



MAXIMIZING THE CLOUD MARKET OPPORTUNITY

Maria Moran

Sr. Cloud Development Manager

CLOUD GO-TO-MARKET STRATEGY



**Empowering
Partners to
Capture
the Cloud
Market
Opportunity**



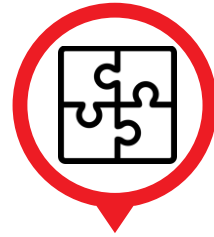
Cloud Expertise & Support

Assisting partners go to market with business development, sales, marketing and technical resources and managing execution through support and operational professionals



Success Path to Cloud

Helping partners leverage managed services to profitably launch, optimize and maximize their cloud practice to provide ultimate value to their customers



Intelligently Designed Cloud Clusters

Developing integrated cloud solutions that facilitate guided selling, generate technical efficiency, maximize partner profitability and create user value



Digital Commerce Platform

Delivering operational scale through a single platform for purchasing, provisioning, invoicing and management allowing partners to profitably manage a cloud and XaaS business



XaaS Enablement & Financing

Providing anything as a service by utilizing specialty financial programs to combine hardware, cloud and services into a single monthly payment while accelerating partner cash flow

CLOUD EXPERTISE AND SUPPORT



Cloud Expertise & Support

Assisting partners go to market with business development, sales, marketing and technical resources and managing execution through support and operational professionals

Vendor Management

D&H vendor management experts conduct market analysis to develop and execute comprehensive business plans to help partners access a variety of integrated, channel-ready solutions to solve customer business problems.

Business Development

From informative webinars and field events to in depth functional and technical training to business planning consultants, D&H provides the guidance and best practices to help partners build a thriving and profitable cloud practice.

Sales

D&H staffs a team of cloud sales professionals to help partners win new customer opportunities, optimize the user experience, and expand profitable revenue with complementary products and services.

Marketing

Cloud technology moves us to a digital world, and partners need to transform their marketing practices to attract the new decision makers. D&H delivers robust collateral, content and digital marketing resources to make it easy.

