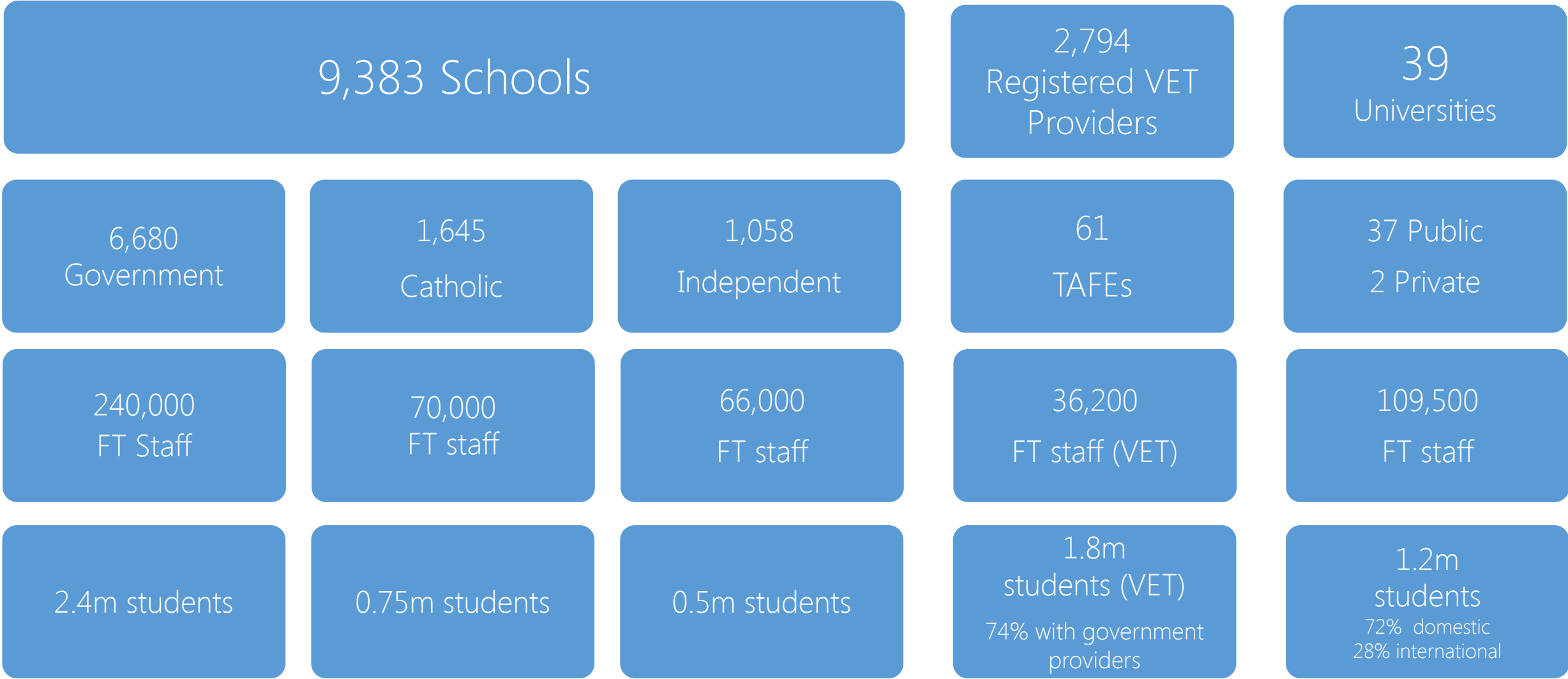


Three Billion Reasons to Sell into Education

Joseph Alvarez
Education Partner Executive
Microsoft Australia

Australia Education Sector Annual ICT Spend 2.7 Billion 3% CAGR



Education FY17 Priorities



Education Priorities

GROW OFFICE 365 USAGE ON WINDOWS 10 DEVICES

Drive **Office 365 usage** and win Vs GAFE leading with web experiences on all devices

GROW FANS

Build affinity with educators, school and government leaders to support education transformation

GROW REVENUE AND TRANSITION TO THE CLOUD

Grow annuity penetration and attach **strategic workloads** (E5 & CRM Online)

Microsoft Bold Ambitions

REINVENT PRODUCTIVITY & BUSINESS PROCESS

CREATE MORE PERSONAL COMPUTING

BUILD THE INTELLIGENT CLOUD

Grow **Windows 10 share** vs. competition in all markets in both upgrades and net new activations to take share from competitors

