, anywhere and give them access to your apps as well as shared files and collaboration tools.
Where do you want to be tomorrow and why?	We want to be known for our customer commitment so that we can reduce churn and grow faster.	Office 365 offers you tools to improve efficiency of communication within your teams and also with your customers.
Who manages the applications and infrastructure you have today?	We have one IT director.	Sourcing Office 365 through a Rackspace reseller gives you access to Fanatical Support for migration and adding users so that your "IT guy" can focus on higher value tasks
How do you prioritize the following?  • Cost  • Business Continuity  • Security  • User Accessibility  • Server Level Access/Management	Security is our top concern.	Good news! Office 365, through a Rackspace reseller, gives you easy addons for enterprise-level encrypted email and archiving.
How do you communicate internally aside from email?	It depends on who you are talking to – some use Slack, others use Google Hangouts or Skype.	With Office 365, you can standardize on Yammer for internal messaging or use Teams to collaborate.
What do you do with unused copies of software licenses after a layoff or employee churn?	Generally they just go unused until another employee onboards.	With Office 365, simply remove any unused service and the cost goes away.
How do your users access applications on the go?	Presently, they use apps resident on their laptops and access files from Dropbox.	Office 365 enables users to access applications and the latest data or document versions from any device – desktop, tablet or smartphone.
How do you manage outages and downtime?	Our employees can't access their files if our LAN is down.	By using Office 365 cloud services through Rackspace you can offer your customers 99.9% uptime guaranteed.
What do you do if data is lost and/or your infrastructure is corrupted?	We rely on backup tapes to restore lost or corrupted files.	With Office 365, your data and applications are all in the cloud, so your data is available even if your device or infrastructure is temporarily lost or down.









# STEP 5: SIGN UP TO RESELL OFFICE 365 THROUGH RACKSPACE

Rackspace makes it easy for VARs and MSPs to resell Office 365 along with Rackspace's Fanatical Support.

You can resell or refer Office 365 depending on the model that works best for your organization.

Either way, you'll get access to proven marketing materials and a dedicated program team to help you close deals.

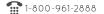
Best of all, you'll get award-winning technical support from a resellerdedicated team of support professionals.

# HOW DO I BECOME A RACKSPACE RESELLER?

Rackspace's reseller application process is simple, so you can become an Office 365 reseller this week, not next month. Start reselling or referring now!

- Sign up at www.rackspace.com/ office-365/resellers
- 2. Log in to the Rackspace Control Panel and click "Managed Office 365."
- 3. Follow the enrollment steps to activate the Office 365 reselling capabilities.









### WHAT'S THE ADVANTAGE OF PARTNERING WITH RACKSPACE?

For many Microsoft Partners, qualifying to be a CSP, like Rackspace, is not realistic, but becoming a Rackspace reseller affords you similar benefits without investments in systems and processes.

CUSTOMER OWNERSHIP	Most significantly, as a Rackspace reseller, you get to keep and own the primary business relationship with the customer. The alternative is setting up customers directly with Microsoft. In this scenario, Microsoft gets current revenue as well as future revenue as the customer hires more people or buys more services. Your company, which often provides a majority of the support, risks being cut out of the transaction.
LEVERAGE	When reselling through Rackspace, you are able to access more resources from Microsoft by leveraging the Rackspace relationship with the software giant. A company like Rackspace, which is a Microsoft Gold Certified Partner and a five-time Microsoft hosting partner of the year, can get Microsoft's attention much more easily than smaller partners.
EXPERTISE & RESOURCES	Rackspace also offers its own resources to its partners. This includes access to Office 365 experts 24/7 and a dedicated reseller support team. Rackspace also will help partners with sales including strategy and marketing materials.
TOOLS & SUPPORT	Rackspace offers free email migrations and account management support.  Rackspace's Control Panel makes customer management easier for partners.
UPSELL SOLUTIONS	Rackspace has a range of solutions it is creating specifically for Office 365, like encrypted email and archiving. It also offers Azure and Amazon Web Services as well as its own managed cloud services.
SPIFFs	Finally, Rackspace may be able to sweeten the deal by offering sales incentives to its partners, which they can pocket or pass along in addition to any rebates from Microsoft.







