GUIDE NAVIGATION

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A WINGMAN FOR YOUR MICROSOFT BUSINESS

As your Wingman, we help you understand the changes to products and programs within the ever-shifting Microsoft landscape. Growing your Microsoft practice is easier than ever with the Pax8 Wingman CSP Program. We've simplified the quote-to-cash experience and empowered our partners to capture double-digit margins when selling Microsoft products as part of their technology stack. That's why you need a Wingman.

Through the Pax8 Wingman CSP Program, managed service providers (MSPs) have access to Office 365, Microsoft 365, Azure, Dynamics 365, and EMS products — all coupled with 24/7 partner support.

Whether you’re brand new to Microsoft, or already purchasing through another distributor, your Pax8 Cloud Wingman can effortlessly move your seats today. We've made it so straightforward that it's easy to see why thousands of MSPs are switching to Pax8.

PAX8 WINGMAN CSP PARTNERS RECEIVE:

- US-based 24/7 partner care
- Pre and post-sales support
- Client self-service licensing in the Pax8 Portal™
- Unified billing (bill on behalf optional)
- Instant provisioning
- PSA tool integrations
- Expert guidance on incentives and rebates

A WINGMAN TO HELP YOU OPTIMIZE YOUR MICROSOFT INCENTIVES & REBATES

We believe in rewarding Pax8 CSP partners for driving the activation and enablement of Microsoft clients. As your Cloud Wingman, we'll show you how you can earn additional margins on net new Microsoft clients and navigate the Microsoft incentives and rebates requirements:

1. Review and attain Silver/Gold competencies
2. Actively sell with a valid Microsoft Cloud Reseller Agreement
3. Complete onboarding to the CSP Incentive tool.

Microsoft Incentives/Rebate structure changed on Jan 1, 2020. Read this guide to learn more.

See the list of Microsoft incentives available and how you can earn more by working with a Wingman.

DON’T LEAVE MONEY ON THE TABLE FROM Microsoft

Our Pax8 Microsoft expert clears up the confusion around Microsoft competencies, incentives, and rebates.

WATCH THE VIDEO
As of January 14, 2020, Microsoft no longer provides security updates or technical support for PCs with Windows 7. If users continue to use Windows 7 now that support has ended, their PC will still work, but it may become more vulnerable to security risks.

The loss of Windows 7 support is a compelling reason to get your clients to modernize the way they work by moving to M365 (which includes a Windows 10 upgrade), while avoiding the security risks of an unsupported system.

**WHAT DO MSPS NEED TO DO?**

**OPTION 1 – RECOMMENDED**

**Move Users to M365 Business**
In addition to best-in-class productivity, advanced security, and device management features, M365 Business includes a Windows 10 OS upgrade. By shifting users to M365 Business, you can upgrade all of their old Windows 7 Pro and later licensed devices at no extra cost.

**OPTION 2 – LAST RESORT**

**Purchase the “Windows 7 Extended Security Updates 2020” SKU Per Device**
Purchasing the SKU for “Windows 7 Extended Security Updates” only covers devices through the end of 2020. You will need to purchase this annually to stay covered, and the option for Extended Security ends completely in 2023.

**HOW DOES PAX8 HELP?**
As your Microsoft Wingman, Pax8 makes the move to M365 Business simple! Not only does our portal make it effortless for MSPs to purchase and provision M365, our in-house Microsoft experts can show you how to optimize your Microsoft incentives and rebates to earn more.
Tired of traditional distributors who can’t offer you the margins, automation, and integrations required to make Office 365 worth your time? Let’s face it, in the minds of most MSPs, Office 365 just doesn’t offer the margin-rich opportunities that entice them to grow their Microsoft business.

But that’s not the case with a born-in-the-cloud distributor, like Pax8. We eliminate the extra time spent on ordering, provisioning, and billing, so you can spend more time selling and generate more revenue.

**THE WINGMAN CSP PROGRAM FOR OFFICE 365 INCLUDES:**

- Industry-leading, double-digit margins
- Single invoice for all your clients
- Instant provisioning
- Syncing subscriptions to corresponding PSA agreements and contracts
- Complementary solutions to attach to Office 365, such as backup and security

**OUR MOST POPULAR OFFICE 365 OPTIONS:**

<table>
<thead>
<tr>
<th>OFFICE 365 BUSINESS ESSENTIALS</th>
<th>OFFICE 365 BUSINESS PREMIUM</th>
<th>OFFICE 365 E3</th>
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<tr>
<td>Email Only</td>
<td>Email and Office Apps All in One</td>
<td>Email and Office Apps Plus Security &amp; Analytics</td>
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<td>(Browser-Based Outlook)</td>
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<td>Services Included</td>
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Updated January 2020
SKY’S THE LIMIT: TRIPLE PLAY WITH PAX8 + MICROSOFT
YOUR CHANCE TO EARN ADDITIONAL MICROSOFT REBATES

From now through March 31, 2020, your Pax8 Wingman can help you earn additional rebates when you add new Office 365, Microsoft 365, Dynamics 365, and Azure clients.

This limited-time program creates a huge opportunity for extra revenue when Pax8 partners drive new deals by adding net new CSP clients.

HERE’S HOW TO START EARNING TODAY:


3. Review your targets set by Microsoft, and accept the terms and conditions (these can vary depending on goals determined by Microsoft)

4. Start selling and accruing additional rebates on all net new CSP!

GET STARTED!