Build integrated **solutions** with education partners on Office 365 (AADP, School Data Sync, OneNote)

Win **hearts and mind** of educators with our hero experiences (eg **OneNote**, Office 365, Sway, Office Mix, Skype)

Build momentum for computer science through STEM offerings to support employability and workforce diversity

Drive wins with **first party devices** (Surface/Surface Hub) and device scenarios/solutions

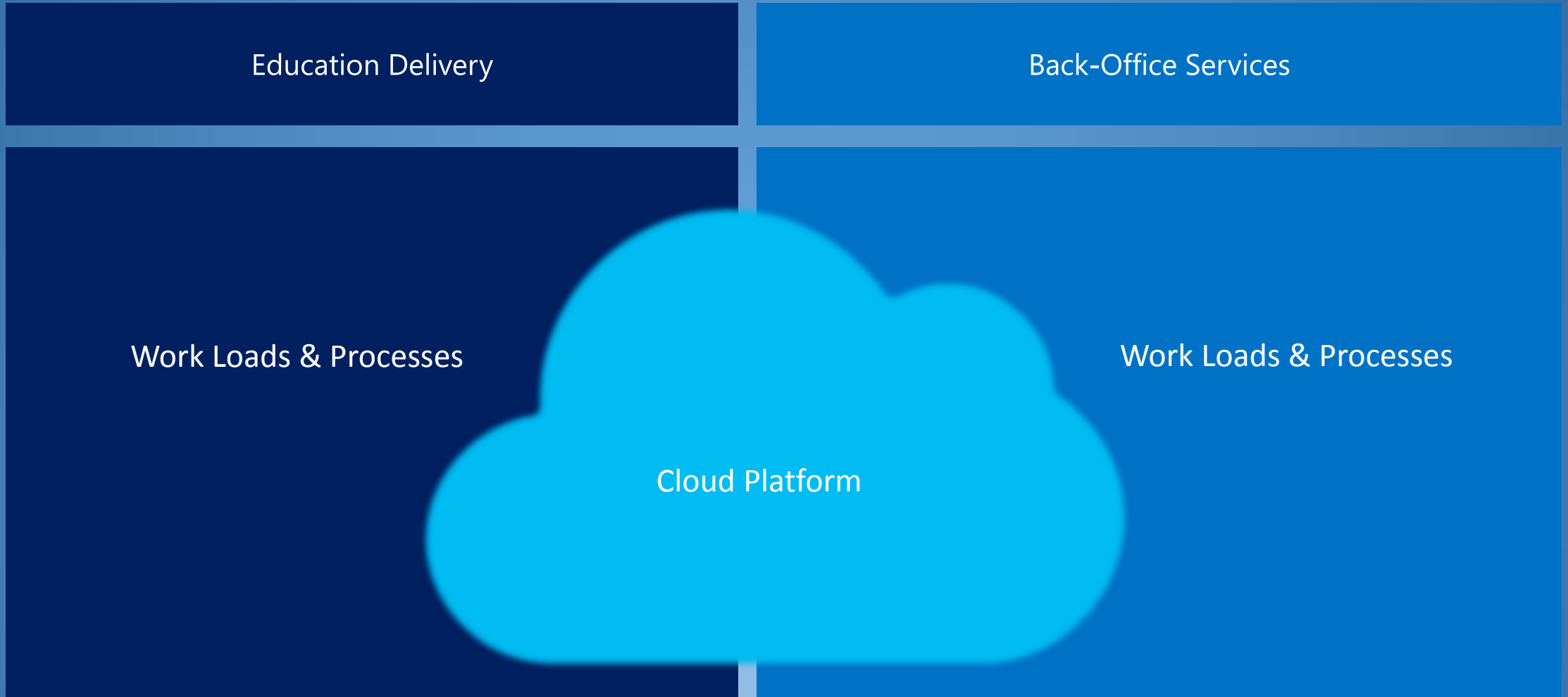
Grow revenue and deployment in **cloud & data platform solutions** (EMS, Cortana intelligence Power BI, CRMOL, etc) with partners & ISVs.

“At Microsoft, we’re proud to partner with and empower all our customers around the world with the leading technology to seize the vast opportunities ahead.”

