

Westcon 

# DEEPDIVE Program

**Seize the Future, Master  
the Now**

**Unlock Microsoft  
Success**

with Westcon's Exclusive Training  
Catalog

Welcome to the Deepdive program, where we prioritize your education and growth through our Education as a Service training catalog. As your dedicated value-added distributor, we are committed to enhancing your skills and ensuring your team is well-equipped to serve your customer base. Explore the comprehensive offerings in our

## Microsoft reseller-focused

### Education program:

#### What's on Offer:

Engage in bespoke training days designed to provide your team with essential knowledge, demos, and training to elevate your customer service. Our training sessions cover a range of topics, including:

##### License Ready

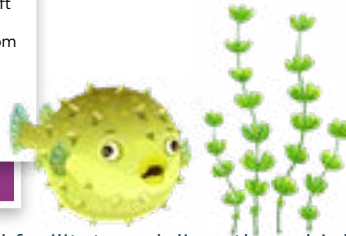
##### Mastery

A full-day session covering everything you need to know about Microsoft licensing.

##### Cloud Solution Provider

##### (CSP) Program Expertise:

- Selling Microsoft Azure
- Selling Copilot for Microsoft 365
- Upselling opportunities from Microsoft 365
- Selling Managed Services on CSP



Our professional and accredited Microsoft trainers and facilitators deliver these highly coveted training sessions at no cost to you. These sessions are fundamental for your staff, setting them on the path to achieving valuable Microsoft certifications.

### Delivery Options:

Choose the delivery method that suits your team's needs:

#### Fully Remote

Online sessions for convenience and flexibility.

#### On-site or Remote:

Conduct sessions at your offices or at Westcon's facilities with trainers delivering remotely.

#### In-person with a Trainer.

Special approval is required due to associated costs.

### How to Get

#### Started:

- Identify the courses of interest from the catalog!
- Prepare three available dates six weeks ahead when your team can attend the training.
- Provide the number of expected attendees.
- Submit your request to [shadean.vermeulen@westcon.com](mailto:shadean.vermeulen@westcon.com).

### Education

#### Agreement:

Qualifying resellers enter into an education agreement with Westcon, outlining the enablement journey, desired certifications, and growth initiatives to be pursued collaboratively.

### Next

#### Steps:

- Select your desired course(s).
- Prepare three available dates six weeks ahead when your team can attend the training.
- Provide attendee numbers.
- Submit your request to [shadean.vermeulen@westcon.com](mailto:shadean.vermeulen@westcon.com).

### Conclusion:

A Westcon representative will promptly reach out to you with detailed information and next steps, guiding you on your journey to enhanced knowledge, skills, and a profitable partnership. We look forward to supporting your growth and expanding your customer relationships.



# Courses on offer:

## CSP Licensing Bootcamp

### - Essentials

#### Module 1: Introduction to the Cloud Solution Provider (CSP) program

- **Buying through CSP**
  - Overview of the two-tier model (direct and indirect)
  - Customer support
- **Software and services available in CSP**
  - Online Services
  - Azure Services
  - On-premises software

#### Module 3: Licensing Online Services

- Online services available
- Windows 11
- Office 365
- Enterprise Mobility + Security
- Microsoft 365
- Dynamics 365

#### Module 5: Licensing Azure

- What is Microsoft Azure?
- Types of Azure services
  - Consumption services
  - User licensed services
  - Marketplace solutions
- Azure Subscriptions
- The Azure Pricing Calculator
- Managing Azure resources

#### Module 7: Licensing on-premises products in CSP

- Perpetual licenses
- Deployment options
- Available products
- License reassignment
- Upgrade and downgrade rights
- Accessing software and keys

#### Module 2: The New Commerce Experience

- **What is the New Commerce Experience?**
  - Benefits
  - The Microsoft Customer Agreement

#### Module 4: Transacting Online Services

- Online services subscriptions
- Adjusting the number of licenses
- Suspending a subscription
- Working with users
- Billing for Online Services Subscriptions (Monthly vs Annual)
- Converting trials

#### Module 6: Transacting Azure services in CSP

- Licensing Azure virtual machines in CSP
- Creating and managing Azure Subscriptions
- Price lists
- Invoicing
- Azure cost management

#### Module 8: Transacting on-premises products in CSP

- Ordering perpetual licenses for software
- Supporting customers
  - Technical support
  - Software keys and downloads
- Billing
- Cancelling software orders

# Courses on offer:

## CSP Licensing Bootcamp

### - Product Use Rights

#### Module 1: Licensing

##### Microsoft 365

- Microsoft 365 for SMEs
- Frontline workers
- Enterprise users
- Dynamics 365

#### Module 2: Licensing on-

##### premises products

- Windows 11 and Office 2021
- Windows Server
- SQL Server
- Productivity Servers
- Cost optimization in Azure

#### Module 3: Licensing Azure

##### solutions

- Azure Virtual Desktop
- Windows Server
- SQL Server
- Licensing servers in the cloud
- Overview of other services / plans

