Logicom Cloud Marketplace Walkthrough



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Presenter

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Q&A - Chat

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Agenda

- Introduction to LCMP
- Cloud Vendors Portfolio
- Working with Companies & Pricelists
- Managing Users & Permissions
- Marketplace Notifications
- Marketplace Security Features
- Microsoft CSP NCE:
 - Managing Customer's Organizational Tenants
 - Working with License-Based Services
 - Securely managing Microsoft Azure
- Moving from CSP Legacy to NCE
- Special Pricing Tools
- Billing & Invoicing
- Marketplace Reporting
- Marketplace Simple API
- Get-Help & Support
- Q&A



Introduction to LCMP



Reliable, Advanced & Comprehensive Cloud Platform



Best in-class Security

- Azure Plan thresholds based on Azure Cost Analysis Forecast with Email notifications
- Azure Plan Policies. Preventing of deployment of workloads targeted for fraudulent activities
- Microsoft Security Report including MFA analysis for Azure privileged users
- MFA requirement for Azure owners for all new accounts
- Continuous monitoring of key metrics for fraudulent activities including current usage, forecasted usage, and multi-region deployments

Sustainable Revenue and Profitability model

- Cloud sales engine for consumption and licensing subscriptions
- Trusted and long-lasting relationships
- Best in Class Partnerships
- Seamless and fully automated ordering and provisioning experience
- Managed Services Approach
- Technical presales and after-sales support provided in-house
- Active Resellers Network providing established Reach
- Key Vendor Partnerships allow for more integrated cloud solutions

7 Reasons to chose Logicom Cloud Marketplace

- Logicom offers the most innovative, comprehensive, secure, and feature-full cloud platform in the market.
- ➤ Benefit from **full automation of the digital lifecycle**, including **hierarchical account management**
- ➤ Improve cybersecurity for your customers enabled by the Logicom Cloud Marketplace and our strategic vendor solutions
- Enjoy multi-tier consumption-based billing for all your purchases and receive a single monthly invoice for all your transactions
- Create your own branded Cloud Marketplace and open it up to your customers offering an integrated approval-based self-service experience
- > Create your own services easily and offer them digitally to you customers using our Cloud Marketplace intuitive Service Tools.
- ➤ Integrate and automate sales, provisioning and billing for your services with Logicom Cloud Marketplace Restful APIs



Cloud Vendors Portfolio – by Category

Collaboration









Security









Migration







Infrastructure









Distributor





Business Applications











Backup & DR













Logicom

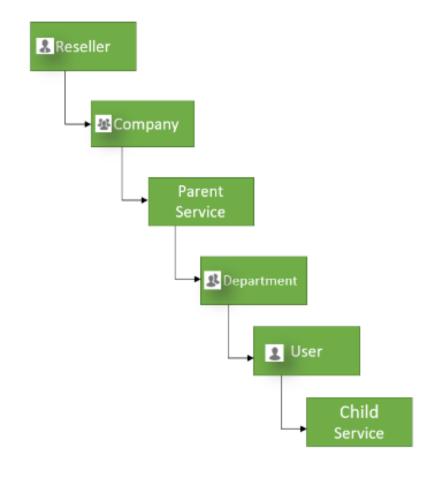
^{*} Trend Micro is currently available to Cyprus, Malta and Greece AWS is currently available to Cyprus, Malta Greece and Romania

Working with Companies & Pricelists – 1/2

Cloud Marketplace supports five types of Accounts.

Account type	lcon	Properties	
Reseller	*	 Represents a Partner/Reseller of Cloud Marketplace; Can be invoiced; Doesn't have billable item. 	
Company	<u>191</u>	 Represents a Customer of a Reseller; Can be added under Reseller account; Can be invoiced; Mandatory; Doesn't have a billable item. 	
Department	22	 Represents a group of users and Services under one Company or Reseller; Optional; Doesn't have a billable item. 	
User	1	 Represents a single user; Can be added to Reseller, Company, Department accounts; Cannot be invoiced; Can be assigned a Security Role; Doesn't have a billable item. 	
Service		 Represents a provisioned Service i.e. existing subscription; Added to the bill; Contains Service-Specific attributes; Has billable item(s). 	

