Make More Money with Enterprise Mobility Suite

EMS Partner Ignition Kit
November, 2015
Why Sell EMS?

30–50% SMB Partners are realizing up to 50%* more O365 revenue when selling EMS

Simplicity – Enterprise Mobility Suite (EMS) is a One Vendor, One Contract, One SKU solution

Unparalleled Value at 50% of the cost of competitive point solutions

Better Together
Office 365
Windows 10

*Based on internal sales data
Are your customers prepared?

50%  90%

93%  80%

80% of employees admit using non-approved software-as-a-service applications in their jobs ****

*Gartner Press Release link
** CEB Survey of 165,000 employees
**** http://www.computing.co.uk/itg/news/2331750/more-than-40-per-cent-of-employees-use-non-approved-saas-app-report
Selling EMS to Office 365 customers

Customer pain point example

- Employees want to use their iPhones and Android devices at work
- An employee with access to a company Facebook page leaves the company
- Employees email sensitive financial information to colleagues
- A data breach goes undiscovered, exposing customer data

Pitch

- Easily manage both personal and company-issued PCs and mobile devices
- Disable access to all company resources with a click
- Protect information wherever it goes by restricting copying and forwarding
- Detect and alert security breaches early using behavioral analysis

...All at a significantly lower price than competing products

Enterprise Mobility Suite (EMS)
Enterprise Mobility Suite Pricing

**Savings**

- Users get up to 50% off when buying the bundle ($8.75) over standalone products ($17.50) and competitive point products,
- EMS is a collection of Microsoft Intune plus 3 Azure individual offerings brought together in a single SKU including Microsoft Intune, Azure Active Directory Premium and Azure Rights Management Services.
- EMS provides a significant discount over these individual products and is a comprehensive cloud solution that provides hybrid identity and access management, Device and Application management and information protection.

EMS is available thru Open & CSP!
The EMS advantage for customers

**Annual cost based on 50 seats**

$5,250/year  
USD 10,000/year

Enterprise Mobility Suite

Microsoft

Multiple Point Solutions

AirWatch

Microsoft advantages

One solution from a single vendor

4 products in one – no one offers the same value as EMS

### The EMS partner opportunity

#### 3-year revenue example: 50 seat customer

<table>
<thead>
<tr>
<th>Product</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMS subscription for 50 users x $8.75/month x 12 months</td>
<td>$5,250.00</td>
<td>$5,250.00</td>
<td>$5,250.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Project Services</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implementation (70% of license cost$)</td>
<td>$3,675.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Training (10% of license cost$)</td>
<td>$525.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Managed Services</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managed services examples:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• 3rd party application management</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Help desk support</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Security alert, monitoring and logging</td>
<td>$18,000.00$</td>
<td>$18,000.00</td>
<td>$18,000.00</td>
</tr>
<tr>
<td>• Ongoing trouble shooting and maintenance</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All prices are estimated in US Dollars

2. Forrester TEl Case Study Microsoft EMS.
Microsoft provides a new CLOUD selling model: the CSP program enables partners access to new cloud services, more markets and new capabilities.

Own the end-to-end customer lifecycle with direct provisioning, billing and support of Microsoft cloud services.

Partners create the offer, set the price, and own the billing terms with their customers.

Visit the CSP portal on MPN to learn more:
http://aka.ms/cloudsolutionprovider
www.MicrosoftCSP.com
The following slides will provide you with content and resources to help you with:

**Sales Readiness**
- Make sure you are equipped with the most current, impactful information to educate customers on EMS value prop.

**Partner Offers**
- Help customers with funding options for accelerating trial and deployment.

**EMS Competency**
- Provide partners with the information and resources they need to move through the sales cycle.

**Marketing Resources**
- Clearly differentiate the Microsoft solution against competitive solutions.
Sales Readiness
Enterprise Mobility Suite (EMS) Introduction

Customer Challenges

- Fear potential costs of customer or corporate information loss
  - 61% of workers mix personal and work on their devices*
  - >80% of employees admit to using non-approved software-as-a-service (SaaS) applications in their jobs**
  - >75% of network intrusions exploited weak or stolen credentials***
  - Laptops have a 5% - 10% chance of being lost or stolen over 3 years, at average cost of $49,246, (80% data breach)****

Value Proposition

- For customers who want to grow their business by enabling employees to be more productive with the use of mobile devices, EMS provides a comprehensive, cost-effective, single-vendor solution to easily manage access to resources, while protecting confidential corporate or customer information.

