

Transform Your Business by Partnering with Stratos Cloud Alliance

For value-add partners seeking to build a profitable cloud solution business with Microsoft Dynamics 365, Stratos Cloud Alliance (SCA) is the only Indirect Cloud Solution Provider (CSP) specializing in the full suite of Microsoft Dynamics solutions.

As your Microsoft CSP Provider, backed by over 30 years' experience implementing business management solutions, SCA provides all the services a partner needs to build a profitable cloud solutions business with Microsoft Dynamics 365. In addition to offering partners a comprehensive portfolio of Microsoft Cloud Business and Productivity Solutions, ISV Products and Tools, and Custom Support Services, SCA allows the flexibility to move to a cloud partner model at the pace and investment level that is right for you.

Increase your revenue potential by capitalizing on the cloud opportunity – it's huge. Understand the components:

■ Microsoft CSP

The Cloud Solution Provider program is a profitable way to sell Microsoft cloud services including Azure, Office 365 and Dynamics 365.

■ Stratos Cloud Alliance

A partner program from Velosio supporting Indirect CSP resellers' Microsoft Cloud initiatives, uniquely offering deep specialization in Dynamics 365 business solutions.

■ Your Company

Transform at the pace and investment level right for you.



A Faster, Easier Way to Capitalize on the Cloud Opportunity

Partnering with Stratos Cloud Alliance as a trusted advisor supporting your digital transformation will provide you the tools and resources to capitalize on the exploding market for Microsoft Cloud Business Solutions - Dynamics 365, Office 365 and Azure:

Strengthen customer relationships

We provide the tools and resources you need to transition your customers to the cloud, so you can focus on the customer relationship – enabling you to capture growth and profit opportunities.

Increase customer retention rates

Capture your share of the cloud opportunity and become a trusted partner to your customers by providing enhanced services and high value support.

Drive increased revenue

Sell high-margin Microsoft cloud products along with your own offerings and services. Drive recurring revenue, expand your portfolio, and get to market faster.

Open new revenue streams

Transform your business to capitalize on the ever-expanding cloud market. Open new revenue streams, monetize your unique expertise, and create stickiness with your customers.

Stratos VALUE

For Your Customers:

- Comprehensive Microsoft Cloud Solution offerings including Dynamics 365, Office 365 and Azure
- Microsoft 365 implementation, training and support services for Microsoft Cloud applications
- Power BI implementation, training and support services
- Managed IT and Infrastructure services
- A wide array of ISV products and services including the largest selection of Dynamics 365 solutions

For You:

- A streamlined Microsoft CSP and Marketplace onboarding process
- A dedicated account manager and onboarding team
- Management of Microsoft discounting and incentive programs
- Higher margins and lower operational costs
- Best-in-class e-commerce capabilities including co-branding and a private white-label option
- Access to the Stratos Success knowledge base
- Access to the Stratos Partner Portal providing complete visibility into all transactions plus training, marketing collateral, and more
- Sales and marketing enablement including opportunity and deal support
- Dynamics 365 enablement and practice development resources

Stratos Partner Tiers

We offer four flexible partner models that help ERP and CRM resellers, managed service providers, accounting and consulting firms transform at the pace and investment level that is right for them. All programs include dedicated partner teams and support services designed to simplify onboarding and streamline your partner experience. As you begin to seize the opportunities in the cloud and increase your volume, enjoy the benefits of up to 28% margin.

Volume Partner

Growth Partners can graduate to our **Volume Partner** program as their cloud practice expands. Once a specific sales level has been met, partners will benefit from the opportunity to gain additional margin.

Growth Partner

The **Growth Partner** program is a true distributor model for partners who want to invest in a practice based on Microsoft business solutions as a core business focus. As a Growth Partner, you directly manage the entire customer lifecycle including pricing, billing, and first tier customer support. You'll have your own custom marketplace with access to our entire suite of CSP products bearing your brand.

Emerging Partner


The **Emerging Partner** program is a true distributor model for partners who want to build a practice based on Microsoft business solutions. As an Emerging Partner, you directly manage the entire customer lifecycle including pricing and billing with option to have Stratos provide customer support.

Referral Partner

The **Referral Partner program** is perfect for partners with limited internal resources or who want to offer their customers cloud services as a value-add to their core business. Referral Partners simply bring their customers to Stratos and let us take care of the onboarding, billing, administration, and support while enjoying an 8% recurring commission for the life of the account.



Stratos Partner Tiers

	Volume Partner	Growth Partner	Emerging Partner	Referral Partner
Margins	Up to 28%	Up to 22%	Up to 15%	8%
Partner Portal	Co-branded with partner logo			Stratos branded
Customer Ownership	Partner owns, bills and supports customer			Stratos owns and bills customer
E-commerce Site	Co-brand with partner logo* <i>*Must meet a minimum monthly sales requirement</i>			Stratos branded
Profits	Retail price with volume discounts and Microsoft Incentives** <i>**You must qualify for Microsoft Incentives</i>			One-time and recurring commission
Customer Pricing	Retail pricing - partner can discount			Stratos sets pricing
Customer Support	Partner provides Tier-One Support (optional Stratos support available)			Stratos provides all support
Partner Support	Dedicated Senior Strategic Account Manager	Account Manager: On-Demand access to our Stratos Success Knowledge Base, plus marketing, sales, and technical support teams		

Why Stratos?

Over 30 years of Microsoft Dynamics business solutions experience



Focus on business solutions

SCA is the only Microsoft Cloud Distributor specializing in Dynamics 365.



Easy to do business with

SCA is designed to make it easy for you to get started and work with us, and with Microsoft.



Best-in-class e-commerce

Partnership includes access to a state-of-the art Stratos or Custom Branded Cloud Marketplace.



Stratos success knowledge base

One of a kind self-service training portal to ensure your organization is maximizing its investment.

Stratos Cloud Alliance

Leveraging our knowledge and experience through thousands of sales and implementation cycles, we provide a turnkey option to help you develop, market, and deliver your own Dynamics 365 solutions and services in 90 days or less.

Ready to Build Your Dynamics 365 Practice Today?

CONTACT US:

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