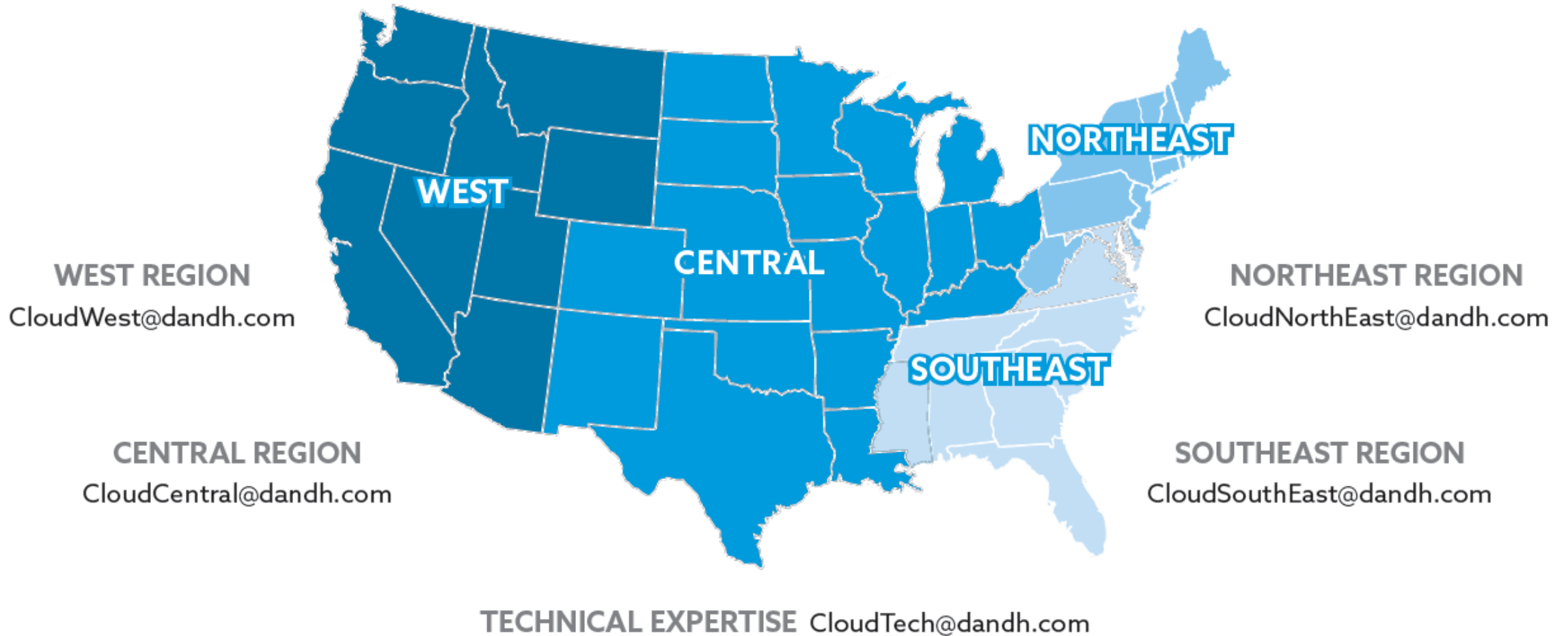
Technical

D&H technical resources help partners design and deploy the latest cloud solutions to solve customer business problems while preparing partners to profitably service and support technology in an “as a service” model.

Support & Operations

Cloud brings complex platforms and operational requirements including new business processes, ongoing service obligations, and recurring invoicing models. D&H recognizes these challenges and has experts to train and support partner success.

Cloud Dedicated Support & Expertise



SUCCESS PATH TO CLOUD



Success Path to Cloud

Helping partners leverage managed services to profitably launch, optimize and maximize their cloud practice to provide ultimate value to their customers