Who is a customer for EMS?

- Customers who enable BYOD and access to work resources
- Customers subject to compliance or protection of PII
  - Healthcare – HIPAA to protect patient information
  - Financial – Sarbanes Oxley to protect financial data
  - Retail – customer PII
- Customers need to protect confidential info/trade secrets
  - Manufacturing – trade secrets/designs
  - Legal – confidential legal documents

What’s in EMS

Identity & Access Management

- Azure Active Directory Premium (AAD Premium)
- Microsoft Intune
- Azure Rights Management Premium (Azure RMS Premium)
- Advanced Threat Analytics (ATA)
- Windows Server CAL use rights

Mobile Device & App Management

- Azure Active Directory Premium
- Easily manage identities across on-premises and cloud. Single sign-on & self-service for any application

Information Protection

- Microsoft Intune
- Manage and protect corporate apps and data on almost any device with MDM & MAM

Information Protection

- Azure RMS Premium
- Encryption, identity, and authorization to secure corporate files and email across phones, tablets, and PCs

Behavior based threat analytics

- Advanced Threat Analytics
- Identify suspicious activities and advanced threats in near real time, with simple, actionable reporting

Why Microsoft?

- One solution for customer’s mobility Unmatched protection for corporate assets across four levels: Devices, Apps, User, Data
- Competitors can’t match the advantage offered by our native Office support
- Lower cost than point products; 50% lower than competition

The EMS advantage for customers

- Annual cost based on 50 seats
  - USD 5,250/year
  - USD 10,000/year

Microsoft advantages

- One solution from a single vendor
- 4 products in one – no one offers the same value as EMS
EMS Industry Messaging

EMS Industry-specific datasheets and email templates

**Healthcare**
- Prevent unauthorized access to patient health information.
- Secure file servers encryption to prevent inappropriate data sharing.
- Expedite patient care with single sign-on access to EMR and diagnostic apps from almost any device.
- Prevent litigation by identifying suspicious network activity.
- Make sure clinicians can work securely on both corporate and personal devices.

**Manufacturing**
- Protect product designs, formulas, contracts, and other intellectual property.
- RMS Add In for AutoCad
- Reduce help desk calls by 25% with self-service password reset.
- Factory workers can securely access benefits and payroll information from personal devices.

**Retail**
- Prevent negative brand exposure and litigation costs
- Control who accesses consumer data
- Ensure that handheld, kiosk, and POS devices are locked down and secure
- Retail workers SSO access to 2500+ applications

**Finance**
- $20.8M average cost of a data breach
- Prevent unauthorized access to customer, M&A, or trading data
- Ensure remote employees work securely
- Identify suspicious activity before it compromises data.

Datasheets & Templates Available
EMS Industry-specific datasheets and email templates
Proposed ‘angles of attack’ for EMS customer opportunity:

1. What is your **Mobility** strategy as a company? Compliance, Security, Data governance...? BYOD? What does your staff use for mobile devices, how do you manage them? Ever had someone lose their cell phone? **Mobility Assessment?**

2. Move to secure login credentials with **Active Directory Premium**... How does your customer have a handle on their ‘Cloud and Hybrid Identity’? **AD assessment?**

3. Finally, **Information Protection** - Do you know how ‘far out’ your data gets? Is there information in your company that is sensitive in nature, potentially damaging, and do you know who has access to it? **Security Assessment?**

→ Security Breaches in the News. These make it real. Target/Home Depot/Premera/Sony/JP Morgan/PF Chang’s - Learn more
Sales Readiness| Top Trainings

What is EMS? – Part 1
Why EMS? – Part 2
How to sell EMS – Part 3

Managing Mobile Productivity with EMS (5 min)

Microsoft ATA Deployment (7 min)

EMS Whiteboard Training Video (18 min)
Sales Readiness | Key Resources

**Ready-to-go**

- **The Evolution of Mobility**
  - BDM – Short Version
  - BDM – Long Version
  - TDM – Short Version
  - TDM – Long Version
- **Mobility in Public Safety and Justice**
- **Mobility in Defense**
- **Enterprise Mobility Suite offer**

**Trials**

- **EMS trial**
- **ATA trial**

*Extend Intune trial for customer (first time) [here](#). Customer can extend by phone 30 days more by themselves.