### STEP 6: PRESENT THE SOLUTION

As discussed in Step 1, you want to focus on the benefits rather than the features when presenting your recommended solution to your client. Little is as ineffective as a sales presentation delivered from the seller's perspective. That's why the needs assessment in Step 4 is important - it allows you to tailor your proposal to your customer and engage in a solutions-oriented dialogue rather than a selfserving monologue.

# WHAT ARE THE KEY OBJECTIVES FOR USING OFFICE 365?

In addition to the benefits of Office 365 described in Step 1, there are some key objectives that you should incorporate into your proposal that hit on many of the business and technical challenges of managing modern IT organizations - from supporting mobile workforces to managing spend.

While these objectives are universal in their appeal, they are unlikely to make the case by themselves. Instead, it's critical to help your client

OBJECTIVE	REASON
Support remote workers	Every worker who needs to access information now can do so from multiple devices, no matter where they are.
Right-sized and predictable spend	You pay according to the growth or downsizing of the company, which allows you to fully understand your IT spend.
Move from CapEx to OpEx	Reduce costs of overall infrastructure that eventually will need to be replaced.
Mitigate security risks	Software is updated to fight security threats.
Consolidate vendors, integrate applications	Instead of paying for five disparate solutions, Office 365 offers similar functionality designed to work together more efficiently, saving the customer money.







### WHAT ARE THE USE CASES FOR OFFICE 365?

Use cases for Office 365 are virtually limitless. While this flexibility is great news for your prospect, it doesn't help them imagine how their organization might use the many capabilities of Office 365. Instead, illustrate the flexibility and power of Office 365 by sharing use cases for customers in similar industries or with similar challenges.

Jumpstart your case study development with resources offered by Rackspace. Below are a few use cases that will help you show how Office 365 apps work together to enable positive business outcomes for your clients.



### SAMPLE USE CASE 1: SALES

On-the-Go Productivity for Sales Reps

APP.	ACTIVITY	EXAMPLE
	Store work files in a central location.	OneDrive for Business provides place in the cloud where you can store, share, and sync your work files. You can update and share your files from any device, and even work on Office documents with others at the same time.
X P	Edit and draft documents anywhere even a tablet or smartphone.	Work on sales reports and customer proposals on the road from both professional and personal devices with Office 365 Apps (Word, Excel, PowerPoint, or OneNote). Because Office 365 apps sync across devices, users can work on documents started at the office from their phones.
	Collaborate simultaneously with team members.	Simultaneously edit files using Office 365 Co-authoring capabilities. Using OneDrive, share files with colleagues and work together in real-time, seeing edits as they happen, while changes are automatically synced to the cloud.
8	Chat with colleagues while editing documents.	While editing in the same Office document, users can initiate Document Conversations via <b>Skype for Business</b> by clicking the Chat button. Everyone working in the document will see the message and can respond.

Source: Microsoft Inc.



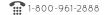
### SAMPLE USE CASE 2: RETAIL

# Get Real-Time Product Feedback from Customers

APP.	ACTIVITY	EXAMPLE
y≑	Communicate directly with customers.	Gauge how customers feel about certain products by inviting them to share their feedback directly through Yammer, a private, secure social network. Yammer allows users to create groups that includes external users.
<b>S</b>	Gain insights from internal experts.	Solicit deeper observations about shifting consumer opinions from internal experts instantly using <b>Skype for Business,</b> which enables instant messaging (IM), calling, video calling, sharing and collaboration all in one solution.
	Build and share customer stories.	Build a repository where floor sales reps can log customer anecdotes in a shared OneNote notebook connected to an Office 365 Group. An Office 365 Group is a shared workspace for email, conversations, files, and calendar events.

Source: Microsoft Inc.