Pay out date is 90 days after the end of the campaign
Resources - https://www.microsoft.com/microsoft-365/partners/smb
MICROSOFT 365

Are you interested in becoming a more security-focused MSP? If so, Microsoft 365 is certainly a product you'll want to add to your line card. It offers a single, integrated technology solution that combines the productivity apps users know and love with granular device management and best-in-class security features, such as ATP and Windows Defender. Designed for the needs of small to mid-sized businesses, this robust solution empowers your clients to communicate and collaborate while keeping their data protected.

“Each time we’ve described what’s included with Microsoft 365, clients want to move forward, recognizing immediately the value to their business, security, and success.”

Daniel Johnson
PRESIDENT | machineLOGIC

THE WINGMAN CSP PROGRAM FOR MICROSOFT 365 INCLUDES:

- Industry-leading, double-digit margins
- Complementary solutions to attach to Microsoft 365
- Single invoice for all your clients
- Instant provisioning
- Syncing subscriptions to corresponding PSA agreements and contracts

Office Applications
- Word, Excel, PowerPoint, Outlook, and more

Online Services
- Exchange, OneDrive (1TB), Teams, and more

Advanced Services
- Exchange Online Archiving

External Threat Protection
- O365 Advanced Threat Protection
- Multi-Factor Authentication
- Enforce Windows Defender to be on
- Enforce BitLocker to be on

Internal Data Leak Prevention
- Data Loss Prevention
- Azure Information Protection

Device Management
- Microsoft Intune
- Windows 10 Credential Guard SSO > 10 Apps
- Conditional Access
- Shared Computer Activation

Deployment Assistance
- Windows AutoPilot
- Azure Information Protection
- Auto-Installation of Office apps
- AAD Auto-Enroll
OFFICE 365 BUSINESS PREMIUM vs. MICROSOFT 365 BUSINESS

Use this comparison chart of Office 365 Business Premium and Microsoft 365 Business to see which is best for your clients’ business.

<table>
<thead>
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<tr>
<td>PRICE per user, per month</td>
<td>$12.50</td>
<td>$20</td>
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<tr>
<td>Maximum number of users</td>
<td>300</td>
<td>300</td>
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<tr>
<td>WORK ANYWHERE, ANYTIME</td>
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<td>Install Office on up to 5 PCs/Macs + 5 tablets + 5 smartphones per user</td>
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<td>Office Mobile &amp; Online</td>
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<tr>
<td>Exchange Online</td>
<td>Plan 1 (50 GB)</td>
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<td>GET MORE DONE AND WORK BETTER TOGETHER</td>
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<td>Information Protection: encryption, rights management, DLP</td>
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Updated January 2020
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Updated January 2020
Our first Wingman Professional Services project with Pax8 went unbelievably smooth. Pax8 has our back, and we can trust them.”

Craig Campbell
PRESIDENT | SkyCamp Technologies
For those projects that are too time-intensive or outside of your team’s expertise, Pax8 can take care of it through our Wingman Professional Services. Our team of highly-skilled Cloud Engineers help Pax8 partners plan, assess, design, migrate, customize, and optimize cloud solutions:

- Pax8 will migrate email off premise and into the cloud and/or convert and migrate email from an existing provider to Microsoft.
- We’ll help integrate your on-premise Active Directory with cloud-based Active Directory and couple it with MFA and self-service features.
- Pax8 will harden your Office 365 environment with Microsoft best practices to virtually eliminate the potential of a data/security breach.
- Pax8 Cloud Engineers will analyze, design, and implement a custom cloud solution based on your unique requirements.
- We’ll secure your IaaS implementation using Azure security tools, providing visibility, and resolving issues.

**WINGMAN PROFESSIONAL SERVICES INCLUDE:**

- Email migrations
- Azure migrations
- AD Connect & AD Sync
- Hardening Office 365
- Custom projects

All Pax8 Wingman Professional Services are white-labeled, so your clients never know we’re involved. Plus, with MSP-focused pricing, Wingman Professional Services add capabilities and bandwidth to your team, which translates to increased margins.

**TACKLING A TOUGH EMAIL MIGRATION? THERE’S A WINGMAN FOR THAT.**

GET STARTED
ABOUT PAX8

Pax8 is the leader in cloud distribution. As a born-in-the-cloud company, Pax8 empowers MSPs to capitalize on the $1 trillion cloud opportunity. Through billing, provisioning, automation, industry-leading PSA integrations, and pre and post-sales support, Pax8 simplifies cloud buying, improves operational efficiency, and lowers client acquisition cost.

Thousands of MSPs trust Pax8 to be their cloud distributor, and here’s why:

PRE-SALES SUPPORT

- Dedicated Cloud Solutions Advisors
- In-house Sales Engineers and Infrastructure Architects
- POCs, NFRs, and trials
- Quoting tool

CLOUD SOLUTIONS & ENABLEMENT

- Custom, MSP-focused cloud products
- Optimized incentives and rebates
- Azure and M365 Bootcamps
- API-enabled provisioning
- No quotas and no minimums

AWARD-WINNING TECHNOLOGY

- Quote, order, bill, and instantly provision
- Single invoice across monthly, annual, and usage-based billing
- All of our vendor subscriptions seamlessly integrate with your PSA tool

POST-SALES SUPPORT

- Dedicated Service Delivery Manager
- Implementation support
- US-based 24/7 technical support
- Wingman Professional Services

“With Pax8, our Microsoft relationship is growing. We are able to double our profits on Microsoft sales. They helped us capitalize on strategic business, become more operationally efficient, and simplify our billing. Pax8 is moving our business forward.”

Daniel Johnson
PRESIDENT | machineLOGIC

Updated January 2020
WITH PAX8 VENDORS

DESIGN YOUR CLOUD PRACTICE

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Email: wingman@pax8.com
Web: pax8.com

JOIN PAX8

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