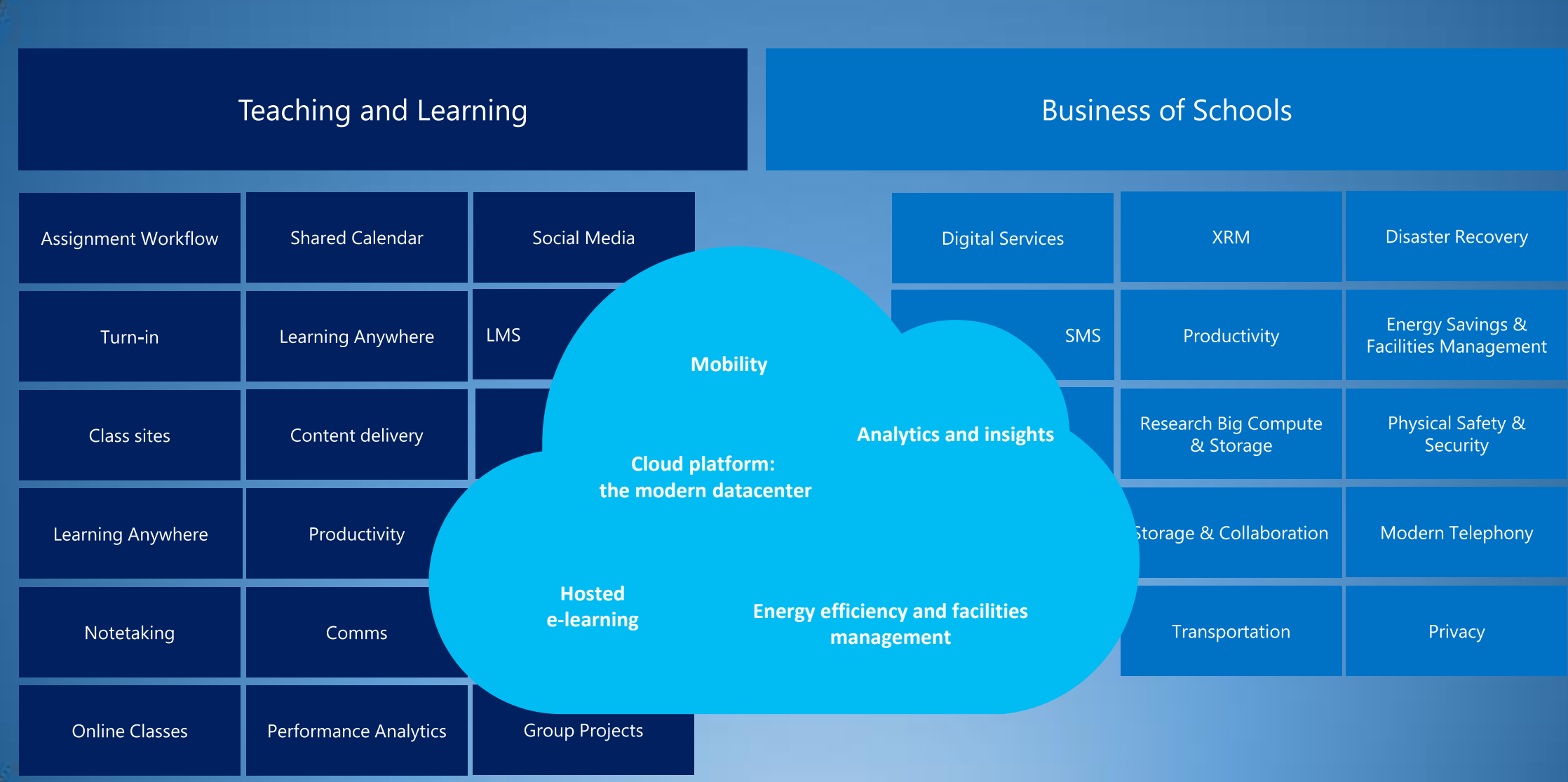
– Satya Nadella



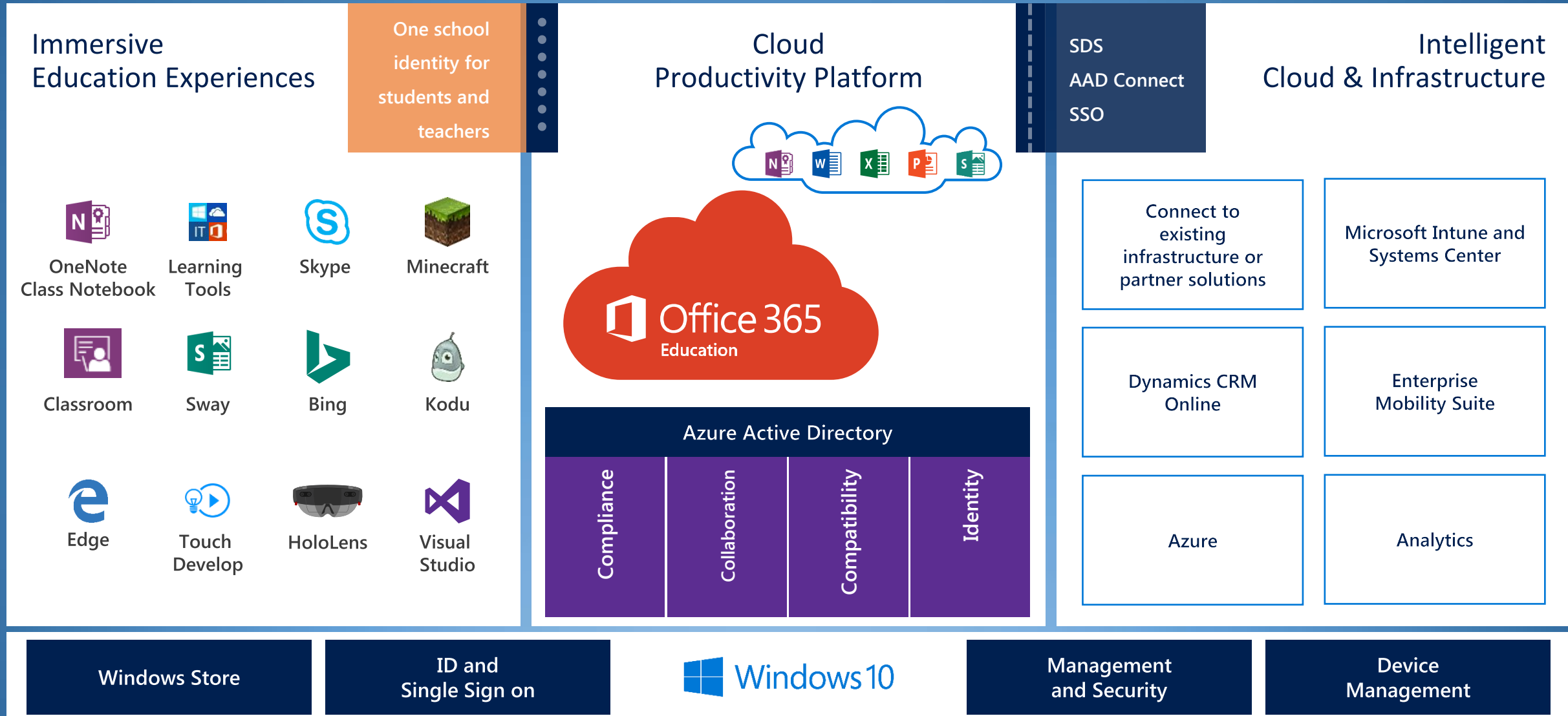
FY17 Education Workloads



FY17 Education Target Workloads



Easy to get started, no limit to how far you can grow



Education Platform



Education Solutions Framework

Teaching and Learning

Classroom Services

Education
Insights

Business of Schools

Process
Transformation

Infrastructure

Student Lifecycle
Management



Partner Network

1. Learning Management
2. Online Assessment
3. Distance Learning
4. Learning Progress

1. Business Data
2. Education Analytics
3. Institutional Performance

1. Business Process Transformation
2. Workflow automation/forms
3. Re-platforming & cost efficiency

1. Identity
2. Modern Telephony
3. Automation & Simplification

1. Student Recruitment
2. Student Case Management
3. Student Attrition

O365 Azure
Power BI devices
SfB

Power BI O365
AZURE Machine-Learning
SQL

Power BI AZURE
O365 EMS
SQL

Azure SCCM
EMS StorSimple
Devices SfB

CRM Dynamics
Azure O365
AML Power BI

Azure Opportunity Mapping



Compelling education scenarios to drive Azure sales and consumption

Solution Scenario

Customer Pain

What We Offer

Partner Value Prop



Mobility

- **Variety** of platforms makes consistency a challenge.
- Mobile devices need to be kept **up-to-date** with the latest **software** and **security**.

