



## Transform Your Business by Partnering with **Stratos Cloud Alliance**

### **Your Dynamics 365 Partner**

Stratos Cloud Alliance (SCA) is a Microsoft Indirect Cloud Solution Provider (ICSP) offering a comprehensive portfolio of Microsoft Cloud Business and Productivity Solutions, ISV Products and Tools, and Partner and Customer Services.

A unique Microsoft Cloud Distributor specializing in Dynamics 365, we leverage our more than 30 years of knowledge and experience to provide:

- Superior Dynamics 365 implementation, training and support services you can resell
- Partner marketing and sales support to help you create and win Dynamics 365 opportunities
- Custom partner enablement services giving you the option to develop, market, and deliver your own Dynamics 365 solutions and services

Microsoft's Cloud Solution Provider (CSP) Program is a partner program that allows you to sell Microsoft cloud solutions with your own offerings and services, or with other services provided by

Stratos Cloud Alliance. As a Microsoft CSP, you own the entire customer relationship with direct billing, provisioning, management, and support. SCA provides the training, tools, and technology to enable any partner to succeed as a CSP.

### **A Faster, Easier Way to Capitalize on the Cloud Opportunity**

Stratos Cloud Alliance wants to be your partner for Dynamics 365, Office 365, Azure, and PowerBI, a trusted advisor to support your digital transformation and help you capitalize on the exploding market for Microsoft Cloud Business Solutions:

#### **Strengthen client relationships**

We provide the tools and resources you need to transition your customers to the cloud, so you can focus on the customer relationship – enabling you to capture growth and profit opportunities.

#### **Increase client retention rate**

Capture your share of the cloud opportunity and become a trusted partner to clients by providing increased services and value-added support.

### Drive increased revenue

Sell high-margin Microsoft cloud products along with your own offerings and services. Drive sales, grow your business and go to market faster.

### Open new revenue streams

Transform your business and capitalize on digital transformation. Open innovative, new revenue streams, realize business value faster, and create stickiness with your customers.

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## Program Benefits

### For Your Customers:

- Comprehensive Microsoft Cloud Solution offerings including Dynamics 365, Office 365, Power BI and Azure
- Dynamics 365 implementation, training and support services for all Business Central and Enterprise applications
- Power BI implementation, training and support services
- Managed IT and Infrastructure services
- A wide array of ISV products and services including the largest selection of Dynamics 365 solutions
- Access to the Stratos Success knowledge base

### For You:

- Streamlined Microsoft CSP onboarding process
- Streamlined Marketplace onboarding process
- A dedicated account manager and onboarding team
- Management of Microsoft discounting and incentive programs
- Best-in-class e-commerce capabilities including co-branding and a private White-Label option
- Access to the Stratos Success knowledge base
- Access to the Stratos Partner Portal providing complete visibility into all transactions plus training, marketing collateral, and more
- Sales and marketing enablement including opportunity and deal support
- Dynamics 365 enablement and practice development resources



## Overview: Stratos Partner Tiers

We offer four flexible partner models with value-added features and benefits for ERP and CRM resellers, Managed Service Providers, Accounting and Consulting firms. All our programs include dedicated partner teams and support services designed to simplify your onboarding and streamline your partner experience. As you begin to seize the opportunities in the cloud and increase your volume, enjoy the benefits of up to 28% margin.

### Volume Partner

Growth Partners can graduate to our Volume Partner program as their cloud practice expands. Once a specific sales level has been met, partners will benefit from the opportunity to gain additional margin.

### Growth Partner

The Growth program is a true distributor model for partners who want to invest in a practice based on Microsoft business solutions as a core business focus. As a Growth Partner, you directly manage the entire customer life cycle including pricing, billing, and first tier customer support. You'll have your own custom marketplace with access to our entire suite of CSP products bearing your brand.


### Emerging Partner

The Emerging program is a true distributor model for partners who want to build a practice based on Microsoft business solutions. As an Emerging Partner, you directly manage the entire customer lifecycle including pricing and billing with option to have Stratos provide customer support.

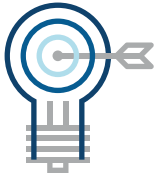
### Referral Partner

The Referral program is perfect for partners with limited internal resources or who want to offer their customers cloud services as a value-add to their core business. Referral Partners simply bring their customers to Stratos and let us take care of the onboarding, billing, administration, and support while enjoying an 8% recurring commission for the life of the account.

## Stratos Partner Tiers

	Volume Partner	Growth Partner	Emerging Partner	Referral Partner
Margins	Up to <b>28%</b>	Up to <b>22%</b>	Up to <b>15%</b>	<b>8%</b>
Partner Portal	Co-branded with partner logo			Stratos branded
Customer Ownership	Partner owns, bills and supports customer			Stratos owns and bills customer
E-commerce Site	Co-brand with partner logo* <i>*Must meet a minimum monthly sales requirement</i>			Stratos branded
Profits	Retail price with volume discounts & Microsoft Incentives** <i>**You must qualify for Microsoft Incentives</i>			One-time and recurring commission
Customer Pricing	Retail pricing - partner can discount			Stratos sets pricing
Customer Support	Partner provides Tier-One Support (optional Stratos support available)			Stratos provides all support
Partner Support	Dedicated Senior Strategic Account Manager	Account Manager: On-Demand access to our Stratos Success Knowledge Base, plus marketing, sales, and technical support teams		

## Why Stratos?



### Focus on business solutions

SCA is the only Microsoft Cloud Distributor who has been specializing in Dynamics business applications for over 30 years.



### Best-in-class e-commerce

Partnership includes access to a state-of-the-art Stratos or Custom Branded Cloud Marketplace.



### Easy to do business with

SCA is designed to make it easy for you to get started and work with us and with Microsoft.



### Stratos success knowledge base

One of a kind self-service training portal to ensure your organization is maximizing its investment.

Ready to grow your business?

For more information about Stratos Cloud Alliance, visit [dynamics365partner.com](https://dynamics365partner.com)

