

# SAM P2P: SAM Partner & Distributor

## Partnership with Distributors

Distributors' primary competencies involve the sales of hardware, software, and services from multiple vendors. Distributors sell to Resellers who, in turn, sell to their end customers. SAM Partners and Distributors can mutually benefit by working together to create SAM offers or sell SAM services directed at and advantageous to Resellers. In other words, SAM Partners can leverage the Distributor's relationships with Resellers to promote their service or offering, which in-turn, benefits the Distributor.

### Example:

A SAM Partner with a scalable SAM Managed Service solution works with a Distributor to offer Resellers a trial of their service. The SAM Partner works with a subset of the Distributor's existing Resellers to offer their solution to the customers of the Reseller.

In this example, the SAM Partner has developed a Cloud-based managed service, offered through channel partners, that provides SAM technologies, processes, and services. This scalable managed service is sold through other partners and "white-labeled" by those partners to their customers.

Working with a Distributor, this SAM Partner engages in a campaign to offer a free 3-month subscription of their managed service offering to a number of Cloud Partners that currently purchase through this Distributor. These Cloud Partners can offer the subscription to an unlimited number of their end-customers for the free 3-month trial period.

This partnership is advantageous for all parties in the following ways:

The Cloud Partners taking up the offer have a new service that can add value to their existing customer relationships and drive revenues by correctly sizing Cloud opportunities and preparing for Cloud migrations. They can deliver this service as their own offering, delivering SAM services faster and easier, without the need to develop a solution in-house.

The Distributor benefits from any additional software and hardware sales generated as a result of the SAM Managed Service.

The SAM Partner increases distribution and exposure of their offering and can capitalize on increased revenues once the trial period has concluded and customers opt for the service on an ongoing basis.

## Distributor Core Competencies

SAM Partners can benefit from engaging Distributors with expertise in the following:

- Hardware and software sales
- Extensive customer base, sales engines, procurement relationships
- Product support, help desk, marketing, and telesales support



### Customer Benefits:

- Free trial of SAM managed service offering
- Infrastructure and licensing insights gained via the trial offer
- Ability to realize ongoing SAM managed service benefits



### Distributor Benefits:

- Increased revenues
- Growth of Cloud Partner relationships and satisfaction
- Ability to promote SAM Partner services through other Cloud Partners



### SAM Partner Benefits:

- Increased exposure and distribution of offer and services
- Increased customer reach
- Increased revenues



### Microsoft Benefits:

- Satisfied customers and partners
- Increased revenue and capacity
- Increased value provided to customers
- Increased number of customers benefiting from Cloud-based managed services