#### Module 4: Licensing

##### Dynamics 365

- Dynamics 365 CRM
- Dynamics 365 ERP Applications

#### Module 5: Licensing the

##### Power Platform

- Power BI
- Power Apps
- Power Pages
- Power Automate
- Power Virtual Agents

#### Module 6: Licensing

##### Developer tools

- Licensing Visual Studio
- Azure DevOps





# Courses on offer:

## How to sell Microsoft 365 on the Cloud

### Solution Provider Programme

#### Microsoft 365 – Value

##### Proposition

- Value proposition
- Core Microsoft 365 focus areas
  - Connectivity and collaboration
  - Enable a whole new way to work
  - Security and management
- Suite overview and positioning
  - Microsoft 365 Basic
  - Microsoft 365 Business Standard – Modernise collaboration
  - Microsoft 365 Business Premium – Security productivity and vendor consolidation
- Sales process: Acquire / Upsell / Expand

#### Microsoft 365 Business

##### Standard

- Microsoft 365 Standard Value scenarios
  - Collaboration
  - Cloud connected apps
  - Secure sharing and access to company materials
  - Professional email and appointment scheduling
- Common needs and upgrade scenarios
  - On-premises to cloud migration
  - Consolidate apps & software
  - Standardise on best-of-breed
- Product highlights
  - Advanced Office App features
  - Applications that a lot of people don't know About: Viva Learning, Tasks by Planner, Approvals, Shifts, Bookings, Forms, Stream, Sway, Engage, Clipchamp and Loop.

#### Microsoft 365

##### Premium

- Top challenges for SMEs
- Microsoft 365 Premium Value scenarios
  - External collaboration (webinars)
  - Enable secure access and protect identity
  - Defend against cyberthreats and data loss
  - Easily secure and manage devices

#### Security, Compliance, and

##### Identity deep dive

- Enable secure access and protect identity
  - Protect lost/stolen passwords (MFA)
  - Secure access to work apps (Entra ID)
  - Enable remote desktop access (VDI)
- Defend against cyber threats and data loss
  - Protect against cyber threats (Defender)
  - Safeguard confidential data (DLP & AIP)
  - Get visibility into cloud app use (CAD)
- Easily secure and manage devices
  - Manage work data and mobile devices (Intune)
  - Automate deployment (Autopilot)
  - Secure devices (Defender for Business)

#### Common needs and

##### upgrade environments

- Webinars
- Document / email security – Exchange On-line Archiving, eDiscovery, and Audits
- Extended security
- Mobile device management
- Upsell from Standard to Premium



# Courses on offer:

## Up-sell opportunities from

## Microsoft 365

### Microsoft

#### Teams

- Teams Premium
- Next level intelligence
- Personalised meeting experiences
- Advanced meeting protection
- Manage external interactions: One-on-ones, virtual appointments, and webinars
- Microsoft Teams Rooms
- Microsoft Teams Phone
  - Value proposition
  - Understanding Calling Plans

### Microsoft Dynamics 365

#### (CRM)

- Value proposition for Dynamics 365 engagement apps
- Shared activities and integration options
- Dynamics 365 **Customer Insights** (Journeys and Customer Voice)
- Dynamics 365 Sales
- Dynamics 365 Customer Service
- Dynamics 365 Field Service
- Licensing Dynamics 365

### Microsoft

#### Viva

- Create an engaged and productive workforce
- Employee communications and communities
  - Viva Connections
  - Viva Engage
  - Viva Amplify
- Workplace analytics and feedback
  - Viva Insights
  - Viva Glint
  - Viva Pulse
- Goal setting and management
  - Viva Goals
- Learning and knowledge management
  - Viva Learning
- Licensing Microsoft Viva

### Power

#### Platform

- The business value of the Power Platform
- Foundational components
- Build apps with Power Apps
- Automations with Power Automate
- Capabilities of Power BI
- Complementary Power Platform Solutions
  - Virtual agents
  - Chatbots
  - Power Pages

### Co-pilot

- The Copilot opportunity
- Copilot value proposition
- How to get customers ready for Copilot

### Windows

#### 365

- Windows 365 Use Cases
- Business / Enterprise / Frontline
- Basic / Standard / premium
- Virtual Desktop vs Windows 365





# Courses on offer:

## How to sell Copilot for Microsoft 365 on the Cloud

### Solution Provider Programme

This course aims to equip professionals with the knowledge and tools needed to increase sales revenue from existing customers through adding Copilot for Microsoft 365 to existing online services.