- **Seamless connectivity and mgmt.** from deployment to maintenance.
- Maintain a relationship with only **one vendor**
- **Leverage current infrastructure**, as opposed to replacing it.

- Oppty. to **sell project, design, deployment, test, and maintenance**.
- Oppty. for **managed services** contracts, and product upsell post initial deployment, i.e. Remote App, VDI.



Cloud platform: the modern datacenter

- Infrastructure is **expensive** and requires **dedicated** space in your **facility**.
- Extra capacity is necessary to meet peak demand, or service degrades under load

- A fully integrated **hybrid solution** that is robust, secure, and scalable to the customer's needs.
- Option to move from a capex cost to an **opex cost**

- Develop plan to **analyze** current **usage**, **migrate** selected workloads, and perform testing.
- Provide ongoing **support** with **managed services** contracts.



Analytics and insights

- Computing systems technical expertise and **substantial investments**.
- Sharing and **collaborating** research is **difficult** with proprietary systems.
- **Complex** environment to manage.

- **Robust** analytics platform based on distributed cloud computing that offers **supercomputing** comparable performance, **without** the **learning curve** and **price** tag associated with supercomputing.

- **Deploy** complex **ML models**, integrated data solutions, and scaled processing **reducing TCO** and **time to market**.
- **Leverage current infrastructure** to upsell analytics stack.



Hosted e-learning

- On-premise investment makes it difficult to pilot/scale new eLearning systems
- Driving usage and engagement of eLearning systems amongst student and faculty

- Opportunity to migrate e-learning system to Azure through Linux VMs and enhance with Office 365 APIs and Azure Services
- Starter kits for select OSS systems on Azure and Office 365 (i.e. Moodle, OpenEdX)

- Sell e-Learning solutions rather than Cloud or Productivity Suite
- Existing Azure Commitments and Office 365 deployments that are underutilized



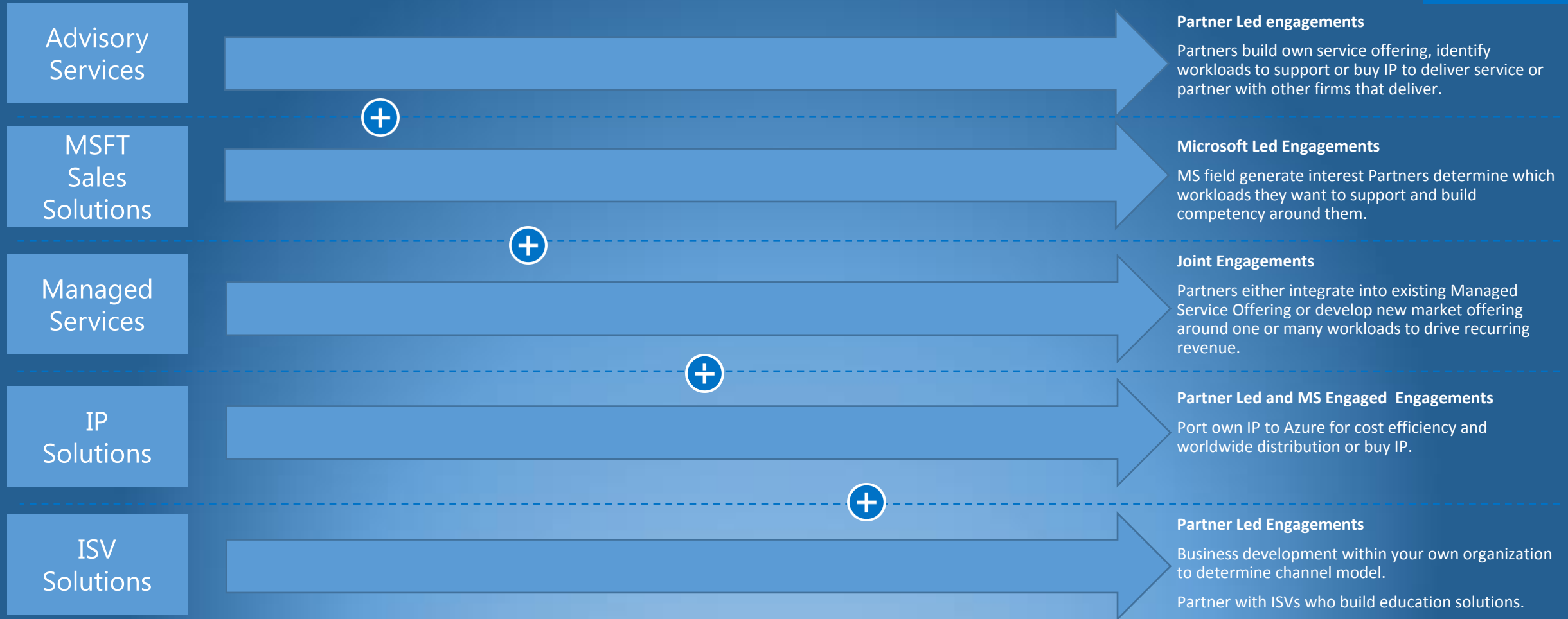
Energy efficiency and facilities management