**EMS Partner Site**

- **EMS POCs**
- **EMS Advisory Support**
- **Training**
- **Enterprise Mobility Strategy and Planning Workshop**
Partner Offers
SMB Advantage
Per SKU partner subsidy for selling Office 365 via Open, Open Value, & CSP to first-time Cloud customers
- Incentive available for unmanaged VARs (Champs and LSP partners are excluded)
- Currently in market September 1, 2015 through November 30, 2015

FastTrack for EMS
Assists all customers who purchase EMS with onboarding services.
- The onboarding benefit lets you work with Microsoft specialists to assess, remediate, and enable eligible services.
- 150 seat minimum

FY16 EMS Adoption Offer
Help eligible customers fund deployment services.
- Available to new EMS customers only
- 150 Seat minimum
- Funding amounts based on seat count
- $60,000 maximum

Access Advisory Support for EMS
EMS Competency
## EMS Competency | Benefits

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Silver</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incremental Enterprise Mobility Suite seats in addition to core Microsoft Partner Network internal-use software license benefits</td>
<td>50 seats</td>
<td>100 seats</td>
</tr>
<tr>
<td>Unlimited Signature Cloud Support</td>
<td>⬤</td>
<td>⬤</td>
</tr>
<tr>
<td>Eligibility for Microsoft Online Services Advisor Sell and Online Services Usage Partner Incentives*</td>
<td>⬤</td>
<td>⬤</td>
</tr>
<tr>
<td>*Additional requirements will apply</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eligibility for Enterprise Mobility Suite (EMS) FY16 Adoption Offer*</td>
<td>⬤</td>
<td>⬤</td>
</tr>
<tr>
<td>*Additional requirements will apply</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eligible to participate in Public Cloud and/or Azure Deployment Planning Service for implementing Enterprise Mobility</td>
<td>⬤</td>
<td>⬤</td>
</tr>
<tr>
<td>Marketplace / Pinpoint Prioritization</td>
<td>⬤</td>
<td>⬤</td>
</tr>
<tr>
<td>Direct partner support provided by a regional contact or tele partner account manager</td>
<td>⬤</td>
<td>⬤</td>
</tr>
</tbody>
</table>

## EMS Competency | Requirements

<table>
<thead>
<tr>
<th>Summary</th>
<th>Details</th>
<th>Network member</th>
<th>Action Pack</th>
<th>Silver</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership</td>
<td>Annual investment</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Partner profile</td>
<td>Complete a partner profile</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Customer evidence</td>
<td>Customer references</td>
<td></td>
<td></td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Business assessments</td>
<td>Business-focused competency assessments</td>
<td></td>
<td>1</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Technical credentials</td>
<td>Technology professional (s) must pass the technical exam assessment or both</td>
<td></td>
<td>1</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

Marketing Resources
- Top 10 EMS customer benefits
- EMS Webinars-in-a-box
- Customer evidence
- Enterprise Mobility Strategy and Planning Workshop
New

- EMS industry-specific datasheets
- EMS industry-specific email templates

Coming soon!

- ATA industry-specific datasheets and email templates

$8.6M**— that’s the average cost of a data breach for retail businesses

Attackers spend an average of 200+ days in a network before being discovered. More mobile devices in the workplace streamline ordering and improve customer service, but also increase the risk for information leaks.

