



The Insight Cloud Programme

**The smooth  
transition**  
from Microsoft  
CSP direct bill  
partner to  
indirect  
reseller



# Smooth transition to a CSP indirect reseller

Requirements for the Microsoft CSP programme are changing. From January 2021, there are new requirements for direct bill partners in the CSP programme. One of these is an annual sales revenue of \$300K; the other is an active (\$15K) customer support plan with Microsoft. In addition, it is recommended that you provide at least one managed service, custom IP service, or customer solution application and have a customer billing and provisioning platform in place.

If you don't (want to) meet these requirements, your only option is to become an indirect reseller, and partner with a qualified Microsoft indirect provider. No exceptions.\*

## The infrastructure you need

The good news is we can help. As a qualified indirect Microsoft provider for many years, we offer you the Insight Cloud Programme; the infrastructure, support, and services you need to transition smoothly and successfully into a CSP indirect reseller. We understand there is a change in the benefits you had as a direct partner. However, the Insight Cloud Programme substitutes most of these benefits and will help you further grow your cloud business and deliver greater value with less infrastructure and operational overhead.

## Our commitment to you



### Ease & efficiency

Direct access to quickly and efficiently buy and manage your customers' users, licenses and cloud subscriptions from one easy-to-use portal.



### Continuity

Resolve issues quickly and accurately and meet your customers' SLAs with Insight OneCall Support, extended by 24/7/365 Microsoft Premier Support, if needed.



### Worry-free support

Maximize the potential of the Insight Cloud Programme and remove complexity with the assistance of our international, multi-lingual Customer Success Team.



### Business growth

Provide tailored CSP offerings and enable convenient self-service to your customers through a white-label storefront, allowing you to focus on business growth instead of fulfilment.



### Ongoing success

Benefit from our additional services, e.g. to optimize licensing, align cloud and data centre offerings, provide a connected workforce, apply IoT, AI, advanced analytics.

*"We have familiarized ourselves with Insight's CMP portal very quickly, thanks to their expert tooling and onboarding support."*

Chris Sauquillo, Managing Partner, Cloudacity

\*Exception: authorized partners under the Qualified Multitenant Host (QMTH) programme who provide one managed service can remain direct bill partners without the new requirements.

# Go to market faster

## The Insight Cloud Programme, a proven programme for Microsoft Azure and Microsoft 365 services

At the heart of the Insight Cloud Programme is the Insight Cloud Management Portal (CMP), providing the infrastructure and expertise you need to succeed in the cloud without complexity.

- Global product catalogue
- White-label storefront for customer self-serve
- Licensing and consumption reports
- Invoices and customer statements
- Ability to manage customer licenses
- Ability to order on behalf of customers
- API data access
- Automated monthly or annual billing

### The Insight Cloud Programme

If you work with us, you will have our vast experience and all the standard Microsoft CSP, plus the extras under the Insight Cloud Programme:

- The Insight Customer Success Team: dedicated, multilingual support across Europe.
- The Insight Cloud Management Portal: the infrastructure and expertise to work successfully with CSP.
- Insight OneCall Support Services: round the clock support by qualified engineers.

## Why Insight?

The answer is easy: we have a well-trained team of experienced cloud solution experts, product specialists and business consultants with more than 25 years of broad expertise in traditional IT, cloud and everything in between. Our team has been working with Service Providers like you across Europe for many years, providing valuable time, knowledge and support in many hybrid scenarios.

It is their day-to-day business to stay on top of all the latest developments around licensing, technology and IT business strategy and share it with partners like you. That is why we dare to say that we know what drives and challenges your business and success. So that you remain attractive to your customers and profitable as an organization.

Let us help you to look forward.

Contact your dedicated account manager for more information.