Develop

MSP

Helping partners develop skills to transform to a profitable managed services model and enabling successful MSP's to easily capture the cloud market

Launch

SaaS Foundation

Empowering partners to launch their cloud business by driving marketing and sales programs with industry leading and relevant SaaS solutions

Optimize

SaaS Expansion

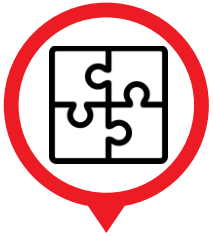
Optimizing the user experience and partner profitability by expanding the SaaS deployment with complementary products by using D&H Cloud Cluster solution designs

Maximize

IaaS

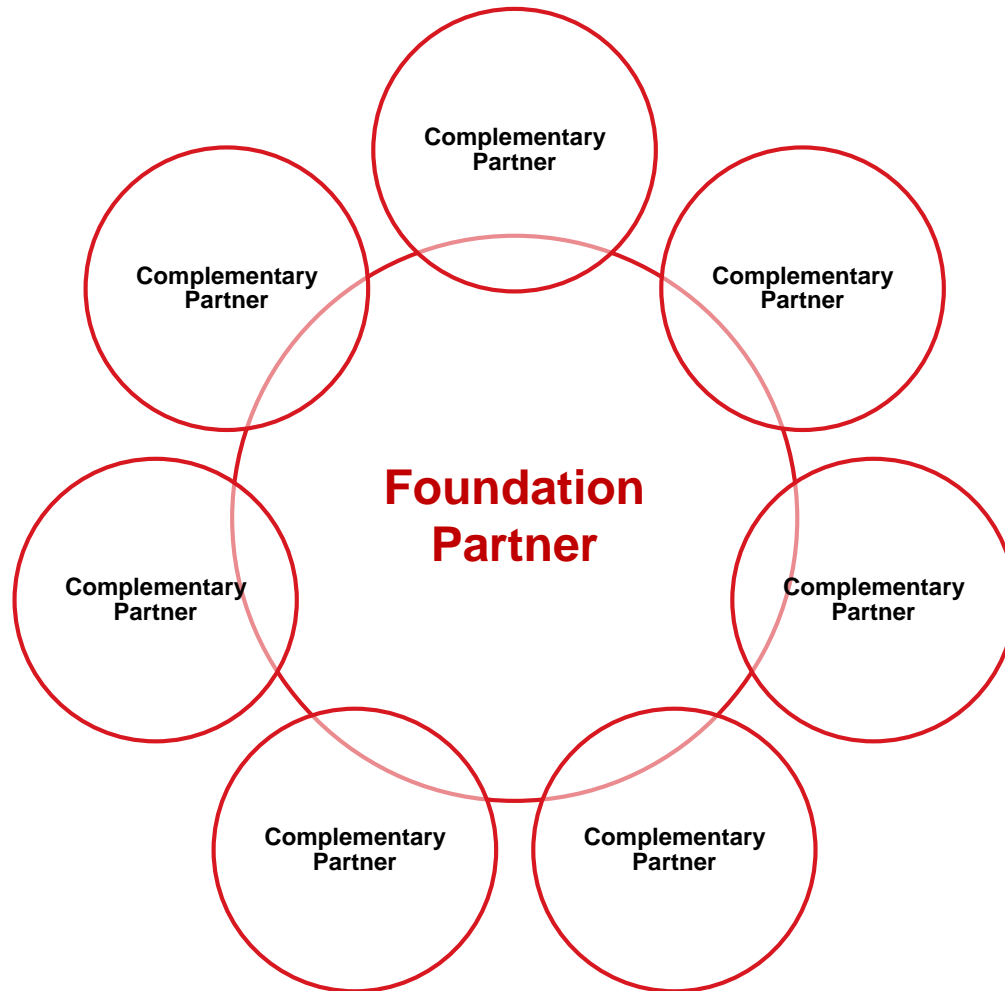
Maximizing user cloud adoption and partner relevance through design, implementation, management, and financial services for IaaS environments