Microsoft Enterprise Mobility Suite (EMS) makes it easy to protect sensitive information and let employees do their jobs. EMS helps businesses:

- Prevent negative brand exposure and litigation costs by helping to identify suspicious network activity before information is compromised.
- Control who accesses consumer data by implementing multi-factor authentication and document encryption.
- Ensure that kiosk, handheld, and POS devices are locked down and have the latest security updates.
- Improve customer service by giving retail workers single sign-on access to 2,500+ applications.
- Comply with PCI standards to process payments securely.
Customer-Ready Content
Why EMS?
What benefit does EMS provide O365 customers

- Protects Sensitive Information without Sacrificing Mobile Productivity
- Simplifies app delivery and deployment
- Increases IT Management Control

LOB Apps
SaaS Apps
Office 365

Mobility Management
Simplify app delivery and deployment
Company portal self-service experience

- Consistent experience across:
  - Windows + Windows Phone
  - Android
  - iOS

- Discover and install corporate apps

- Manage devices and data

- Customizable terms and conditions

- Ability to contact IT

- + Deploy automatically without user intervention
Manage Mobile Productivity
Office 365 & Intune protect information without sacrificing productivity

Secure Collaboration
- IT can set and manage policy around how data is shared with managed and non-managed apps
- In addition to Office mobile apps for iOS and Android, Intune will support management of LOB iOS and Android apps

Rich Office Experience
- Give users familiar, full-featured Office applications
- Maintain document formatting across platforms
- Securely store, sync, and share content via OneDrive for Business
Increase IT Management Control
Use EMS to manage your complete mobile enterprise

Management & Security across all workloads
- Single Sign On across on-premises & cloud / w/ Self Service identity management
- Conditional Access to all apps
- Consistent management for PCs & Mobile devices w/ device wipe
- Multi-Factor Authentication
- Machine Learning based security reports
EMS IT manageability benefits for Office 365 customers

**Identity & Access Management**
- **Azure AD for Office 365+**
  - Single sign-on for all cloud apps
  - Advanced multifactor authentication for all workloads
  - Self-service group management and password reset with write back to on-premises directory
  - Advanced security reports
  - FIM (now MIM), Server + CAL

**Mobile device and app management**
- **MDM for Office 365+**
  - PC management
  - Mobile app management (prevent cutting/copying/pasting/saving from corporate apps to personal apps)
  - Secure content viewers
  - Certificate provisioning
  - System Center integration

**Information protection**
- **RMS for Office 365+**
  - Protection for on-premises Windows Server file shares
  - Email notifications when sharing documents
  - Email notifications when shared documents are forwarded

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**Basic identity management via Azure AD for Office 365**
- Single sign-on for Office 365
- Basic multifactor authentication for Office 365

**Basic mobile device management via MDM for Office 365**
- Device settings management
- Selective wipe
- Built into Office 365 Management Console

**RMS protection via RMS for Office 365**
- Protection for content stored in Office (on-premises or Office 365)
- Access to RMS SDK
- Bring Your Own Key
What Next?
EMS Partner Ignition Kit | Go Do’s

1. Ready
Get ready to sell and deploy O365+EMS

- Get sales staff trained to talk about the value of EMS.
- Learn why EMS is better together with O365 and Windows 10.
- Get technical staff trained on EMS.
- Get your Internal Use Rights and start using EMS internally.
- Learn about being a CSP and How to make money in the cloud. Watch this video on EMS in CSP.

2. Engage
Identify and engage O365 customers

- Identify customers up for O365 renewal.
- Identify O365 customers with need for device management and information protection.
- Attach to all new Office 365 deals.
- Contact any CAL Suite customers to extend management to mobile devices and SaaS apps.

3. Accelerate
Use assessments, POCs, and offers to drive adoption & Close business

- Leverage the partner investment engine to offset costs offset POC and assessment costs.
- Run the free Cloud App Discovery tool to see what’s not under IT control in your customer’s environment.

4. Deploy
Help customers realize value from EMS deployment

- For customers with 150+ seats, use FastTrack and FY16 Deployment offer to accelerate deployment.

Microsoft Cloud and Enterprise Partner Resources
Appendix
What is EMS and who is it for?