### SAMPLE USE CASE 3: HEALTH CARE

# Identify & Alert Colleagues About Viral Outbreak

APP.	ACTIVITY	EXAMPLE
ΧĐ	Analyze patient records.	Identify health trends by analyzing recent patient records with Excel Quick Analysis. Instantly create charts, including line and column charts, or add miniature graphs (called sparklines), and help pertinent data stand out.
S	Consult with colleagues from anywhere.	Ensure your colleagues are available by viewing their <b>Outlook</b> calendars. Schedule a meeting using Outlook, or initiate the meeting via <b>Skype for Business,</b> which offers instant messaging (IM), calling, video calling, sharing and collaboration. Join or start a Skype meeting with just one click, from anywhere, and on any device.
	Summarize outbreak threat in a report.	Write a report simultaneously with colleagues using Office 365 Apps co-authoring. First, save the document to OneDrive or SharePoint Online so all collaborators are working off the same document and can see each other's changes in real time.
	Alert the team and open a dialogue.	Alert the team to the report through shared inbox in Office 365 Group, which includes a shared workspace for email, conversations, and patient information. Every Office 365 Group also comes with a OneNote shared notebook that automatically syncs notes across devices so users can share discoveries about the spreading illness.

Source: Microsoft Inc.



# SAMPLE USE CASE 4: MANUFACTURING

### Quickly Resolve Service & Repair Issues

APP.	ACTIVITY	EXAMPLE
5>	Share and store service guidance in a central location.	Set up a central library for visual manuals, equipment history and repair tips in a <b>SharePoint Online</b> Portal. Personnel can access these resources from any web browser, across any field location.
D	Uncover repair tips from experienced colleagues	Tap into the knowledge of your service network by searching for a specific product or subject through <b>Delve.</b> If needed, contact the subject matter expert directly from Delve profile page via click to call, email or Skype for Business.
y≑	Find info and answers from experts across the company.	Crowd-source answers to a troublesome repair issues with the help of experts in your company using <b>Yammer</b> , a private, secure social network. Join a conversation, or start a new thread about a specific service issue.
<b>S</b>	Inform customers of resumed service.	When the repair has been completed, inform customers quickly through <b>Skype for Business.</b> Start a chat, call, web meeting or video call with just one click, from anywhere and on any device.

Source: Microsoft Inc.









### **HOW CAN I ADD GREATER VALUE?**

In addition to selling the value proposition of the Office 365 applications, you can sweeten the deal by adding on services and solutions of your own or those provided by Rackspace. These services and solutions generally fall into three categories:

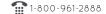
- 1. **Project Services** services with clear start and end date and for which you can charge one-time fees
- 2. Managed Services ongoing services for which you can charge monthly fees
- **3.** Intellectual Property custom software or process that you can provide for a fee or as an add-on to your managed services

Value-added services and solutions span the pre-sale and post-sale lifecycle and can help contribute to a more successful deployment and user experience for your client as well as increased average revenue per user (ARPU) and greater customer loyalty for you.

PROJECT SERVICES	MANAGED SERVICES		INTELLECTUAL PROPERTY
Cloud readiness assessment	Office 365 tenant management	Hybrid environment support	Office connectivity
Exchange and mailbox migration	Accounts added and removed	Reactive help desk support and interface to Microsoft	Plug-ins and add-ons
Solution, analysis, scope and design	Desktop and device management and support	Performance and application troubleshooting	External portals for end customer information
Office 365 setup and remediation	Office client connectivity setup	Microsoft billing and subscription support	Industry-specific workflows
File server migration	User rights and account management	Security management and identity protection	Function-specific workflows (e.g. HR, procurement)
Workflow creation in SharePoint	Single sign-on management	Mobile device connectivity and management	Online training and self- paced learning
End-user training	Software asset management	Regulatory compliance	Pre-configured dashboards
Change management consulting	Web defense	VoIP maintenance	Automated Telemetry (for availability and performance)
Business process re- engineering	Reports and view adjustments		Middleware for hybrid synchronization











# STEP 7: HANDLE OBJECTIONS

One of the most challenging steps in the sales lifecycle is handling inevitable objections. However, you can choose to view this exercise as an additional opportunity to showcase the strengths of your solution.