- Facilities management: monitoring systems individually takes time.
- Traditional maintenance leads to slow declines in performance and only periodic and temporary increases.

- A dashboard with building maintenance data running on MS stack.
- System enabling customers to fine tune facilities mgmt., increase efficiency and proactively make repairs.

- Deploy networked sensors in buildings and tie them into Azure cloud.
- Provide logic to interpret data and predicts equipment failure.

Azure Partner Engagement Mapping



Microsoft Education Partner



MPN Program Overview

MPN

Accelerate business growth with the industry leading partner program

Competency
(Silver / Gold)

Join the Microsoft Partner elite

Action Pack

Take the next step in growing your cloud business

Network
(Free)

Everything you need to get started



Digital Partner of Record

Digital Partner of Record automates how partners are attached as the Partner of Record for the subscriptions they are actively managing for customers for Office 365, CRM Online, Intune, EMS and Azure.

Microsoft Benefits

Microsoft has accurate **visibility** into **which partners are driving active usage and seat utilization** for each of the cloud services.

Increased compliance based on accurate DPOR identification

Partner Benefits

Partners benefit because it allows them to consistently **earn incentives, qualify for MPN cloud competencies** and **enables reporting** that provides a single view into the **revenue, usage, and consumption** driven by them.

This **insight** can also be leveraged for **cross-sell/upsell opportunities**, and allows partners to proactively **engage customers at risk for non-renewal**.

Customer Benefits

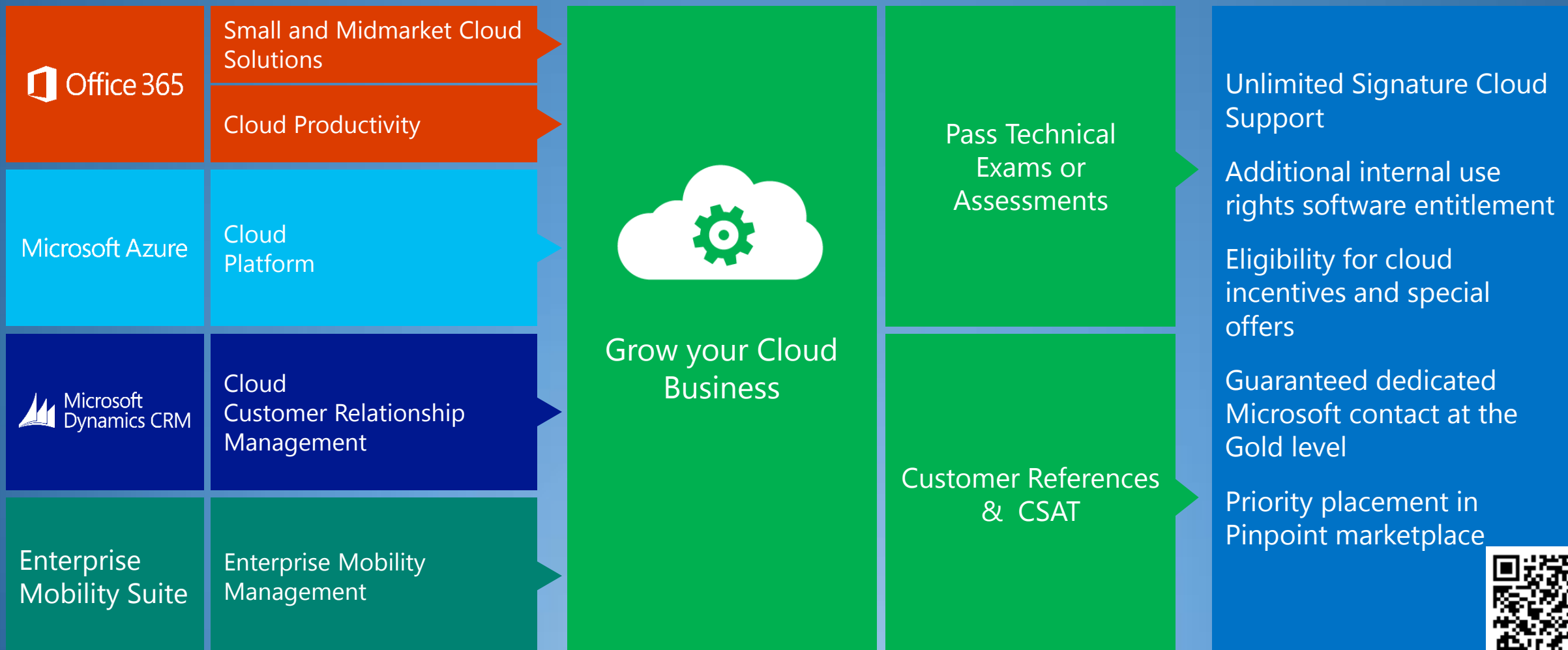
Customers benefit because it **provides their partner with access** to performance and usage data so they **can provide better service** to them and help **optimize their usage for the desired business outcome**.