What is EMS?
• EMS in 5 Minutes Video (3 part series)
  • Part 1: What is EMS
  • Part 2: Why EMS
  • Part 3: Sell EMS

Other Videos
• Manage Mobile Productivity YouTube Demo
• Hybrid Identity Video
• What is Microsoft Azure Rights Management
• Enterprise Mobility Suite & Office 365– demo (2 minutes)
• 12 Minute Enterprise Mobility Suite Demo- demo

Who should I target for EMS?
Existing or new Office 365 customers
• Customers already moving to the cloud will need to manage hybrid AD identities
• RMS users Office 365 could extent the use of RMS to on-premises workloads
• Customers using MFA in Office 365 could extend those capabilities to other applications on-premises

Customer evaluating ISM solutions
• Customers looking at FIM, Oracle IDM, Ping Identity, Okta, and others are actively planning an identity strategy that likely includes SaaS and cloud identities
• SaaS users (e.g. Box, salesforce, workday, servicenow, and others) might have federation fatigue
• EMS is a more cost-effective way to get FIM + new cloud IDM functionality in Azure AD Premium

Customers with growing mobile device deployments
• Customer evaluating MDM solutions also likely have requirements around identity management and document protection associated with those devices (e.g. Airwatch and Good offer “container” solutions to protect documents)

• EMS Industry-specific datasheets and email templates
• EMS Customer Scenarios
How do I get ready to sell EMS?

Proofs of concept
Help your customer develop a vision and scope for a pilot enterprise mobility or desktop virtualization deployment by delivering one of these hands-on proof of concept engagements. Each PoC includes resources to help you sell, plan, and deliver the engagement.

- 1-day Enterprise Mobility Suite PoC: Managing Office and Conditional Access for iPad
- 2-day Cloud Only Enterprise Mobility Suite Proof of Concept (PoC)
- 10-15 day Enterprise Mobility Proof of Concept (PoC)
- Virtual Desktop Infrastructure (VDI) Proof of Concept (PoC)

Training
Use Microsoft training assets to skill up your sales professionals and technical specialists so you are ready to help customers harness the power of enterprise mobility on the Microsoft platform. View Microsoft Virtual Academy videos.
- Enterprise Mobility Core Skills: Prepare your mobile environment for Windows 10
- Expanding Office 365 with Enterprise Mobility Suite
- Taming Android and iOS with Enterprise Mobility Suite

Find courses for sales, presales, and technical professionals on the MPN learning path for the Enterprise Mobility Suite.
- Go to the Enterprise Mobility Suite learning path
Access the Partner Learning Center for additional online courses.
- Technology Benefits of Microsoft Mobility Solutions
- Enterprise Mobility - Successful Sales Motions
- Enterprise Mobility Suite overview – goals, services and sales scenarios for Partners
- Get the Enterprise Mobility Competency
What next?

Get started:
• IUR Guidance
• Get Internal Use Rights to EMS
• Get Started Guide

Take advantage of deployment offers:
• SMB Advantage
• FastTrack for EMS Customers/Partners
• FastTrack for EMS Deployment Offer
• Microsoft Cloud and Data Platform offers in the Partner Investment Engine (PIE)
• PIE EMS App Discovery/Assessment ($500)

Get involved in online communities.
• Read the Enterprise Mobility Blog series
• Read the Azure Active Directory Blog series
• Microsoft Intune Forum
• Microsoft Azure Active Directory Forum

What are others saying about EMS?
• Gartner MQ: EMS and AADP and Client Mgmt
## Azure Active Directory Offering Comparison

<table>
<thead>
<tr>
<th>Feature</th>
<th>Azure AD Free (O365)</th>
<th>Azure AD Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directory as a service</td>
<td>☑ Up to 500,000 objects</td>
<td>☑ No limit</td>
</tr>
<tr>
<td>User and group management</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>Single sign-on for pre-integrated SaaS and custom applications</td>
<td>☑ 10 apps per user</td>
<td>☑ No limit</td>
</tr>
<tr>
<td>Microsoft Directory Synchronization Tool</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>(Windows Server Active Directory extension)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>User-based access management and provisioning</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>Group-based access management and provisioning</td>
<td>☑</td>
<td></td>
</tr>
<tr>
<td>Self-service group management for cloud users</td>
<td>☑</td>
<td></td>
</tr>
<tr>
<td>Self-service password change for cloud users</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>Self-service password reset for cloud users</td>
<td>☑</td>
<td></td>
</tr>
<tr>
<td>Security reports</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>Advanced security reporting (based on machine learning)</td>
<td>☑</td>
<td></td>
</tr>
<tr>
<td>Usage reporting</td>
<td>☑</td>
<td></td>
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<tr>
<td>Company branding</td>
<td>☑</td>
<td></td>
</tr>
<tr>
<td>(logon pages and Access Panel customization)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multi-factor authentication (all available features on Windows Azure and on-premises environments)</td>
<td>☑</td>
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</tr>
<tr>
<td>Service-level agreement (SLA)</td>
<td>☑</td>
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<tr>
<td>Forefront Identity Manager CAL + Forefront Identity Manager Server</td>
<td>☑</td>
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</tr>
</tbody>
</table>
## Azure MFA Offering Comparison