# OBJECTIONS TO OFFICE 365?

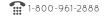
Each prospect will have their own concerns, but there are a few common ones that you should be prepared to answer.



### OFFICE 365 OBJECTIONS & ANSWERS

OBJECTION	RESPONSE
They don't want to migrate to the cloud.	Server-level access is expensive since you need public or private cloud infrastructure running your applications, not to mention resources to administer and manage the infrastructure.
They are concerned about information security	Microsoft Office 365 Trust Center is one of the most certified secure platforms in the world. Plus, Rackspace resellers can add on Azure Rights Management for message encryption, info rights management and data loss prevention.
They are concerned about compliance with regulatory requirements.	Rackspace resellers can offer world-class archiving and an easy-to-use encryption tool to help meet regulatory requirements.
They don't need all the applications offered.	There is a range of packages that combine applications organizations use most. Applications that are not immediately needed can be incorporated later as your need arises. If more apps are needed, you can upgrade to the next level.
They are concerned about the cost of the licenses	Licensing as a subscription ensures that your applications are up-to-date – with the most recent fixes and security patches. So, you don't have to worry about that or pay someone to make the change.
They are concerned about the cost of migrating.	With Rackspace migrations are free – assisted or do-it-yourself.
They already are using Google Apps.	Google Apps is designed for consumer use while Microsoft Office is the Gold Standard for business productivity applications and can include both cloud and on-premises licenses as meets the needs of your organization.
They are concerned about the availability of support from Microsoft.	By working with Rackspace, you get access to knowledgeable experts who work with Office 365 every day.





# STEP 8: CLOSE THE SALE

Most sales are lost because a salesperson fails to ask for the order. No sales conversation should end without an agreement to some sort of next step – another meeting, a call, a revised proposal, a decision, etc.

In some ways, closing is an extension of objection handling – only you are discovering new obstacles, often embedded in the decision-making process itself.







### **HOW CAN I LOCK DOWN THE OFFICE 365 SALE?**

If you've provided your client – and all relevant stakeholders – with the information they need to make a decision, your best next step is to ask for it. Here are a few examples from Sales 101 as applied to Office 365:



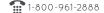
### OFFICE 365 CLOSING TECHNIQUES

TECHNIQUE	EXAMPLE	WHY IT WORKS
Ask For It	What do I need to do to get Office 365 into your organization?	This forces your prospect to either decide or be specific about what additional information or incentives are needed to proceed.
If-Then	If I could demonstrate how Office 365 provides you with your productivity applications with continuous feature upgrades, easy administration, scalability up or down, secure collaboration and (other things identified in the needs assessment), then would you be willing to make the move to Office 365?	This secures agreement from the client to move forward with Office 365 based on meeting their requirements, which you already know you can do.
Process of Elimination	You like Office 365, you can use it throughout your organization for communications and collaboration, it reduces your IT workload and, it's not too expensive, so let's sign you up.	It reviews the client's stated requirements and countered objections to Office 365, eliminating potential obstacles and leaving only agreement on the table.
Either/Or	Would you prefer Office 365 Business Essentials or Business Premium plan?	It assumes the sale is made and the only decision remaining is what plan they will choose.
lt's My Fault	I guess I didn't explain the value of Office 365 very well.	Unless you actually didn't do a good job in the other steps of the sales cycle, this play can gain you some empathy that may open the door for continued conversation. Use sparingly as you risk sounding insincere or condescending to your prospect.

### ARE THERE ADDITIONAL INCENTIVES FOR MY CLIENTS TO SELECT OFFICE 365?

Although it's not advisable to rely on promotional incentives to close sales, you may have the opportunity to pass along savings from Rackspace.

