

The MSP Guide to Building a Profitable Microsoft Office 365 Business Practice

This sales guide provides practical steps that will boost your O365 sales, add value for your customers, and increase your recurring monthly revenue.

Businesses across the globe choose Microsoft® Office 365™ (O365) over any other productivity suite on the market. In fact, 81% of organizations who use cloud services are using O365.

O365 adoption rates are soaring, yet there are still many MSP's and technology providers who don't fully embrace the revenue potential that this solution offers. Why is that? There are a few common misconceptions about selling O365 that stand in the way of MSPs building a profitable O365 business practice.

This sales guide addresses the misconceptions of selling O365. It will help you boost sales, understand how to add value for your customers, and increase your bottom line.

Common misconceptions to selling Microsoft Office 365 services:

1. Microsoft sells it direct
2. It is difficult to add value to O365
3. The margins are seen as thin
4. Migration is too difficult
5. Recurring billing appears complicated



The Market Opportunity

Who is using Office 365?

- Office 365 commercial has over 180 million business users worldwide
- According to Statistica, the cloud email market is set to double by 2023, making it worth \$69.97 billion USD
- 8.5% of public companies are using O365. This number is growing quickly year over year

What opportunities are available?

- Office 365 recurring revenue is growing at a rate of 70% each year
- MSPs are increasing revenue and margin by adding managed O365 services to their existing offerings through the HostedBizz O365 Channel Partner programs
- Partnering with a cloud provider who offers a full suite of O365 solutions will enable you to seamlessly add value to your current service offering

Build a Managed O365 Service with HostedBizz

- **Leading edge tools** – the HostedBizz Office 365 Management Tool built for MSP's offers you a simple way to automate, provisioning and simplify the O365 tenant management
- **Integrated Services** - HostedBizz provides incremental add on services, including Advances Threat Protection and O365 Backup to ensure critical data protection and recovery. These services provide high margin potential to increase the overall bottom line on O365 revenue.

Roadblock #1 "Microsoft Sells Direct"

Offering a fully managed O365 service with value added such as O365 Backup and Anti-Spam positions yourself as the trusted advisor in your customers' migration to Office 365 will ensure that you establish a long lasting relationship with them.

Roadblock #2 "It is Difficult to Add Value to Office 365"

By understanding what your customers need most and creating appropriate bundles, you offer immense value. Both in terms of cost, and in terms of time required to select and deploy O365 solutions.

Roadblock #3 "The margins are thin"

HostedBizz offers MSPs bundled service offerings that help boost recurring revenue and margins for our partners who are selling O365.

Microsoft Office 365 is the most popular cloud product on the market. However, this doesn't mean there aren't plenty of sales opportunities out there. The market is growing by 70% each year. That's great news for MSP's offering O365 solutions.



Roadblock #4 “Migration is too difficult”

Migration can be difficult without the right set of tools and services to help you. Work with HostedBizz to put together a game plan that works for your customers' unique needs and makes migration effortless.

Roadblock #5 “Recurring Billing is a Nightmare”

Billing doesn't have to be complicated. The HostedBizz O365 Management Tool allows our MSP partners manage the complexity of everyday O365 customer management.

Myth: The Office 365 Market is Already Saturated

It's true that Microsoft Office 365 is the most popular cloud product on the market. However, this doesn't mean there aren't plenty of sales opportunities out there. The market is growing by 70% each year. That's great news for MSP's offering O365, even if they are just entering this market.

Why not use O365 to attract new customers? Most of them are searching for this product and are going to buy it whether you offer it or not. Don't let your competitors take even the smallest opportunity out of your sales pipeline.

Positioning yourself as a trusted advisor with clients takes time. A lot of the most valuable client-MSP relationships begin with one simple purchase. Each O365 sale opens the door to being able to offer your clients a whole suite of revenue generating IT solutions.

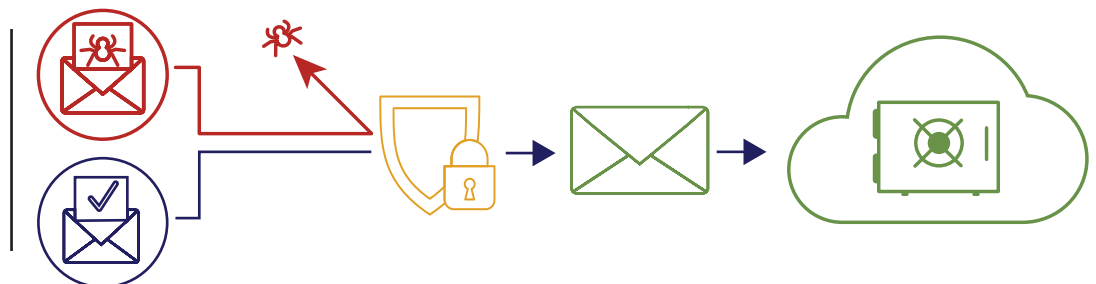
Truth: You can be the Essential IT Provider to your Clients

Productive office environments can't thrive without the essential tools required to keep up with ever-changing business demands. From online collaboration tools to essential word processing and presentation software – your clients need these tools available to them at anytime, from anywhere. Offering O365 to your clients supports these business needs.

