



# Transform your IT – Migrate to Microsoft Modern Desktop

## Sales Battlecard

### Elevator Pitch

**End of Support for Windows 7 January 14th, 2020**

**End of Support for Office 2010 October 13, 2020**

With the EOS for Microsoft Windows 7 and Microsoft Office 2010 maintaining on-premise IT should be a thing of the past. You need to help your customers transform their IT with a modern desktop that puts technology at their service. You can do this by migrating them to Microsoft 365 with Microsoft CSP. This will help them to deploy updates with agility, empower their teams and create more value. Shift to a Modern desktop today with Microsoft 365.

### Qualifying questions to discover end customer pain points

- ✓ How can you ensure that your IT systems are protected from security attacks?
- ✓ How can you ensure that you are compliant with all legislation including GDPR?
- ✓ Do you have the relevant Microsoft Modern Workplace skills to migrate your customers Workloads to the cloud with Microsoft 365?
- ✓ Do you know the most cost-efficient approach to running your productivity and collaboration applications in the cloud?

### Value statement

Tech Data can help you to transform to become a Modern Workplace CSP solutions provider. Leverage these EOS's as a compelling event to migrate your customers from their existing on-premise solutions such as Windows 7 and Office 2010 to Microsoft 365 which will provide them with all the security that they need powered by the cloud and billed monthly.





## Key Differentiators

### End User customer

- ✓ Move to the cloud for a 'pay-as-you-go' IT that is flexible, secure and compliant
- ✓ They may even qualify on a free upgrade to Windows 10\*

### Partner

- ✓ We have the specialist Modern Workplace resources and solutions that you need to support your customer's migration to the cloud
- ✓ StreamOne Cloud Marketplace will help you to provision, bill and manage your cloud services with no upfront investment needed
- ✓ Cloud assessment and three personalised cloud on-boarding paths to support your journey to cloud
- ✓ 24/7 Cloud Support services (CSS) aligned to your cloud maturity

\* Dependent on your Microsoft product.

## Next Steps

**Sign up to Microsoft CSP and programme with Tech Data** and then you will be able to gain access to our specialist Modern Workplace resources.

**Leverage StreamOne** to easily provision and bill cloud to your customers, owning the relationship without having to invest in cloud infrastructure.

**Use Tech Data learning materials** to train your commercial and technical resources up to sell Modern Workplace cloud-based solutions.

## Customer objection handling:

### *I don't understand cloud why would I want to move my customers to it?*

If you are not positioning cloud to your customers your competitors will be. Move with the times to future proof your business, start your journey to selling cloud today.

### *How will my customers benefit from this EOS?*

By moving to a pay-as-you-go cloud based service they no longer need to invest in multi-year perpetual licences. Microsoft 365 will help them to be flexible, secure and compliant.



For further information please contact your Microsoft Cloud Solutions Team:

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