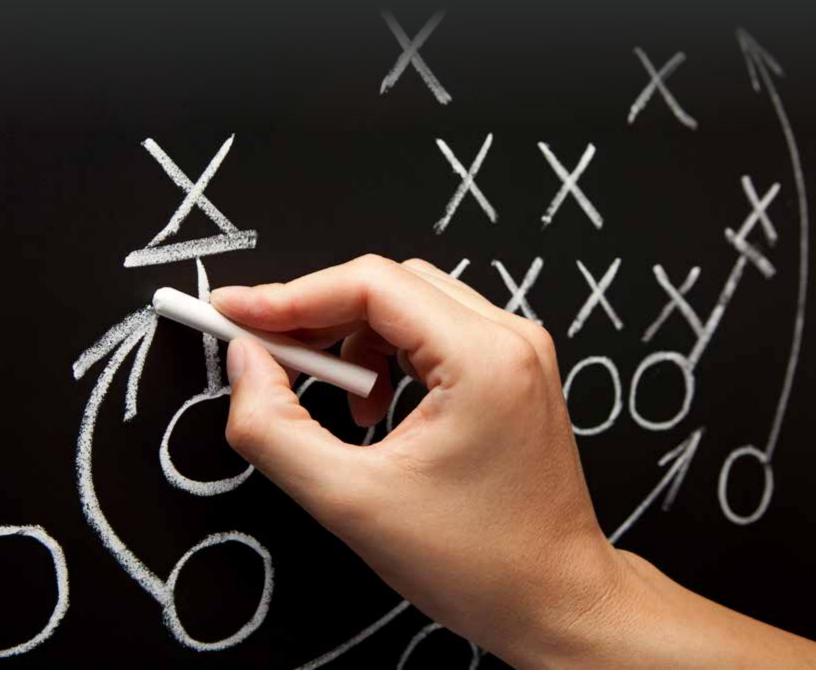




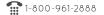


# STEP 9: IMPLEMENT THE SOLUTION

After you have successfully positioned the benefits of your solution and the customer is on board, the implementation process begins in earnest. A sound plan is required to ensure that the deployment causes minimal disruption to the users and the solution works as advertised.







### OFFICE 365 IMPLEMENTATION ROADMAP

### WHAT IS THE ROADMAP FOR IMPLEMENTING OFFICE 365?

One of the most common questions research firm Gartner's technical professionals are asked is which Office 365 services should be implemented, in what order and what steps are part of the planning, design and deployment process.

Beyond selecting the right applications and rollout strategy, understanding the identity options is critical to the design phase as it impacts security, administrative overhead and user experience.

PHASE	DESCRIPTION	TASKS	
1	Confirm Requirements	<ul> <li>Get feedback from the client on technical or business requirements and/or preferences</li> <li>Confirm technical assessments</li> <li>Adjust proposal accordingly</li> </ul>	
2	Prioritize Services Rollout	<ul> <li>Select desired services</li> <li>Plan roll out either sequentially or concurrently based on business priorities.</li> </ul>	
3	Compare Cloud Vs. On-Premises	<ul> <li>Understand the differences between the capabilities of Office 365 and its on-premises counterparts</li> <li>Determine if a hybrid deployment is needed</li> </ul>	
4	Design & Architect	<ul> <li>Choose an identity structure as a foundation for provisioning and security</li> <li>Select all-cloud or hybrid deployment model</li> <li>Consider and enable mobility management</li> <li>Evaluate and ensure network readiness</li> </ul>	
5	Deployment	<ul> <li>STAGED</li> <li>Deploy first to a few users</li> <li>Test</li> <li>Deploy to all users in stages</li> </ul>	<ul> <li>CUTOVER</li> <li>"All at once" move for small migrations</li> <li>Limited to a maximum of 1,000 mailboxes total</li> </ul>
6	Licensing	<ul> <li>Understand the implications of Office 365 on your client's global Microsoft licensing strategy</li> <li>Optimize their licensing costs</li> </ul>	
7	Training	<ul><li>Train administrators</li><li>Train all users in stages</li></ul>	