Example of a Customer Tree:



Working with Companies & Pricelists – 2/2

Logicom Cloud Marketplace revolves around **pricelists**, which are essentially curated catalogues of services. Logicom's **Marketplace Tool** helps you create different catalogues of services with varying prices, to best serve your needs.

With the Marketplace Tool, you can:

1	Browse through all the services that are available to you for reselling			
2	Pick what services you wish to provide to your different customers			
3	Manage the base selling price of your services			
4	Create new pricelists and assign them to your end customers			
5	Update the Price Priority of your pricelists			

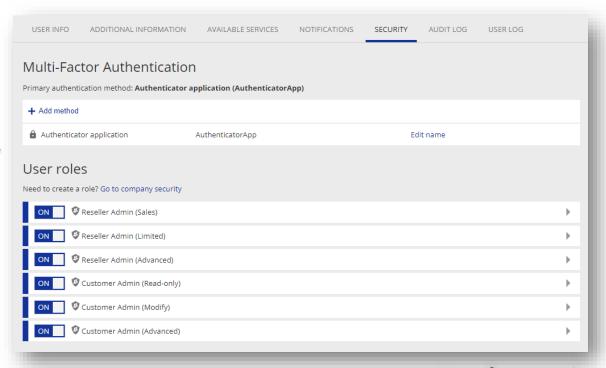
Managing Users & Permissions

In Logicom Cloud Marketplace, 'users' are customers, who can be under resellers, companies, or departments. For example, if you're a reseller with 10 support employees and 15 sales managers, all these employees can be your users.

Each person/employee who uses Could Marketplace should get **individual access** to the platform. We recommend **against** several users using the same account, due to security and privacy concerns.

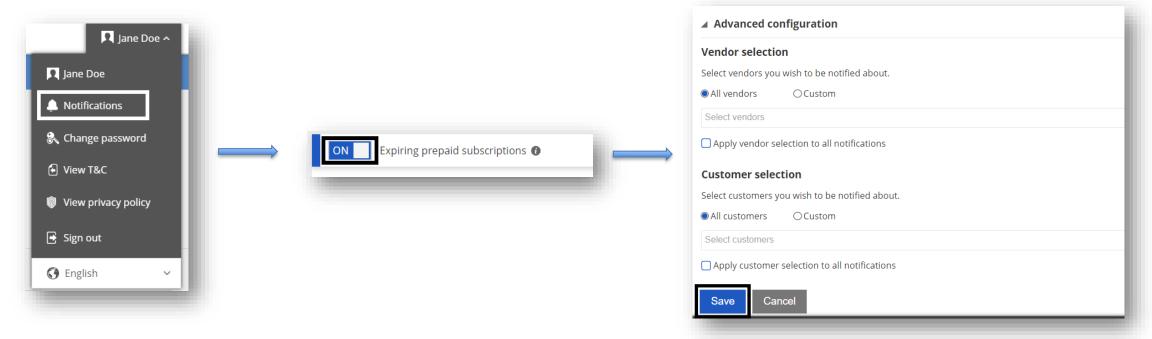
Logicom Cloud Marketplace offers many ways to organize and structure the users in your companies, according to the needs of your business such as the below:

- Manage user Security & Permissions
- ✓ Changing a user's username
- ✓ Creating or editing user information
- ✓ Deleting a user
- ✓ Exporting users' login credentials
- ✓ Moving a user within a company
- ✓ Resetting a user's password
- ✓ Sending a user's login details via email



Marketplace Notifications

Email notifications help you stay informed of the different types of events or actions that take place in **Logicom Cloud Marketplace**. You can subscribe your users to various email notifications, depending on the things you wish to know about your end customer's activities.



Notes:

- Email notifications generally use the Logicom's branding, unless you've set up your own branding for the customers.
- The users who enable notifications for certain actions in Logicom Cloud Marketplace won't receive an email if they perform that action themselves. For example, if you enable email notification for new account creation, then you'll only be notified if another user creates a new account. However, you won't get an email if you create a new account yourself.