Your Success is the Key to Entry

Get rewarded for your cloud success, earn benefits to accelerate growth

Competencies for partners delivering Office 365, Azure and Dynamics CRM Online - qualify through your proven cloud performance.



Why Join AEP



- ✓ **Opportunity** - ability to order education skus with your distributor
- ✓ **Confidence** - use of the AEP logo
- ✓ **Visibility** - Listing on the AEP portal and the Microsoft worldwide education site
- ✓ **Support** - access to exclusive resources via the Microsoft Education Partner Network



CSP for Education

Office	Azure (License-based services)	CRMOL
<ul style="list-style-type: none"> Office 365 Education (Free) Office 365 ProPlus (EDU Pricing) Office 365 Education E5 (EDU Pricing, <i>w/o PSTN Conf</i>) Exchange Online Advanced Threat Protection (EDU Pricing) O365 Customer Lockbox (EDU Pricing) eQuivio (EDU Pricing) Office 365 Delve Analytics (EDU Pricing) Power BI Pro (EDU Pricing) Cloud PBX (EDU Pricing) PSTN Conferencing (Standalone), Local calling, International calling (No further EDU discounting) 	<ul style="list-style-type: none"> Azure Active Directory Basic (Free) Azure Active Directory Premium (EDU Pricing) Azure Rights Management Premium (EDU Pricing) EMS USL (EDU Pricing) Intune USL (EDU Pricing) <p><i>Note: that all usage-based Azure services (Azure metered services) are available for partners, but there's no incremental discounted pricing for EDU</i></p>	<ul style="list-style-type: none"> Microsoft Dynamics CRMOL Basic (EDU Pricing) Microsoft Dynamics CRMOL Essential (EDU Pricing) Microsoft Dynamics CRMOL Professional (EDU Pricing) Dynamics Employee Self Service (EDU Pricing) Dynamics CRM Online – Field Service User Add-On (EDU Pricing) Dynamics CRM Online – Project Service Automation User Add-On (EDU Pricing)
<u>Own</u> the customer relationship	Service the <u>complete</u> customer lifecycle	<u>Attach</u> partner services
<ul style="list-style-type: none"> Set the price, the terms and directly bill customers 	<ul style="list-style-type: none"> Directly provision and manage subscriptions and be the first point of contact for customer support 	<ul style="list-style-type: none"> Grow revenue with bundled solutions



Partnering for Success Framework

Alliance Solution Definition

Solution Description,
Solution Stack

Marketplace Insight

Environment Analysis
Market Characteristics

Customer Analysis
Compelling Reason to Buy

Competitive Analysis
Solution Webs

Business Strategy

- Vision
- Objectives
- Business Design / Strategy

GTM Plan

Identify Resource
requirement

Select Optimum
Routes to Market

Develop and Align
Financial Plan for MS
and Partner

GTM Actions

Develop Joint
Action Plan

Message Plan

Build and Align
Partner
Positioning
Statements &
Messages

References/Case
Studies

Consumption

Grow Revenue & Deployment
Cloud Platform Solutions

We want to hear about your ambition



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Microsoft