<table>
<thead>
<tr>
<th>Feature</th>
<th>MFA for O365/Azure Administrators</th>
<th>Windows Azure Multi-Factor Authentication / EMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrators can Enable/Enforce MFA to end-users</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Use Mobile app (online and OTP) as second authentication factor</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Use Phone call as second authentication factor</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Use SMS as second authentication factor</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Application passwords for non-browser clients (e.g. Outlook, Lync)</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Default Microsoft greetings during authentication phone calls</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Custom greetings during authentication phone calls</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Fraud alert</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>MFA SDK</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Security Reports</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>MFA for on-premises applications/ MFA Server.</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>One-Time Bypass</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Block/Unblock Users</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Customizable caller ID for authentication phone calls</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Event Confirmation</td>
<td></td>
<td>✔</td>
</tr>
</tbody>
</table>
## Azure RMS Offering Comparison

<table>
<thead>
<tr>
<th>Feature</th>
<th>RMS for O365</th>
<th>Azure RMS (EMS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consume &amp; Create RMS content with company ID</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Protection for content stored in O365</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Protection for content stored in on prem Office (Exchange, Sharepoint via RMS Connector)</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Bring your own Key (Hybrid protection)</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>RMS protection for non office files</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>RMS SDK</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>RMS On Prem Connector for on-premises Windows Server file shares* (via RMS FCI Connector)</td>
<td></td>
<td>✔️</td>
</tr>
</tbody>
</table>

* As of July 1, 2014
## Device management feature comparison

<table>
<thead>
<tr>
<th>Category</th>
<th>Feature</th>
<th>Exchange ActiveSync</th>
<th>MDM for Office 365</th>
<th>Intune</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Device configuration</strong></td>
<td>Inventory mobile devices that access corporate applications</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td></td>
<td>Remote factory reset (full device wipe)</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td></td>
<td>Mobile device configuration settings (PIN length, PIN required, lock time, etc.)</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td></td>
<td>Self-service password reset (Office 365 cloud only users)</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td><strong>Office 365</strong></td>
<td>Provides reporting on devices that do not meet IT policy</td>
<td></td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td></td>
<td>Group-based policies and reporting (ability to use groups for targeted device configuration)</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td></td>
<td>Root cert and jailbreak detection</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td></td>
<td>Remove Office 365 app data from mobile devices while leaving personal data and apps intact (Selective wipe)</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td></td>
<td>Prevent access to corporate email and documents based upon device enrollment and compliance policies</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td><strong>Premium mobile device &amp; app management</strong></td>
<td>Self-service Company Portal for users to enroll their own devices and install corporate apps</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td></td>
<td>Deploy certificates, VPN profiles (including app-specific profiles), and Wi-Fi profiles</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td></td>
<td>Prevent cut/copy/paste/save as of data from corporate apps to personal apps (Mobile application management)</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td></td>
<td>Secure content viewing via Managed browser, PDF viewer, Imager viewer, and AV player apps for Intune</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td></td>
<td>Remote device lock via self-service Company Portal and via admin console</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td><strong>PC management</strong></td>
<td>PC management (e.g. inventory, antimalware, patch, policies, etc.)</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td></td>
<td>OS deployment (via System Center ConfigMgr)</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td></td>
<td>PC software management</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td></td>
<td>Single management console for PCs and mobile devices (through integration with System Center ConfigMgr)</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
</tbody>
</table>
## SMB Advantage Office 365 Promotion