Adding value for your customers by offering a full suite of managed O365 solutions solidifies your relationship with them, while building your O365 practice and increasing your bottom line. There's no better way to edge out your O365 competition.

COMPREHENSIVE OFFICE 365 THREAT PROTECTION

Complete, secure protection including hosted Anti-Spam and Backup, designed specifically for Microsoft Office 365



HostedBizz Partner Resources

HostedBizz is a channel first company. Unlike many other cloud providers, we will never sell to your end user customers.

We understand the challenges that our partners have in bringing new solutions to market and have a suite of marketing and support materials to help you be successful in the launch of your cloud initiative.

- Never ending support
- Dedicated Sales Representative
- Proposal writing using Partner templates
- Marketing support
- No term contracts
- Fully brandable offering
- Device/Data Seeding

Leverage the HostedBizz cloud products & solutions program and accelerate the launch of your cloud business practice today! Whether you white label our cloud infrastructure as your own, resell our recognized services or refer our services to prospect clients, we have the right program to meet your business objectives.

Steps to Building up O365 Related Revenue

Partner for Success

Selling Office 365 is simple when you partner with a Microsoft CSP who offers you guidance and support as well as value added services. HostedBizz is a certified Microsoft Cloud Service Provider. We have already made the necessary investments in program fees and training certifications so that you don't have to.

Provide Bundled Office 365 Solutions

Bundled O365 solutions offer a cost effective method to deliver and manage services without the worry of increased overhead costs for you and your customers. HostedBizz offers a suite of cloud solutions that integrate seamlessly with O365, giving your users a more reliable O365 solution.

Hosted Anti Spam

- Protection against email attacks seeking to impersonate trusted senders
- Real-time scanning of all inbound emails to detect header anomalies, address spoofing, and suspect body content
- Centralized policy management and reporting to assist in the early detection of attacks
- Advanced threat protection

O365 Backup Tools and Recovery Support

- Retrieve Office 365 Exchange online mailbox items, including email, calendar and contacts from a cloud-based repository
- Search and recovery of individual mailbox items, including Office 365 content or Exchange backups
- Enable discovery for O365, including Exchange online, archives
- Offer data roll-back to a desired point in time
- Backup and restore SharePoint and OneDrive data

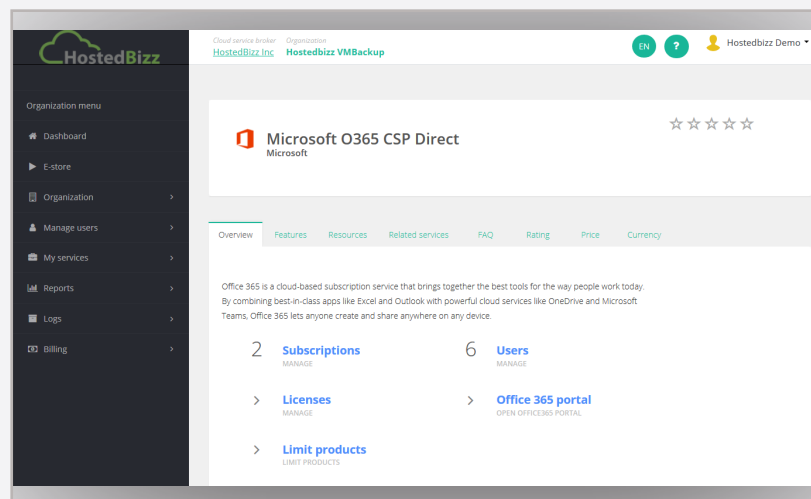
Microsoft Office 365 Solution Management - Simplified

O365 can be complex to manage but it doesn't have to be. Constant changes in subscription requirements can be confusing if you don't have dedicated administrators to look after these changes. HostedBizz works with our MSP partners to ensure effective and timely configuration of customers' subscription management. This saves your IT department time, and reduces the overhead cost of running O365 in their environment.

HostedBizz Microsoft Office 365 Solution Management Tools for MSPs

The O365 Management Tool is a part of our standard O365 offering. Offered by HostedBizz to help MSPs manage the complexity of everyday O365 customer management, this tool provides:

- O365 Billing Aggregation
- Subscription Management
- Automated provisioning
- Streamlined system integration
- Flexible branding platform



About HostedBizz

HostedBizz is Canada's fastest growing, premier cloud Infrastructure as a Service (IaaS) provider. The HostedBizz cloud infrastructure provides an integrated suite of IT infrastructure services including cloud servers, backup, disaster recovery, file sharing, hosted Microsoft solutions and private network access. Through our channel program, VARs, MSPs and service providers can build their own branded cloud business practice in minutes, delivering an all Canadian, enterprise class hosted IT service solution to end users.

- Bitglass
- <https://office365itpros.com/2019/04/25/office-365-reaches-180-million-users/>
- <https://www.statista.com/statistics/497864/cloud-business-email-market/>
- <https://www.computerweekly.com/news/4500272206/Microsoft-Office-365-is-beating-Google-Apps-in-enterprise-adoption-terms-Gartner-research-reveals>