



AGENT PLAYBOOK:
CO-MANAGED CLOUD SOLUTIONS WITH PAX8

THE CHALLENGE FOR AGENTS IN THE MODERN CHANNEL

As organizations seek to reduce complexity and time spent managing vendors by procuring their tech solutions from a single source, the channel is competing to become the sole trusted advisor for clients' tech spend.

Although agents are well-embedded in medium enterprises when it comes to networks and connectivity, they have not typically had the access, expertise, or support needed to offer cloud applications and products, especially Microsoft, the SaaS workhorse of modern businesses.

CLIENT PAIN AROUND MICROSOFT PROCUREMENT

Your medium enterprise clients are likely buying Microsoft products either directly from Microsoft through an Enterprise Agreement (EA) or from other CSP distributors and resellers, which can be challenging due to:



CONFUSING LICENSING GUIDELINES



THOUSANDS OF DISTINCT SKUs



FRUSTRATING OFFSHORE SUPPORT



COSTLY UNUSED LICENSES



INCREASED RISK OF MICROSOFT AUDITS

THE ANSWER: CO-MANAGED IT THROUGH PAX8

Through a co-managed IT model, Pax8 makes it easy for agents to sell in-demand cloud products – increasing your relevancy with clients while capturing revenue from Microsoft and a portfolio of complementary cloud security and continuity solutions. We bring our Wingman Experience directly to your clients' internal IT teams with 24/7 US-based support, self-service portal, automated provisioning, and consolidated billing, while you collect commission.

WHICH CLIENTS ARE A GOOD FIT FOR CO-MANAGED IT?



**MEDIUM ENTERPRISE CLIENTS
(150+ EMPLOYEES)**



**DEDICATED INTERNAL
IT TEAM**



**CURRENTLY PROCURING MICROSOFT
LICENSES THROUGH A MICROSOFT
ENTERPRISE AGREEMENT (EA)
OR OTHER DISTRIBUTORS/RESELLERS**



**WANT TO CONSOLIDATE
MICROSOFT IN THE CLOUD**

THE VALUE OF CO-MANAGED IT TO AGENTS

Stepping out of your comfort zone to sell new products can be intimidating. That's why Pax8 makes it easy for agents to capture revenue from Microsoft products and cloud solutions by empowering agents through:

- **Streamlined access to in-demand Microsoft and security and business continuity cloud products**, including Microsoft 365, Azure, Proofpoint, IRONSCALES, SentinelOne, Breach Secure Now!, Dropsuite, Veeam, and Acronis
- **Deep bench of experts** around Office 365, Microsoft 365, and Azure
- **Educational resources and sales enablement**, such as Mission Briefing events to teach you the ins and outs of co-managed Microsoft, our online Pax8 Academy for self-paced cloud learning, and white-labeled sales templates to help you sell
- **Sales support throughout the sales cycle** from discovery to demo to change of channel

THE VALUE OF CO-MANAGED IT TO CLIENTS

By simplifying your clients' Microsoft and cloud procurement through co-managed IT with Pax8, you can help them reduce operating costs, lower risk, and allow their internal IT team to focus on strategic initiatives. Your clients will benefit from:

- **Self-service platform** that makes it easy to order, increase, or decrease licenses
- **Month-to-month consumption model** that reduces overpayment and reduces or removes the risk of Microsoft audits
- **Direct access to US-based 24/7 technical support** for internal IT at no additional cost
- **Professional Services** available for cloud projects that require migration, architecting, or engineering (pricing, Statement of Work, and deliverables negotiated in advance)

HOW DOES CO-MANAGED IT WITH PAX8 WORK?

END CLIENT'S INTERNAL IT DEPARTMENT	PAX8 (THE WINGMAN EXPERIENCE)
<p>HELP DESK End client-owned or controlled IT resources provide direct employee-level support</p>	<p>TECHNICAL SUPPORT Pax8 provides direct technical support to the end client's designated IT department or individuals, including Tier 1, 2 & 3 resolutions and vendor escalations, when necessary</p>
<p>DEPLOYMENT AND MANAGEMENT Installation and end-point management of cloud solutions and licenses</p>	<p>PROVISIONING Allocates cloud solutions and resources to the end client</p>
<p>TIER 1 Basic installation, setup and general technical usage</p>	<p>PROFESSIONAL SERVICES Migration, architecting, engineering and training resources available and scoped per project with a Statement of Work, pricing and deliverables negotiated in advance</p>
<p>PRODUCTS AND ORDERING Access to entire Pax8 line card of vendors and solutions via the Pax8 Portal, with ability to easily add or change licenses</p>	<p>EXTENSIVE SOLUTIONS OFFERING Catalog of leading Microsoft, security, and continuity cloud solutions</p>
<p>BILLING Receives a consolidated monthly invoice, billed directly by Pax8</p>	<p>BILLING Pax8 invoices and bills the customer directly and accepts ACH or Credit Card auto payment methods only</p>
<p>VENDOR PORTAL MANAGEMENT Responsible for managing vendor specific tools and portals (e.g. Microsoft Admin Portal) to upload users, set license assignments, and reset passwords</p>	
<p>DATA OWNERSHIP Subscriptions, portals, and tenants will remain in the control and ownership of the end client</p>	



WHAT DO AGENTS NEED TO DO?

**IDENTIFY CLIENTS WHO ARE A GOOD FIT AND
WORK WITH PAX8 TO EASILY MOVE THEIR LICENSES
– THEN START EARNING COMMISSION.**

GET STARTED