**Per SKU partner subsidy for selling Office 365 via Open, Open Value, & CSP to first-time Cloud customers**

### How it Works

- Incentive in market September 1, 2015 through November 30, 2015
- Incentive available for unmanaged VARs (Champs and LSP partners are excluded)
- Limited to sales to SMB segment customers purchasing Cloud services for the first time
- Limited to Open, Open Value, and CSP Licenses (excluding Open level C)
- Payout based on 15% of ERP of SKU license cost
- Partner subsidy check will be sent to customer approximately 8 weeks after registration
- Partner must register deal on PIE within 30 days of sale
  - Eligible deals between September 1st and PIE go-live date must be registered within 30 days of the PIE go-live date

### How to Participate

1. If you are not an MPN member, register [here](#)
2. Log in to the Partner Investment Engine (PIE) with your Microsoft credentials associated with your MPN ID
3. Click "I have an access code" and enter your information. If you are a first time user, click "I do not have an access code" and enter your information so that an access code may be provided to you
4. Agree to PIE terms and conditions (first time only)
5. Select the SMB Advantage Office 365 tile under Partner Sales Incentives
6. Detail your customer’s eligible purchase including customer name, customer address, and subscription ID
7. E-sign the SMB Advantage Office 365 terms and conditions to request that Microsoft send you the payment
8. Repeat this process for every eligible customer order placed
9. You will be required to submit a W-9 form to receive payment
**SMB Advantage Office 365 Promotion**

Per SKU partner subsidy for selling Office 365 via Open, Open Value, & CSP to first-time Cloud customers

### Payout Rates via Open License & Open Value

<table>
<thead>
<tr>
<th>Product</th>
<th>License Type</th>
<th>SKU</th>
<th>Payout per SKU</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprise Mobility Suite</td>
<td>Open License</td>
<td>GS7-00003</td>
<td>$16</td>
</tr>
<tr>
<td>Exchange Online Plan 1</td>
<td>Open License</td>
<td>Q6Y-00003</td>
<td>$7</td>
</tr>
<tr>
<td>Exchange Online Plan 2</td>
<td>Open License</td>
<td>Q6Z-00003</td>
<td>$14</td>
</tr>
<tr>
<td>Office 365 Business</td>
<td>Open License</td>
<td>J29-00003</td>
<td>$15</td>
</tr>
<tr>
<td>Office 365 Business Essentials</td>
<td>Open License</td>
<td>9FS-00003</td>
<td>$9</td>
</tr>
<tr>
<td>Office 365 Business Premium</td>
<td>Open License</td>
<td>9F4-00003</td>
<td>$23</td>
</tr>
<tr>
<td>Office 365 Plan E1</td>
<td>Open License</td>
<td>Q4Y-00003</td>
<td>$14</td>
</tr>
<tr>
<td>Office 365 Plan E3</td>
<td>Open License</td>
<td>Q5Y-00003</td>
<td>$36</td>
</tr>
<tr>
<td>Office 365 Plan E4</td>
<td>Open License</td>
<td>Q4Z-00003</td>
<td>$40</td>
</tr>
<tr>
<td>Office 365 Pro Plus</td>
<td>Open License</td>
<td>Q7Y-00003</td>
<td>$22</td>
</tr>
<tr>
<td>OneDriveBusiness w/ Office Online</td>
<td>Open License</td>
<td>3NN-00021</td>
<td>$9</td>
</tr>
<tr>
<td>SharePoint Online Plan 1</td>
<td>Open License</td>
<td>Q9Z-00003</td>
<td>$9</td>
</tr>
<tr>
<td>SharePoint Online Plan 2</td>
<td>Open License</td>
<td>R2Z-00003</td>
<td>$14</td>
</tr>
</tbody>
</table>