### UNDERSTANDING IDENTITIES

	CLOUD IDENTITY	CLOUD IDENTITY + DirSync	FEDERATED IDENTITY
SCENARIO	Smaller organizations with or without on-premises Active Directory	Medium-to-Large organizations with Active Directory on-premises	Large enterprise organizations with Active Directory on-premises
BENEFITS	Does not require on-premises server deployment	<ul> <li>"Source of Authority" is on- premises</li> <li>Enables coexistence</li> </ul>	<ul> <li>Single Sign-On experience</li> <li>"Source of Authority" is on-premises</li> <li>2-Factor Authentication options</li> </ul>
LIMITATIONS	<ul> <li>No Single Sign-On</li> <li>No 2-Factor Authentication options</li> <li>Two sets of credentials to manage</li> <li>Different password policies</li> </ul>	<ul> <li>No Single Sign-On</li> <li>No-2 Factor Authentication options</li> <li>Requires on-premises DirSync server deployment</li> </ul>	<ul> <li>Requires on-premises AD FS server deployment in high-availability scenario</li> <li>Requires on-premises DirSync server deployment</li> </ul>





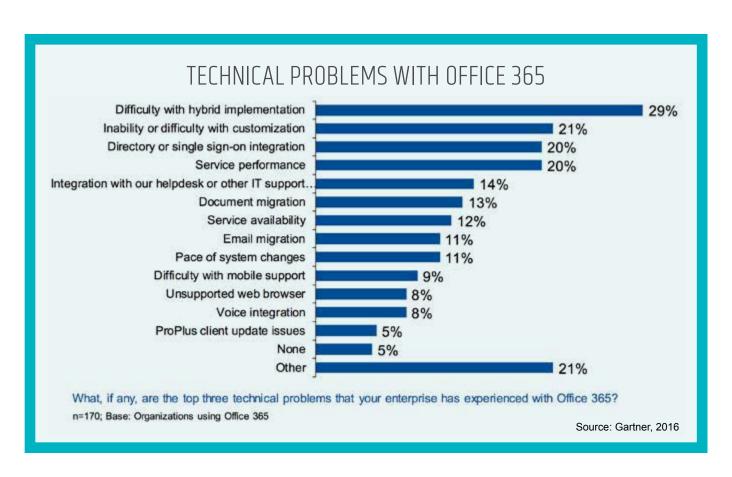


The research firm Gartner's recent survey uncovered the most common issues

- Difficulty with hybrid implementations combining cloud and on-premises infrastructure
- Difficulty integrating single sign-on

experienced with implementing Office 365, including:

 Poor service performance due to bandwidth limitations, user locations and the networking quality.







Based on these issues, it's no surprise that Exchange migration and solutions analysis are the most common Office 365 services provided by Microsoft partners, according to the 2015 survey from MDC Research.

### ✓ MOST COMMON OFFICE 365 PROJECT SERVICES OFFERED BY PARTNERS →

77%

63%

57%

54%

51%



Exchange and mailbox migration



Solution, analysis, scope, and design



Training



Simple file server migration



SharePoint integration

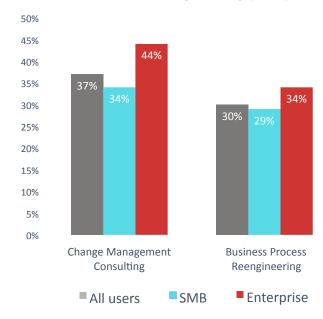
Source: MDC Research 2015

### **WHAT ARE THE IMPACTS OF OFFICE 365 ON USERS?**

Aside from the technical considerations of implementing Office 365, Gartner analysts say it's important to understand and address the impacts of the solutions on users, policies, training and the organization's approach to content and collaboration. This is an ideal role for solutions providers to fulfill either on their own or with the support of Rackspace.

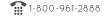
In addition to training, which MDC Research found partners delivered to more than half of customers (see chart above), partners are offering change management consulting and business process re-engineering services to one in three customers on average.

# OFFICE 365 MANAGED SERVICES DELIVERED TO AID USERS



Source: MDC Research, 2015





# STEP 10: FOLLOW UP

Follow up is vital throughout the sales lifecycle, but it's included here as the last step as a reminder that follow-up never ends. Even after the sale is made, a new type of follow up begins to ensure targeted performance, adoption and ROI metrics are achieved. Fortunately, some of these follow-up activities also are opportunities for additional revenue.

