



Transform Your Business

by Partnering with



Your Dynamics 365 Partner

What is the **Stratos Cloud Alliance?**

The Stratos Cloud Alliance (SCA) is a unique 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.

The only Microsoft Cloud Distributor specializing in Dynamics 365, we leverage our 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
- Unique 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 the 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.



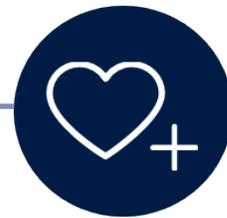
Digital Transformation

The 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 so you can manage your customer relationship-- enabling you to capture growth and profit opportunities.



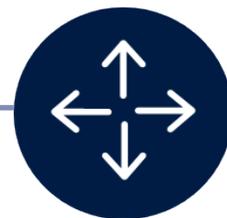
Increase client retention rate

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

We provide the tools and resources so you can manage your customer relationship-- enabling you to capture growth and profit opportunities.



program benefits

For Your Customers:

- Comprehensive Microsoft Cloud Solution offerings including Dynamics 365, Office 365, PowerBI, and Azure
- Dynamics 365 implementation, training and support services for all Business and Enterprise Edition Applications (including Operations)
- PowerBI 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



partner tiers

We offer three 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.

| |  stratos AGENT |  stratos PARTNER |  stratos MERCHANT |
|--------------------|--|---|---|
| Program Model | Referral | Co-branded | 100% Private Label |
| Customer Ownership | Stratos owns, bills and supports the customer | Partner owns and bills the customer: Stratos provides support | Partner owns, bills, and supports the customer |
| Branding | Stratos brand | Co-branded | Partner branding |
| Profits | One-time and recurring commissions | Tier pricing and with volume discounts | |
| Customer Pricing | Stratos set pricing | Partner sets pricing | |
| Customer Support | One-time and recurring commissions | | Partner provides Tier-One support |
| Partner Support | On-demand access to our Stratos Success Knowledge base, plus marketing, sales, and technical support teams | | |



our partner tiers



The Cloud Agent 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. Cloud Agents 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.



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



The Cloud Merchant 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 Cloud Merchant, you directly manage the entire customer lifecycle 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.



How we are **Different**



Focus on business solutions

The SCA is the only Microsoft Cloud Distributor specializing in Dynamics 365.



Easy to do business with

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



Best-in-class e-commerce

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



Stratos success knowledge base

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



**For more information about
Stratos Cloud Alliance, visit
<http://www.dynamics365partner.com>**