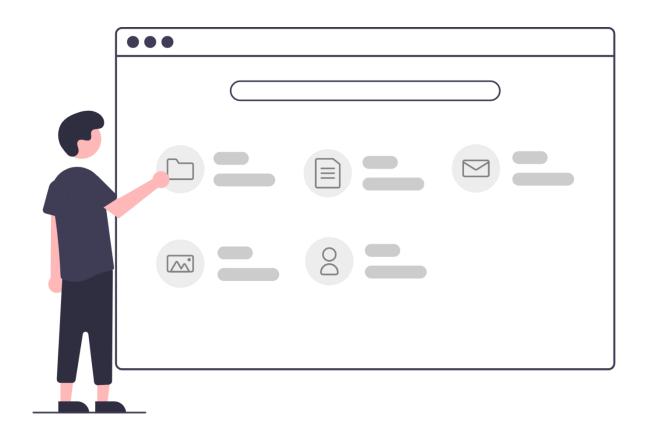
Marketplace Security Features



Marketplace Unique Security Features

- **Access Management** Marketplace provides flexible, very granular, and **highly customizable capabilities**, to define what users can see and do in platform.
- Multi Factor Authentication Identity theft is one of the biggest threats to your security online. Multi-Factor Authentication (MFA) enforcement adds another layer of protection against such attacks, making it harder for anyone to misuse your data.
- Microsoft Security Report A new intuitive report, that provides our Resellers detailed information on privileged accounts MFA status for all customer Microsoft tenants that are using Azure Plan in Logicom Cloud Marketplace, in order to take action to have maximum MFA protection. (More Info)
- Azure Fraud Policy Azure Plan can be susceptible to malicious attacks. Most importantly, unprotected or weak Azure subscription credentials can be used to access and provision high-cost resources, leading to high Azure consumption costs in a short amount of time. Azure fraud protection policies are applied to protect your Azure environment and customers from these consumption surges (Standard N, Standard NC, Standard ND, Standard NV, Standard HB, Standard HC, Spot virtual machines, Virtual machine scale sets, Azure Machine Learning workspaces, and Azure batch). (More Info)
- **Azure Threshold and Forecast** Providers a monthly forecast of Azure Plan consumption. This forecast is available on the CONFIGURATION tab of your Azure Plan subscription. Threshold allows you to set a threshold for consumption. If the forecast reaches or goes over the threshold you've defined, it triggers an automatic email (to the email addresses you specify in the Email recipients' field).

LIVE DEMO



Subscription Management in NCE



Managing Customer's Organizational Tenants

Provision a **new** or invite an **existing Tenant** in Logicom Cloud Marketplace is a mandatory step before ordering Microsoft products. Terms and Conditions Configuration CREATE ACCOUNT Select service ᡚ ᡚ Organization tenant TERMINATE NEW SERVICE **EXPORT** SEND All categories ~ (Microsoft) Company-level registration for Azure Active Directory B... Azure Active Directory B.. Microsoft services Azure Active Directory Pr... Exchange Online (Plan 1) Microsoft Azure Subscri.. Microsoft Organization t. Create New Tenant Video back next • https://www.youtube.com/watch?v=EEkNnmtHnmc Confirm MCA acceptance ☐ After the Tenant is provisioned the MCA Information We would like to proactively prepare you for Microsoft's contractual changes, must be accepted via attestation by the which are mandatory as of January 31, 2020. Please provide us with the following information and confirm that the end Reseller customer has accepted the Microsoft Customer Agreement ("MCA"). Please also document this acceptance in a sound and secure manner. Please make sure you select the applicable region while viewing the agreement on the MCA webpage Georgraphy * Please select the accepted MCA Agreement TERMINATE CONFIRM MCA Language 1 English (UK) Please select the accepted MCA Agreement

Language

Confirmation 1

Agreement URL

First Name *

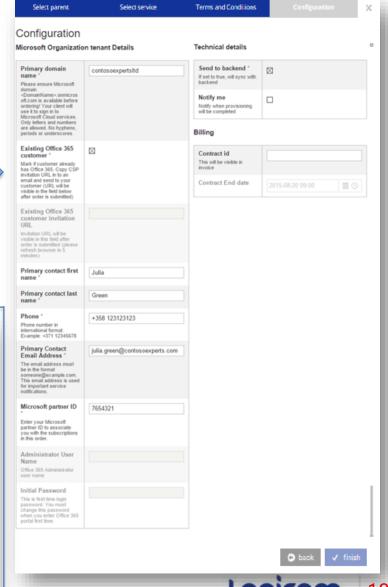
representative

Last Name of the end customer representative \boxtimes

Test

testing

https://aka.ms/customeragreement



NCE in a Nutshell in LCMP

Commitment terms: NCE for license (or seat) based offers includes the following three options:

