

SAM P2P: SAM Partner & CSP



Partnership with CSPs

A CSP or Cloud Solution Provider sells Microsoft Cloud solutions and ongoing management of those solutions. They can own the end-to-end customer relationship from reselling licenses to providing solutions and support.

A CSP and SAM Partner can work well together on SAM Solution Assessments where the SAM Partner's services include an evaluation of a customer's infrastructure and licensing and the CSP's services include implementation of Cloud solutions, license transactions, and ongoing support.

Example:

A SAM Consulting Partner performs a SAM Cloud Productivity Solution Assessment with the customer. An assessment of the customer's Cloud-ready state is performed along with insight on the business, cost, and technology benefits of moving workloads to the Cloud. Additionally, recommendations on optimizing Cloud licensing are provided. As this SAM Partner has strategically decided to focus their business on pure SAM consulting without license transactions, they establish a partnership with a CSP who can cover the transactional and ongoing needs of the customer.

Based on SAM Partner recommendations, the CSP works with the customer on implementation of recommended Cloud solutions. As the CSP, this partner can provide necessary Cloud licensing, plus Cloud managed services such as support and solutions, on an ongoing basis.

This partnership is beneficial as it allows the SAM Partner to employ their expertise in evaluating the customer's infrastructure, software deployment, and licensing, and recommend solutions accordingly. This sets up the CSP for solution implementation, license fulfillment, and ongoing service and support.

CSP Core Competencies

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

- Cloud consultation and on-prem to Cloud migration
- Transactional licensing
- Managed Cloud services



Customer Benefits:

- End-to-end solution provided: from initial Cloud consulting to actual migration
- Efficiencies and modernization achieved via the move to Cloud



CSP Benefits:

- Up-sell and cross-sell
- Fulfillment of core competencies
- Ongoing revenue stream via managed services



SAM Partner Benefits:

- Future partnerships with CSP
- Ability to meet customer needs via partnership



Microsoft Benefits:

- Increased Cloud migrations and sales
- More customers under managed services
- Customer and partner satisfaction