### Payout Rates via CSP

<table>
<thead>
<tr>
<th>Product</th>
<th>Payout per SKU</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprise Mobility Suite</td>
<td>$16</td>
</tr>
<tr>
<td>Exchange Online (Plan 1)</td>
<td>$7</td>
</tr>
<tr>
<td>Exchange Online (Plan 2)</td>
<td>$14</td>
</tr>
<tr>
<td>Office 365 Business</td>
<td>$15</td>
</tr>
<tr>
<td>Office 365 Business Essentials</td>
<td>$9</td>
</tr>
<tr>
<td>Office 365 Business Premium</td>
<td>$23</td>
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<tr>
<td>Office 365 Enterprise E1</td>
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<tr>
<td>Office 365 Enterprise E3</td>
<td>$36</td>
</tr>
<tr>
<td>Office 365 Enterprise E4</td>
<td>$40</td>
</tr>
<tr>
<td>Office 365 ProPlus</td>
<td>$22</td>
</tr>
<tr>
<td>OneDrive for Business with Office Online</td>
<td>$9</td>
</tr>
<tr>
<td>SharePoint Online (Plan 1)</td>
<td>$9</td>
</tr>
<tr>
<td>SharePoint Online (Plan 2)</td>
<td>$14</td>
</tr>
</tbody>
</table>
Microsoft FastTrack for Enterprise Mobility Suite provides remote deployment assistance for Azure Active Directory Premium, Intune, and Azure Rights Management

**Azure Active Directory Premium**

FastTrack will:
- Get organizational identities to the cloud
- Set up single sign-on for test apps (including Azure Active Directory Application Proxy apps)
- Configure self-service options like password reset and Azure Multi-Factor Authentication in the MyApps Portal

**Microsoft Intune**

FastTrack will:
- Set up users and groups
- Enable management of test devices
- Optionally connect on-premises Microsoft System Center Configuration Manager to Intune for a single management portal experience

**Azure Rights Management**

FastTrack will:
- Activate rights management for users
- Configure sharing with external partners
- Track usage
- Test revocation of protected assets
### Offer

Partner funding to drive Enterprise Mobility Suite and Enterprise Cloud Suite active seat usage for Intune and/or Azure Active Directory Premium, Azure Rights Management Services is excluded.

Eligible Partners: Cloud Productivity Competency, Enterprise Mobility Management, or Devices & Management*

### Who / When

Any customer who buys 150+ eligible seats of the Enterprise Mobility Suite or Enterprise Cloud Suite & and is using the service(s)**

September 1, 2015 – March 31, 2016

*Enterprise Mobility Management Competency will be available for partners to begin earning during the early part of the second quarter of Microsoft fiscal year 2016. Cloud Productivity and Devices & Management competency will count towards eligibility up to December 31, 2015

**Includes trial customers. See resources for eligible SKU List

### Partners & Onboarding Center Integration

Partners may leverage the Onboarding Center & FastTrack Success Center to help drive active seat usage, including activities like:

- Training and managed services
- Change management
- Single sign-on and deployment for LoB applications

### What

**Partner Funding**

Customers earn funds on a per seat basis for CPC Partners to drive active seat usage

- 150+ eligible SKUs to qualify
- $15 per seat for the first 1000 seats, then $5 per seat above 1000 seats
- $60,000 limit per customer

**Partner Proof of Execution for Payment:**

- Customer approved Success Plan in the FastTrack Portal
- 5% Active Seat Usage = 1/3 payment of eligible funds
- 15% Active Seat Usage = remaining 2/3 payment of eligible funds within 12 months of purchase
Partner Offers | EMS FY16 Adoption Offer

1. **Customer**
   - Customer purchases eligible SKU's for EMS Adoption Offer

2. **Customer onboards to EMS with the assistance of their partner and/or the Microsoft FastTrack Onboarding Center**

3. **Partner** engages customer to drive usage of the service(s)

4. **Adoption Offer**
   - Partner qualifies for distribution of funding:
     - 15% usage of service(s)*
     - Intune – purchased licenses have a device attached
     - Azure Active Directory Premium (AADP) –
       - # of unique users who access at least one 3rd party app
       - # of unique users Registered for SSPR
       - # of unique users enabled for MFA

*Partners can start to claim funds once 5% of the eligible purchased licenses are in active use status. Usage thresholds are calculated based on each individual service. Counts for Intune and AADP usage cannot be combined to reach the thresholds. See terms for details.