	1 month	1 year	3 years
Summary	 Short commitment term Ability to cancel after a month or continue with the price that's valid during renewal 	Longer commitment term Secure the price for the whole period	 Longest commitment term Get price protection to simplify multi-year budgeting, regardless of billing frequency
Pricing	20% increase over a yearly subscription	Standard	Standard
Payment	Monthly	Prepaid	Prepaid
Cancellation	• 7 days after provisioning/renewal	• 7 days after provisioning/renewal	• 7 days after provisioning/renewal
License updates	 Increase the licenses at any time Decrease in licenses allowed only for 7 days after provisioning/renewal 	 Increase the licenses at any time Decrease in licenses allowed only for 7 days after provisioning/renewal 	 Increase the licenses at any time Decrease in licenses allowed only for 7 days after provisioning/renewal

IMPORTANT

- > Commitment terms are fixed after the 7-day cancellation window. Your customer will be obliged to pay throughout this term.
- Within the first 7 days after the provisioning or renewal, you can cancel your subscription or downgrade the license.

NCE features in Cloud Marketplace

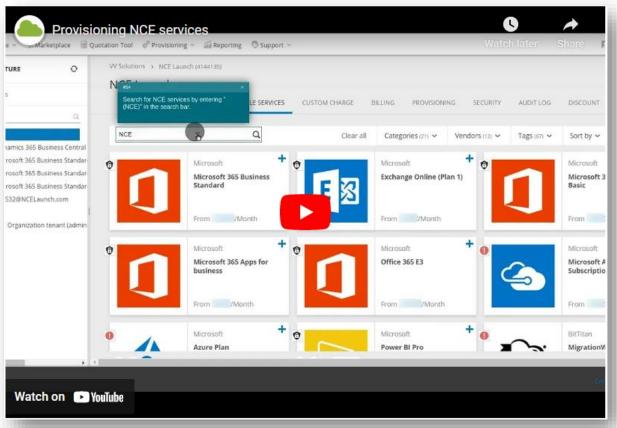
- ✓ Provision license-based subscriptions in a matter of minutes
- ✓ Automatically validate the eligibility of your pricing and quantity
- ✓ **Suspend subscriptions** mid-term (Note: You'll still be charged for the subscription, but your end customers won't have access to the service any more)
- ✓ Get a detailed overview of your renewal and cancelation status, number of licenses
- ✓ Upgrade subscription or assign more licenses at any point during the term
- ✓ Convert trial subscriptions automatically
- ✓ **Schedule changes** to a subscription upon renewal
- ✓ Change the subscription name to suit your needs, and much more



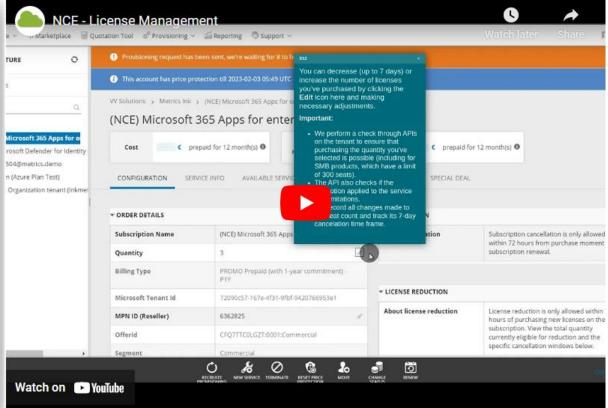
Working with License-Based Services

Logicom Cloud Marketplace is fully capable and ready when working with Microsoft New Commerce services

Provision NCE Services



Managing NCE Services



Securely managing Microsoft Azure

Managed resources * Please enter an estimate consumption +/- 20% in your currency, that you

▼ FORECAST AND THRESHOLDS

expect to spend on a monthly basis.

