


# SMB cloud practice development overview

This document provides a high-level overview of three plays you can use to develop your cloud practice among small medium-size businesses (SMBs).

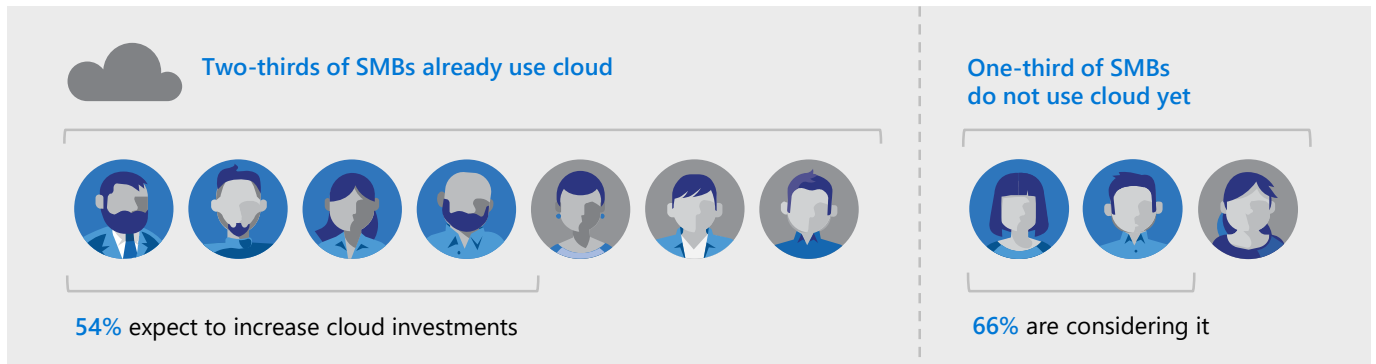
On average, SMBs spend \$1,320 per person per year on IT.<sup>1</sup> You can help them invest wisely in technology they can use to grow and strengthen their business.



SMBs account for 60% of the global workforce<sup>3</sup>

## Help SMB customers get the cloud services they want

SMBs make up a large percentage of the business market. Most already use some form of cloud services today while over half are looking to increase their investments. Of those who are not yet in the cloud, the majority are thinking about moving there within the next two years.<sup>2</sup>

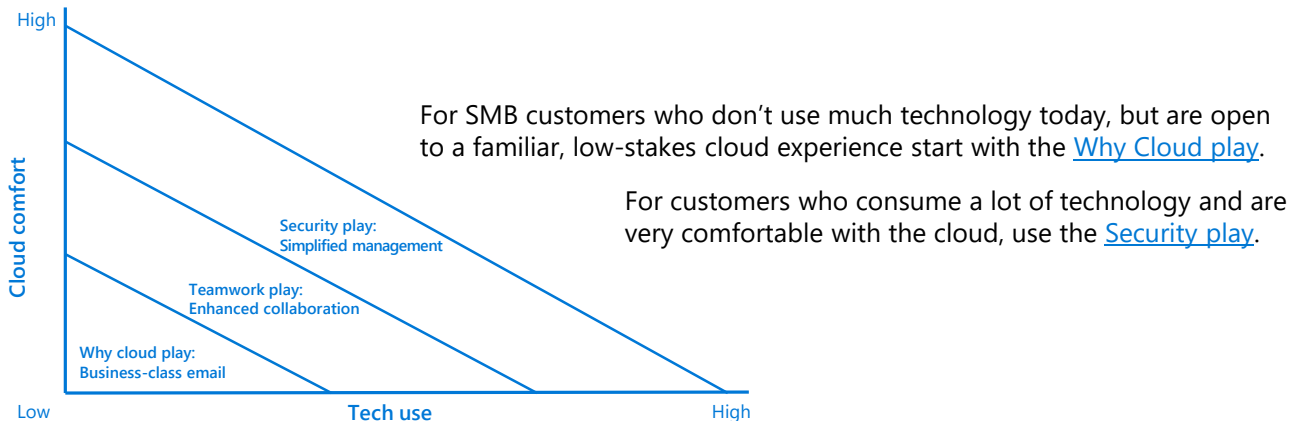


Together these SMBs present a significant cloud sales and service opportunity.

To help you establish yourself as trusted advisor and cloud expert, we've created three plays—Why Cloud, Teamwork, and Security—that make up the SMB cloud practice. The plays build on one another to help you meet SMB customers where they are today and guide them along their cloud journey.

## Determine the right play based on your customer's environment and cloud comfort

Your long-term goal may be to help your customer take the cloud by storm, but for this first step you'll want to choose a play that takes into account how they run their business today with their cloud-comfort level.



<sup>1</sup> U.S. Small and Medium Business Forecast, 2017-2021: PCs and Peripherals, Systems and Storage, Telecom Equipment, Software, IT Services, and Business Services; #US41134217, May 2017.

<sup>2</sup> Bredin, an SMB market research and content marketing agency.