INTELLIGENTLY DESIGNED CLOUD CLUSTERS



Intelligently Designed Cloud Clusters

Developing integrated cloud solutions that facilitate guided selling, generate technical efficiency, maximize partner profitability and create user value



The Foundation Partner is the base of the Cloud Cluster that drives the market demand. Complementary Partners are added to create the total solution. The Digital Commerce Platform will be used to guide partners to the total solution opportunity while the sales and marketing motion educates and alerts partners to the added value and profitability of the full Cloud Cluster.



The Email and Productivity Cloud Cluster is purpose-built to increase customer value while maximizing partner profitability around Microsoft Office 365.



The MSP Cloud Cluster provides a suite of tools that reduce service delivery costs and optimize IT environments while delivering superior customer support.

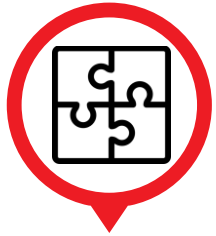


Email & Productivity Cloud Cluster

Purpose-built to increase customer value and maximize partner profitability.

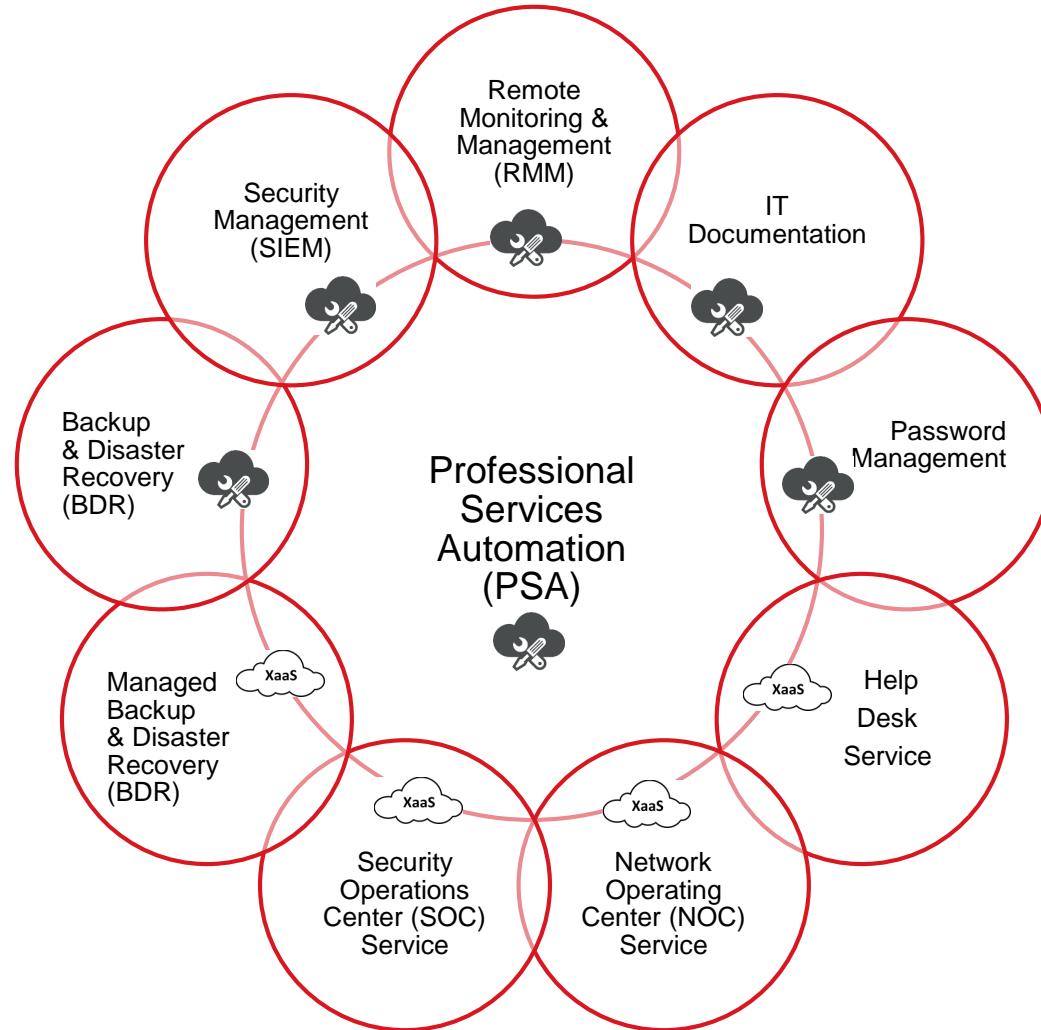


MANAGED SERVICE PROVIDER (MSP)



Intelligently Designed Cloud Clusters

Developing integrated cloud solutions that facilitate guided selling, generate technical efficiency, maximize partner profitability and create user value



The MSP Cloud Cluster provides a suite of tools that reduce service delivery costs and optimize IT environments while delivering superior customer support.



Tool used to deliver managed service. MSP adds labor and SLA.



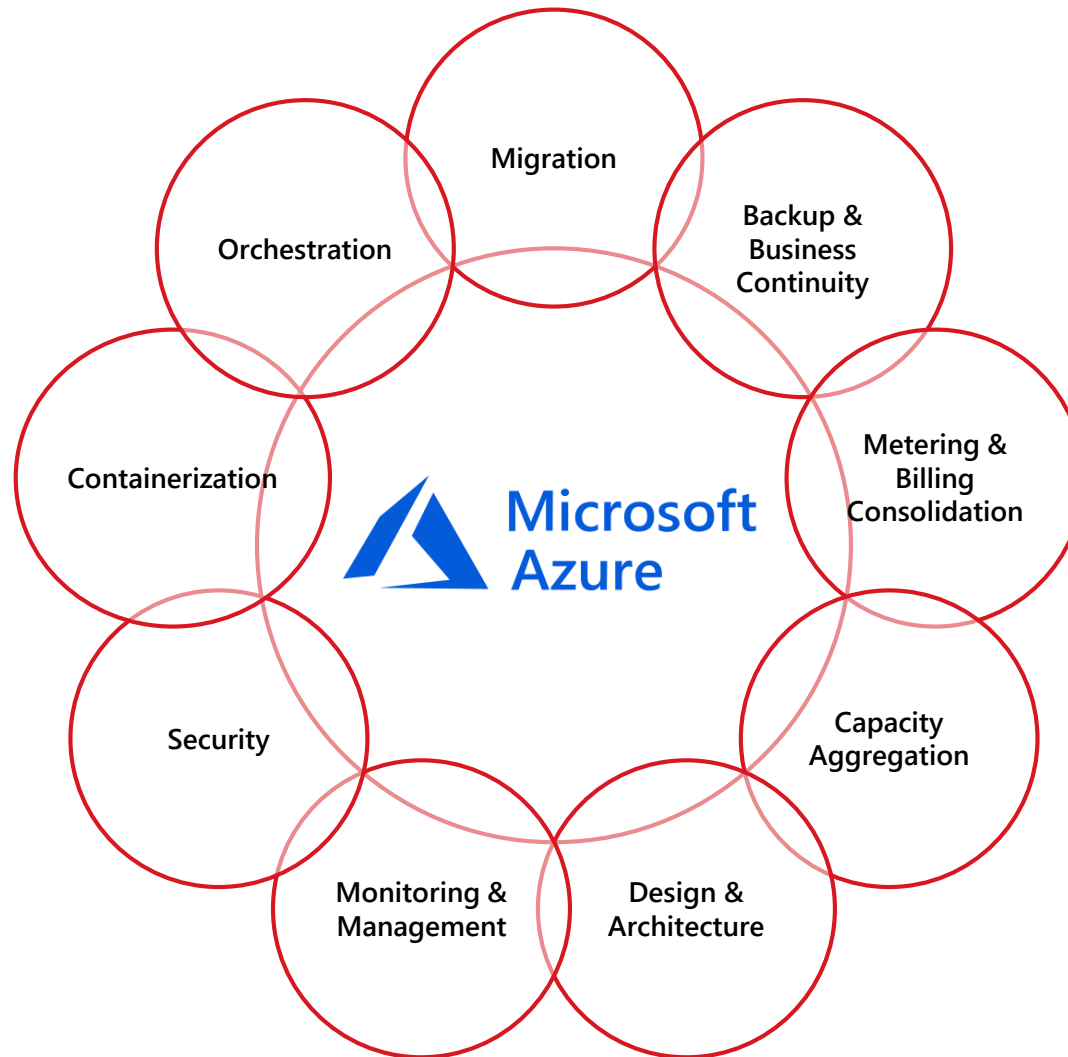
Managed service provided with SLA. VAR adds margin and resells.