### WHAT ARE FOLLOW-ON REVENUE OPPORTUNITIES WITH OFFICE 365?

As detailed in Step 6 (on page 23), there is a range of services and solutions that you can sell as value-adds. Many of these, such as needs assessments and migration services, generally should have happened during the pre-sale or implementation phases of the sales cycle. Others, such as ongoing managed services should have made their way into your proposal and ultimately your agreement with your customer.

However, if they didn't, circling back with the client to see how they are managing without you (likely not so well) can be an opportunity for you to come in and save the day with a few well-timed offers for services and solutions such as:



TRAIN end-users to use applications and/or new features and functionality

**CONSULT** with clients on business process and application workflows

INTEGRATE hybrid environments or add-on applications beyond the standard Office 365 apps

**SUPPORT** end-users with questions and problems

MANAGE assets, devices, connections, applications and performance

SECURE applications and data with encryption and archiving solutions that support regulatory compliance requirements.

**ENABLE** faster adoption and more useful reporting with custom portals and dashboards

CROSS-SELL more of your portfolio and growing the MRC





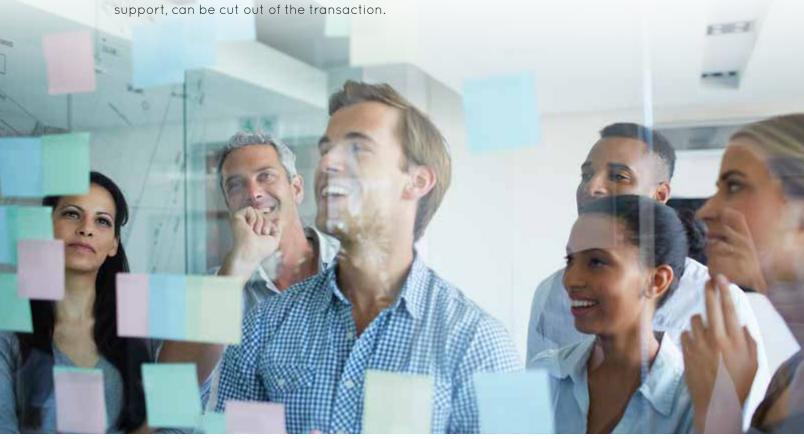
### **CONCLUSION**

### **WHY CONSIDER RACKSPACE AS YOUR OFFICE 365 PARTNER?**

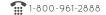
Thousands of partners have used Rackspace to sell more than two million mailboxes in operation today. Adding Office 365 to its Reseller Program is a powerful step forward as an increasing number of customers want the option to get Exchange email together with Microsoft Office and secure online file storage and sharing.

Microsoft has several different programs for managed service providers and value-add resellers, but the program offered through Rackspace, "2 Tier CSP," has several advantages.

Let's start with the most important one first: The provider closest to the customer gets to keep and own the primary business relationship with the customer. Practically speaking, this means the provider bills and supports the customer. Why does this matter? The alternatives generally involve setting up clients as direct Microsoft customers. In this scenario, Microsoft gets the current revenue and then future revenue as the customer hires more people or buys more services. The partner, who often provides a lot of the support can be cut out of the transaction.









Rackspace has worked together with Microsoft to create a solution for its partners, who can now add new customers and services through the Rackspace control panel, and configure the details of those services through standard Office 365 administrative controls. The partner sets the prices for their own offerings and bills and supports their customers.

Rackspace provides its partners free access to either self-migration tools or an assisted migrations team that will manage the process from end to end. After the migration, partners call Rackspace to escalate Office 365 support issues, and find deep expertise with email, SharePoint and related productivity tools.

Rackspace is one of the largest hosting providers of Microsoft servers and applications in the world, so it's able to directly escalate issues to the highest levels of support and engineering at Microsoft if needed.