<sup>3</sup> World SME Forum, <http://www.worldsmeforum.org/about/>.

## Start where your customer is today and meet their needs as they evolve

	Why Cloud	Teamwork	Security
<b>Reality for SMBs</b>	SMB owners spend 33 hours every month on admin tasks <sup>1</sup>	80% of employee time is spent collaborating <sup>2</sup>	43% of cyber-attacks target small business <sup>3</sup>
<b>How you can help</b>	Offer cloud-reluctant SMBs a low-stakes cloud win that saves time with a business-class email solution built on <b>Microsoft Exchange Online</b> .	Help SMBs teams work better together from anywhere through a teamwork solution built on <b>Office 365 Business Premium</b> .	Provide SMBs advanced security capabilities and simplified data control through a security solution built on <b>Microsoft 365 Business</b> .
<b>How it helps you</b>	Build your cloud practice for cloud-reluctant SMBs.	Expand your profitability with customers already in the cloud.	Maximize your profitability with established cloud customers.

## Grow your profitability and customer lifetime value

These three plays provide you the tools you need to guide your SMB customers along their cloud journey, and help you:

### Improve your profitability

Develop high-margin project services (35%), managed services (45%), and packaged IP (65%) to complement cloud solutions.

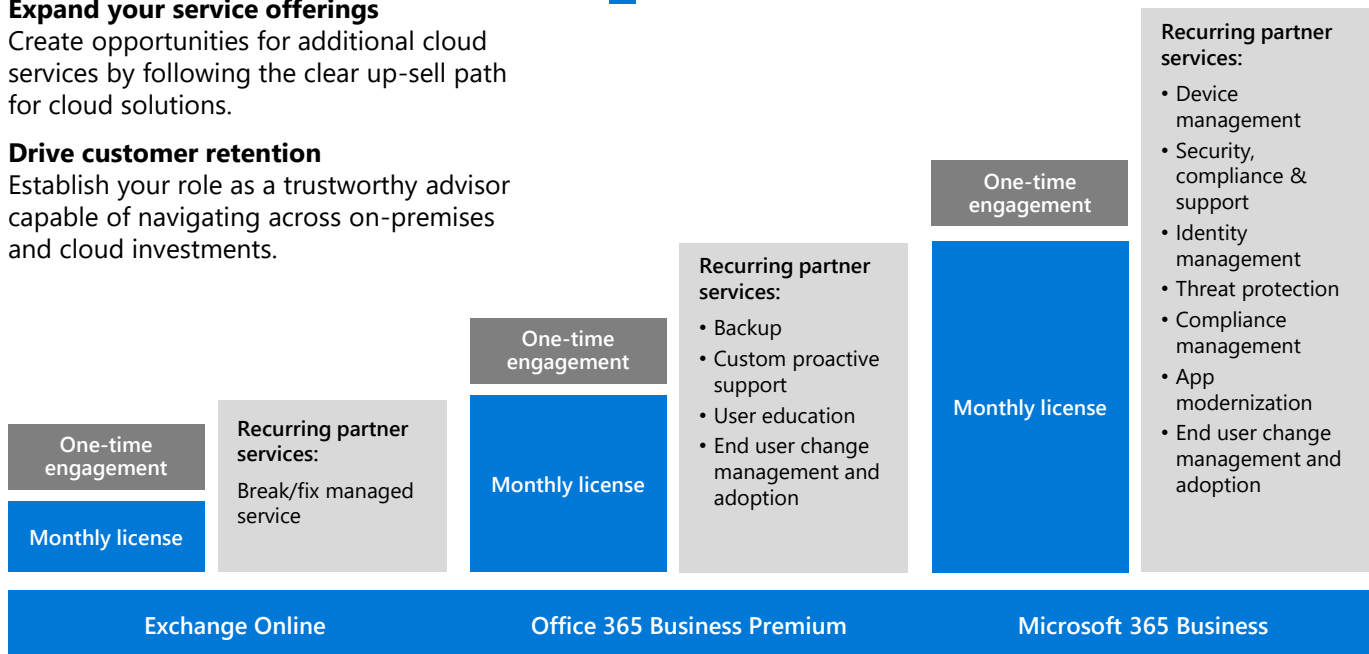
- One-time engagement (20-35% margin)
- Potential services revenue (35%-65% margin)
- License revenue

### Expand your service offerings

Create opportunities for additional cloud services by following the clear up-sell path for cloud solutions.

### Drive customer retention

Establish your role as a trustworthy advisor capable of navigating across on-premises and cloud investments.



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## Get up to speed on the sales strategy in the playcards

Why Cloud play

Teamwork play

Security play

<sup>1</sup> ICAS, [The top admin tasks holding back small businesses](#), May 2016.

<sup>2</sup> Harvard Business Review, [Collaborative Overload](#), January 2016.

<sup>3</sup> [CYBER SECURITY STATISTICS – Numbers Small Businesses Need to Know](#), Jan. 3, 2017.