INFRASTRUCTURE as a SERVICE (IaaS)



Intelligently Designed Cloud Clusters

Developing integrated cloud solutions that facilitate guided selling, generate technical efficiency, maximize partner profitability and create user value



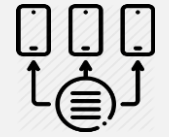
The IaaS Cloud Cluster provides a single source for tools and services allowing partners to develop and manage solutions on the Microsoft Azure platform.

DIGITAL COMMERCE PLATFORM

The D&H digital commerce platform allows partners to create custom product offerings and operationalize multi-vendor cloud services through an easy purchasing experience, real time provisioning, simple subscription management and consolidated invoicing to optimize cash flow and reduce operational costs.



Easy Purchasing Experience



Real-Time Provisioning



Simple Subscription Management



Consolidated Invoicing



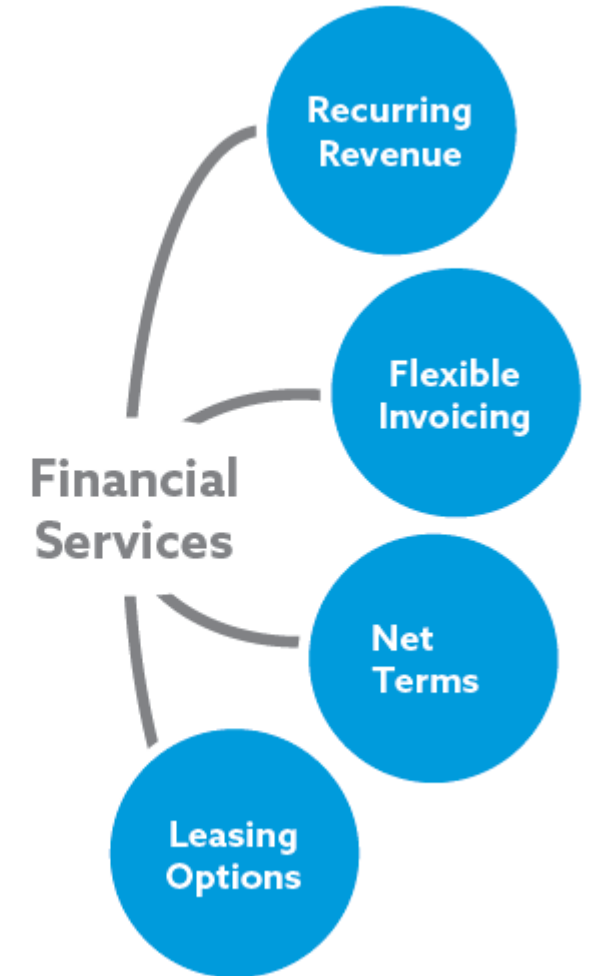
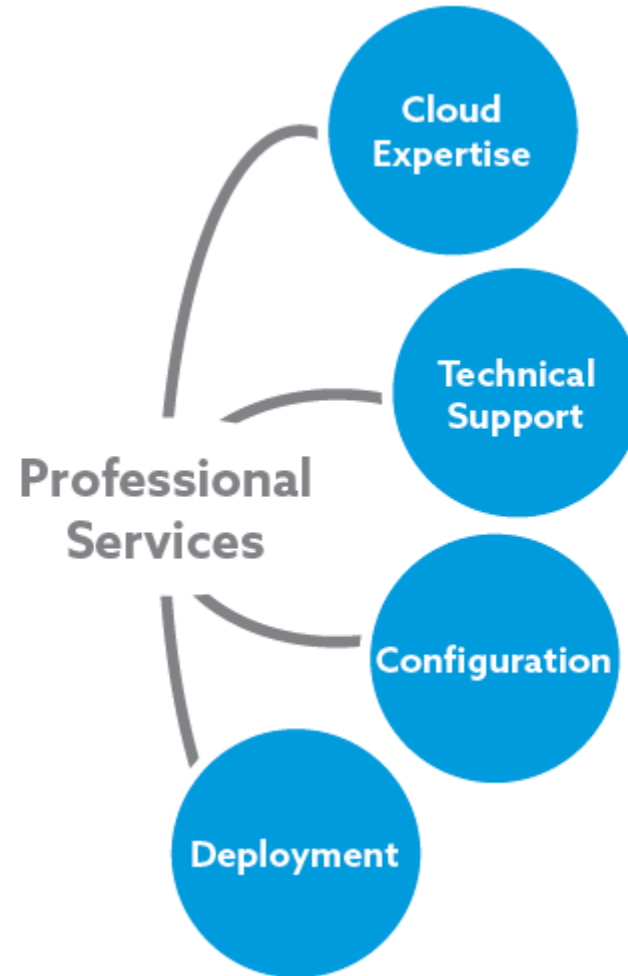
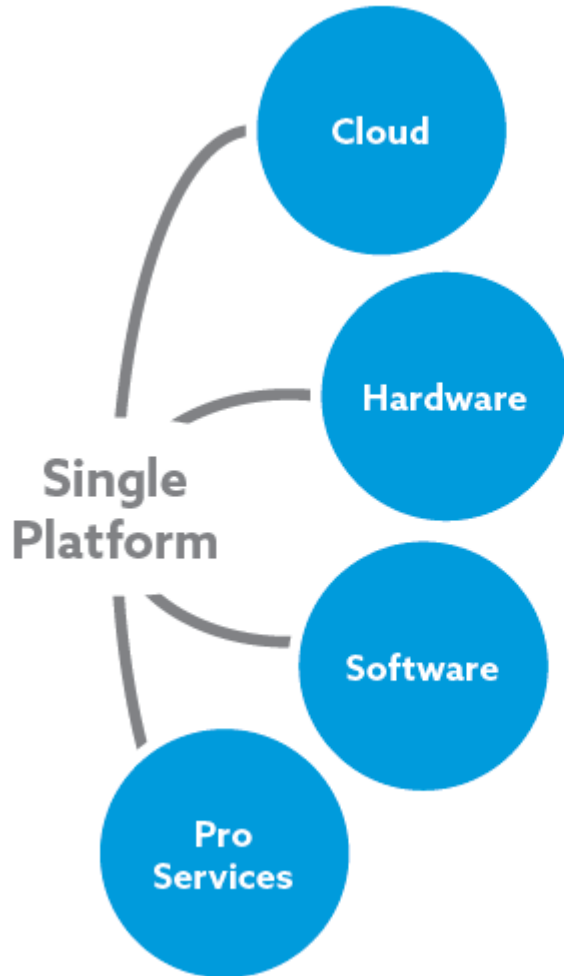
XaaS ENABLEMENT

Build customer relationships and recurring revenue with hardware, software and service bundles.



XaaS Enablement & Financing

Providing anything as a service by utilizing specialty financial programs to combine hardware, cloud and services into a flexible monthly payment, while accelerating partner cash flow.



NEXT STEPS

- ☐ Schedule a **FREE** Consultation with D&H's Cloud Specialist Team

Visit dandh.com/Cloud

Email Cloud@dandh.com

Call **1-800-877-1200 Opt. 7**

