



WESTCOAST CLOUD



# THE POWER OF PARTNERSHIPS: REACH MORE CUSTOMERS WITH DYNAMICS 365

## We get it.

You want to grow your business by selling more cloud solutions like Dynamics. But you're not a cloud expert, and Dynamics can be quite complex. Is that going to be a problem?

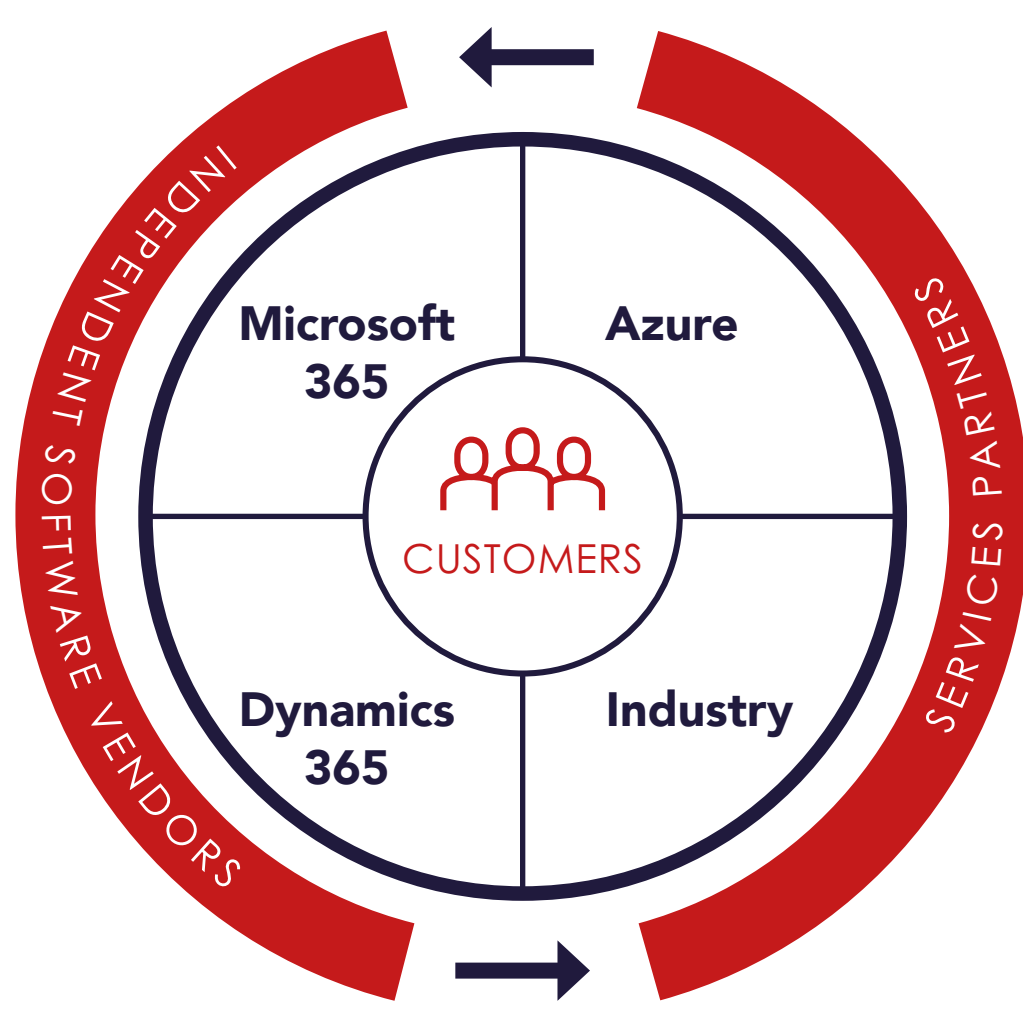
## Put simply, no.

If you're unsure about venturing into the world of cloud alone, a Partner-to-Partner (P2P) approach could be for you. Under a P2P programme, you simply find the opportunities and a team of cloud specialists take care of the rest. They're the experts, so you don't have to be.

# \$9.5bn

This is the revenue generated by cloud resellers who leverage P2P models.