### During this course, you will:

- Learn how to build a successful practice with Copilot for Microsoft 365 and Business Premium
- Communicate the value proposition of Copilot.
- Understand the CSP tools and resources to go to market with Copilot for Microsoft 365

#### Module 1: Introduction and

##### the AI opportunity

- What is Copilot
- How is it licensed?
- The opportunities offered by Copilot

#### Module 2: The Copilot for M365

##### Value proposition

- Customer value proposition
- Value by workflow
- Value by role/function
- Lessons from the Early Access Programme

#### Module 3: Copilot for M365

##### product deep dive

- Key AI concepts
- Copilot product overview
- The Copilot experience in Outlook, Teams, Chat and Loop, Word, PowerPoint, and Excel
- Trusted security
- Copilot Lab

#### Module 4: Getting customers

##### AI Ready

- Steps to get customers ready for Copilot
- The AI powered business
- Partner opportunity to reach new and existing customers with Copilot
- Prepare customer environments for a better Copilot for Microsoft 365 experience

#### Module 5: Build a successful

##### Copilot practice

- How to successfully build a services practice with Copilot
- The customer & partner services journey with Copilot for Microsoft 365
- Scale with Microsoft Lighthouse
- Pre-sales services
  - The Copilot Optimization Assessment
  - Get AI Ready building blocks
- Deployment services
- Post sales services
  - Driving Copilot user adoption
- Managed services

#### Module 6: CSP programs,

##### incentives, and resources

- Go to market
  - Upsell to Business Premium
  - Attach Copilot for Microsoft 365
- Solution plays
  - Secure Productivity
  - Converged Communications
- SMB Briefing Program
- Key resources and next steps



# Courses on offer:

## How to sell Microsoft Azure on the Cloud Solution

### Provider Programme

This course aims to equip professionals with the knowledge and tools needed to effectively sell and manage Microsoft Azure services within the CSP program, leveraging the platform's full potential to meet customer needs and grow their business.

#### Module 1: Introduction to

##### Microsoft Azure

- Overview of Azure services and solutions
- The importance of cloud computing in today's business environment
- Azure's market position and competitive advantages

#### Module 2: Azure Product and

##### Service Offerings

- Deep dive into Azure core services (VMs, Storage, Networking, etc.)
- Azure advanced services (AI, IoT, Analytics, etc.)
- Identifying customer needs and matching Azure solutions

#### Module 3: Azure Pricing and

##### Licensing

- Understanding Azure pricing models
- Azure subscriptions and management groups
- Azure licensing options (PAYG, Reserved Instances, etc.)

#### Module 4: Sales Strategies for

##### Azure on CSP

- Identifying and targeting your customer base
- Crafting compelling Azure solution proposals
- Handling objections and competitive comparisons

#### Module 5: Managing Azure

##### Subscriptions and Services

- Setting up and managing Azure subscriptions on CSP
- Monitoring and optimizing Azure service usage and costs
- Security and compliance best practices

#### Module 6: Marketing Azure

##### Solutions

- Developing marketing strategies for Azure solutions
- Utilizing Microsoft resources and support for CSPs
- Case studies of successful Azure deployments

#### Module 7: Support and

##### Operations for CSP

- Overview of support options for Azure and CSP
- Managing customer support as a CSP partner
- Billing and reporting tools for CSPs

#### Module 8: Growing Your

##### Azure CSP Business

- Strategies for scaling your CSP business
- Partnering with other Microsoft and third-party solutions
- Keeping up with Azure updates and new offerings



# Courses on offer:

## How to sell Microsoft

### CSP Licenses

This learning programme will equip learners with the knowledge and skills needed to successfully establish and grow a managed services business leveraging the Microsoft CSP programme

#### Module 1: Introduction to

#### Managed Services and

#### Microsoft CSP

- Understanding Managed Services
- Overview of Microsoft CSP
- Benefits of the CSP programme for Managed Services Providers
- The role of the new Microsoft Commerce Experience

#### Module 2: Opportunities

#### offered through CSP for MSPs

- The impact of remote work
- How to sell the concept of distributed IT services
- Managed Services value proposition - location agnostic IT Services

#### Module 3: Build a managed

#### security services business

- Why Business Premium offers cost-effective security solutions
- Adopt a comprehensive cybersecurity framework
- Develop an identity management strategy
- Develop a strategy for administrative accounts
- Develop a Device Management Strategy
- Develop a licensing plan
- Set up technical and administrative accounts

#### Module 4: The role of

#### Lighthouse to support your

#### Services Business

- Lighthouse core functionality
- How to maximise Lighthouse
  - Centralised management
  - Improved efficiency
  - Enhanced security
  - Scalability
  - Proactive monitoring and management
  - Cost optimisation
  - Cross-tenant visibility
  - Integration with other tools

#### Module 5: The role of Sales

#### Advisor

- Understand your customers better
- Nurture your customers proactively
- Deliver value consistently

#### Module 6: Operations and

#### Customer Supports

- Streamlining Operations with Automation Tools
- Implementing a Customer Support Framework
- Managing Customer Billing and Invoicing
- Handling Service Level Agreements (SLAs) and Escalations

#### Module 7: How to sell

#### managed services

- Leverage the various Partner Kits
- Communicate the value of Lifecycle Management
- Security Managed Services digital series (Webinars)
- Sales tools and resources

