



MAKE PREMIER SUPPORT FOR PARTNERS YOUR COMPETITIVE ADVANTAGE

Recover costs and grow your business by partnering with Microsoft to deliver Premier services to your customers

PREMIER SUPPORT FOR PARTNERS HELPS GROW YOUR BUSINESS

Microsoft Premier Support for Partners is the only partner support offering with complete, end-to-end managed support across the full Microsoft platform. With Premier Support for Partners, your business can:



Attract new customers by including Premier Proactive Services into your offers



Leverage a designated Technical Account Manager for advocacy within Microsoft



Experience the fastest, prioritized response times for you and your customers



Develop new technical capabilities with digital or onsite training, labs, and workshops

MAXIMIZE THE VALUE OF YOUR CONTRACT BY DELIVERING HIGH-VALUE PREMIER SERVICES TO YOUR CUSTOMERS

Premier Support for Partners empowers you to optimize your service and support plans by enhancing your existing offers with a catalog of hundreds of Microsoft Premier services, including Risk Assessments, Library on Demand digital trainings, custom workshops, and prescriptive maintenance and optimization guidance. Extend the Microsoft Premier delivery model by offering services in smaller packages, or together with your own offerings, to meet more customers' needs. With Premier Support for Partners, customers get more from their Microsoft investments, and partners gain revenue-generating opportunities that fuel business growth.

BECHTLE ENHANCED THEIR SERVICES AND EXPANDED CUSTOMER DEMAND

Bechtle Hosting & Operations (BHO) delivers around-the-clock IT support and operation services, focusing on IT infrastructure, data center and cloud services. BHO is part of the Bechtle Group, with more than 8,000 employees at 70 locations in Germany, Austria and Switzerland, it also runs one of Europe's largest online shopping sites with over 70,000 hardware and software products on offer. As Germany's largest IT systems integrator, Bechtle specializes in strategic consulting and comprehensive technical support.

With Premier Support for Partners, Bechtle offered reactive and proactive services directly to their customers. This included Risk Assessment Program as a Service (RaaS)—an offering typically only available to customers with a Premier Support contract directly with Microsoft. With RaaS, Bechtle provided customers with a tool to identify potential risks in their computing environment, access to a Microsoft expert to analyze these risks, and support from Bechtle for on-going risk mitigation and monitoring.

This unique service helped Bechtle secure a **four-year contract agreement** with a major client. Overall, with Premier Support included into their service offerings, Bechtle increased their Premier Support for Partners contract utilization by **300%**.

Learn more about [Premier Support for Partners](#) today!



"We provided Risk Assessment Program as a Service (RaaS) as part of an all-inclusive offering, including hosting, event management, and all the IT services in-between. Being able to include the [Premier services] as part of our offering was the notable difference that helped us secure a four-year contract."

Thilo Vogel

Project Management, Bechtle Hosting & Operations



DATA#3 PROVIDED UNPARALLELED FLEXIBILITY AND COST SAVINGS

Data#3 is a leading Australian technology services and solutions provider, focused on helping customers solve complex business challenges using innovative technology solutions.

In collaboration with Microsoft, Data#3 gave their customers the best of both worlds – direct support from Data#3 for the majority of their support needs, plus access to Microsoft Premier-level support for their most critical incidents. By offering Microsoft Premier services to end-customers in small packages that could be purchased when needed, Data#3 customers reduced the risk of service loss, saved money, and gained significant value. In turn, **Data#3 increased customer satisfaction and improved retention rates, while delivering new value added services.**

Learn more about [Premier Support for Partners](#) today!

Data#3

“Don't put blinkers on when you evaluate the benefits of Premier Support for Partners. Some partners might think Premier Support for Partners only means proactive and reactive support, when it can offer so much more. It is actually a revenue-generating opportunity.”

Phil Redmond

General Manager, Service Solutions, Data#3

COMMS-CARE DELIVERED FLEXIBLE IT SERVICES TO CHANNEL PARTNERS

Comms-care, an Ingram Micro company, is a leading channel-only provider of IT support and service solutions. They assist over 850 channel partners and support over 30,000 active service contracts.

With the advent of cloud and hybrid technologies, Comms-care needed a better way to provide reliable support for business-critical systems and new technologies, and extend support services for Microsoft solutions to their channel partners. With Premier Support for Partners (PSfP), Comms-care packaged Premier services into their existing offers, backing their customers with the highest level of technical support available to Microsoft partners. As a result, Comms-care **enhanced their suite of offerings earning kudos with its customers, and provided an opportunity to recover the cost of the Premier Support for Partners contract, helping to justify their investment.**

Learn more about [Premier Support for Partners](#) today!



"We thought, wow, this is a great idea. It enables us to sell extended support services directly to our customers, and enhance our offerings far beyond what we originally were capable of. With Premier Support for Partners, our business model became two-pronged; first, to support our field-based operatives delivering project services and second, to bolster our post-sale activities with powerful support offerings."

Simon Day
Professional Services Director, Comms-care



This case study is for informational purposes only.
MICROSOFT MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY.
Document published June 2018, updated November 2018.