## THOUSANDS OF POTENTIAL CONNECTIONS & PARTNERSHIPS



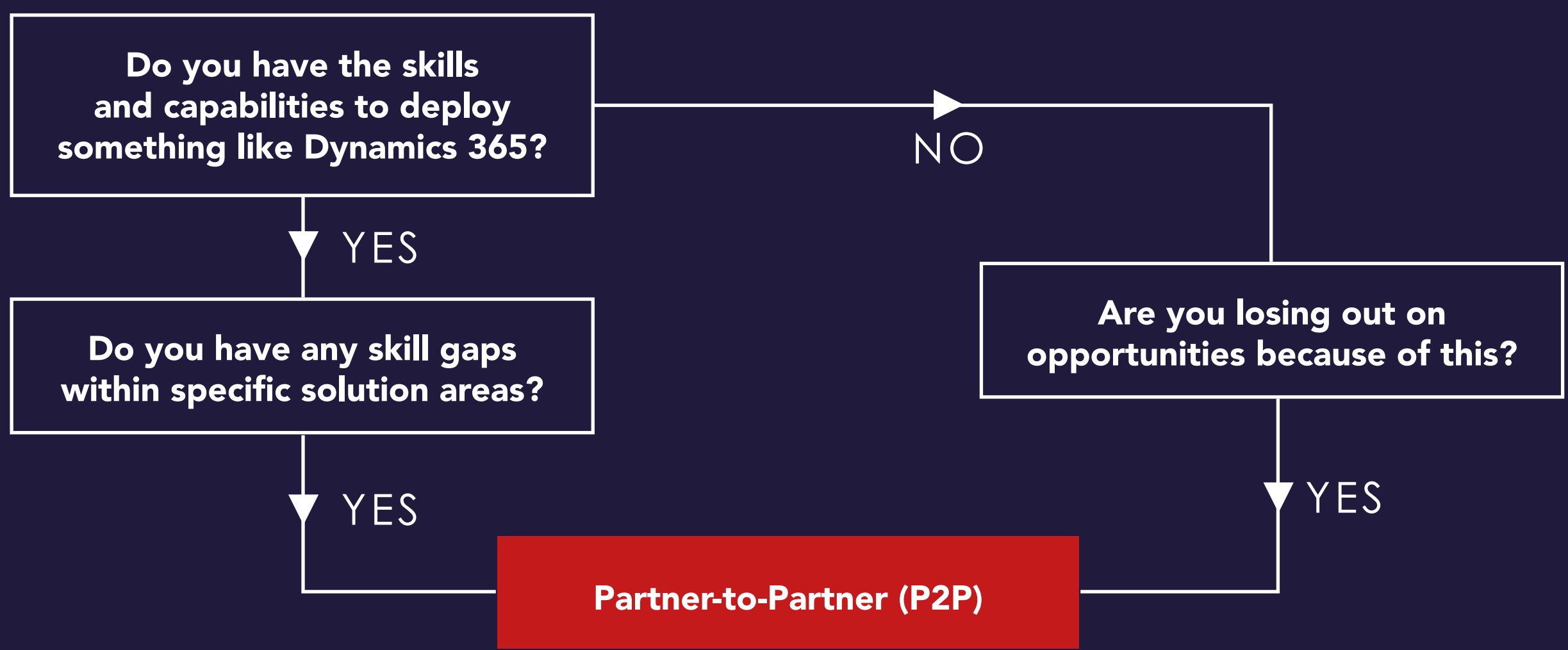
## P2P agreements can help you and your partner to:

- Unlock opportunities
- Enter new markets
- Expand your customer base
- Increase wallet share

## P2Ps can be great for your business, as:

- There's no need to upskill – expert partners deliver for you
- You retain the licence revenue
- Your profitability increases
- You'll achieve faster time to market
- You can close larger deals

## WOULD YOU BENEFIT FROM P2P?



## WHAT IS DYNAMICS 365?

Dynamics 365 is a family of cloud-based business applications that combine the elements of traditional CRM, ERP, marketing, eCommerce, and HR solutions, as well as AI-enhanced productivity tools.

**Dynamics and P2P**  
The only issue with Dynamics is that because it does so much and includes so much, it can be seen as just too much hassle by resellers. If you're not in the know, selling and deploying Dynamics can be exceptionally tricky. When it comes to looking for help, there are plenty of Dynamics 365 partners out there to choose from. But which one is right for you?

**P2P with Westcoast Cloud**  
As Microsoft's largest UK partner, there's not a lot we don't know about Dynamics. We also know what it takes to support cloud resellers. Through the P2P programme, we'll get to know the markets you're operating in, and match you with partners who share your verticals, thus eliminating the risk of choosing the wrong partner.

## THE DYNAMICS IMPACT

### Double revenue

By adding Dynamics 365 for existing Azure customers

### 2% penetration

Microsoft 365 customer base with Dynamics 365 (medium-sized businesses)

### 84% revenue increase

On average per Microsoft 365 user (ARPU)

### \$7.4T estimated

Worldwide public cloud services by 2023 (according to Gartner)

## Partner with us and you'll get:

- Easy access to licensing and provisioning resources via a single, user-friendly partner portal
- Access to sales, pre-sales, and technical support, including highly-skilled technicians and architects who can help you work through complex issues
- Access to hundreds of training resources designed to help your organisation reach its full potential

## HERE'S HOW WE'LL WORK TOGETHER



## DON'T LEAVE BUSINESS ON THE TABLE

With Westcoast Cloud as your partner, we can create, scale and accelerate cloud-first adoptions of solutions, together.

Get in touch to start making the most out of Dynamics 365.

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