As a Microsoft CSP, Rackspace has invested in intellectual property – namely software tools – that make Office 365 easier to install and manage for its partners. In addition, it is developing add-on applications that its partners can sell and automatically provision. So far, these include:

- **Encrypted Email,** which you can get directly from Microsoft but not without complex programming knowledge. Rackspace automates this process so it is ordered and configured as easily as checking a box.
- Email Archiving, which offers unlimited storage and retention at roughly half the cost of its competitors. Another benefit is that if the client leaves Office 365, Rackspace's archive survives and can be transferred while Microsoft's does not.
- User Licensing & Assignment, which as-is is a complex and time-consuming process whether it's one user or 100 users. Rackspace is making this easier for partners by using automation tools within

- A leader in the 2015 Gartner Magic Quadrant for Cloud-Enabled Managed Hosting
- 2. Hosting provider for over 60% of the Fortune 100
- 3. 3,000+ cloud engineers
- 4. 15+ years of hosting experience
- 5. 300,000+ customers in 120+ countries
- 6. Five-time Microsoft Hosting Partner of the Year
- Microsoft Gold Certified
   Partner in Hosting,
   Collaboration and Content,
   Cloud Productivity and
   Small and Midmarket Cloud
   Solutions.
- 8. We support 4.5 million+ global email end users
- Named Top Player in the 2015 Radicati Cloud Business Email Market Quadrant
- 10. Redmond Reader's Choice Winner: Best Exchange Provider
- Gold Stevie Award Winner for sales and customer service
- 12. Four Microsoft MVPs on staff
- 13. More than 200 Microsoft Certified Specialists









### RACKSPACE OFFICE 365 RESELLER PROGRAM BENEFITS

Rackspace makes it easy for you to resell Office 365 by offering program elements designed to accelerate your time to success, including:



### **FLEXIBLE OFFERS**

Resell or refer - choose the method that works best for your organization.



# EASY APPLICATION PROCESS

Become an Office 365 reseller this week, not next month. Start reselling or referring now!



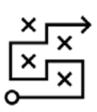
# NO COMMITMENTS OR PENALTIES

Resell Office 365 your way.
Rackspace requires no
long-term commitments
and will never enforce
performance-based
penalties.



#### **FANATICAL SUPPORT**

Get award-winning technical support from a reseller-dedicated team of support professionals and live U.S.-based support 24/7/365.



# SALES & MARKETING ASSISTANCE

Access proven marketing materials and a dedicated program team to help you with your sales strategy and to close deals.



#### OFFICE 365 EXPERTISE

Tap into our on-staff expertise, including 200 Microsoft Certified Professionals and 4 MVPs who specialize in Office 365 sales and implementations.



#### FREE MIGRATIONS

Rackspace's experts move over 50,000 mailboxes per month! We will migrate your customers to Office 365 for free.



### UNIQUE BUNDLES

Bundling Office 365 with other Rackspace products shows your customers that you understand their needs.



#### ONE CONTROL PANEL

Manage all your Office 2016
licenses from the same control
panel you use to manage
Rackspace Email or Hosted
Exchange. Add users, transfer
licenses, open support tickets
and chat with fanatical
Support Rackers.



## MONTH-TO-MONTH BILLING

Rackspace enables resellers to buy licenses on a monthto-month basis, not yearlong commitments for licenses that customers may not use.





### **ABOUT RACKSPACE**

This Office 365 Sales Guide is sponsored by Rackspace – the #1 managed cloud company. Rackspace helps businesses tap the power of cloud computing without the complexity and cost of managing it on their own. Rackspace engineers deliver specialized expertise, easy-to-use tools and Fanatical Support® for leading technologies developed by AWS, Google, Microsoft, OpenStack, VMware and others. The company serves customers in 120 countries, including more than half of the FORTUNE 100. Rackspace was named a leader in the 2015 Gartner Magic Quadrant for Cloud-Enabled Managed Hosting, and has been honored by Fortune, Forbes and others as one of the best companies to work for. Learn more at www.rackspace.com.