Threshold (End customer) * Monetary value at the endcustomer price level, which will trigger notification email about consumption being over the threshold or predicted to be over the threshold. Example: 1234.56 or 9876.	
Email recipients (End customer threshold) * Comma separated emails are supported for multiple recipients. Notification about breaching the end customer threshold will be sent to these addresses.	

Managed resources:

✓ Estimation of consumption per month

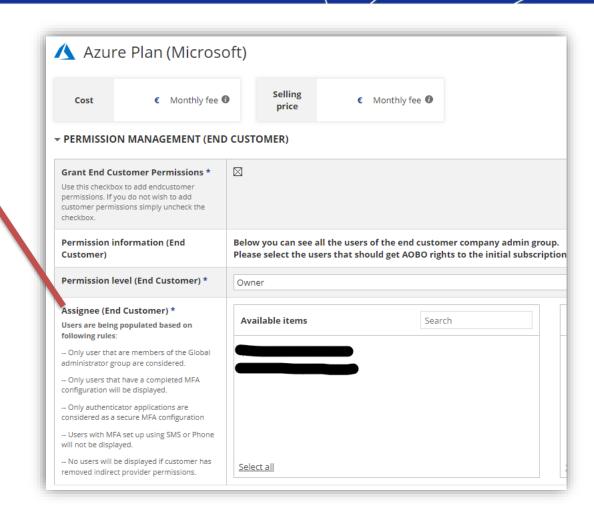
Threshold:

✓ Once the consumption of the Azure Plan reached that value a notification email will be shared with the email recipients list below.

Securely managing Microsoft Azure

Users are being populated based on following rules:

- ✓ Only user that are members of the Global administrator group are considered.
- Only users that have a completed MFA configuration will be displayed.
- ✓ Only authenticator applications are considered as a secure MFA configuration
- ✓ Users with MFA set up using SMS or Phone will not be displayed.
- ✓ No users will be displayed if customer has removed indirect provider permissions.



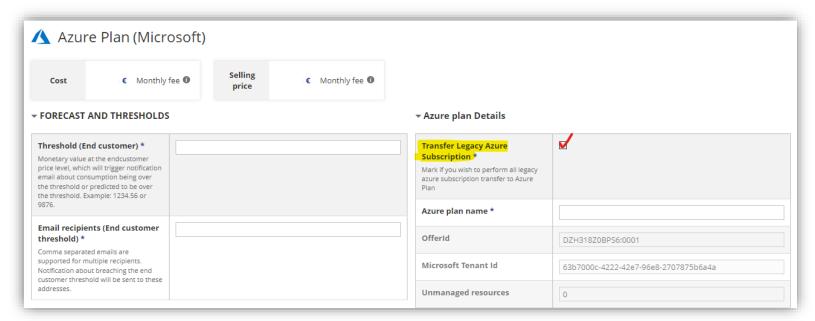
Moving from CSP Legacy to NCE

Migrating License-Base services from Legacy to NCE

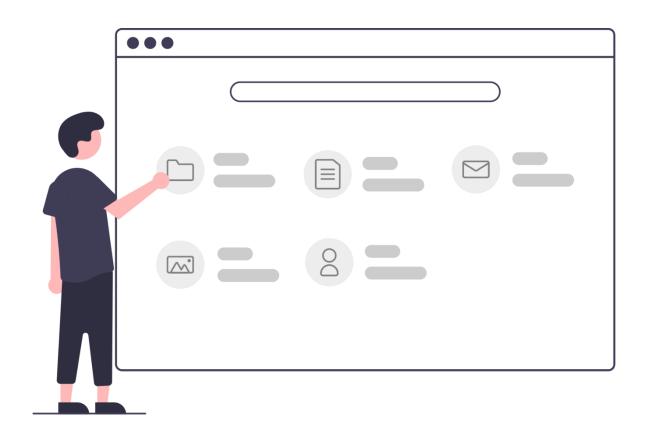
- Order the legacy service as NCE with the exact same number of licenses
 - e.g. Microsoft 365 Business Basic (20) -> (NCE) Microsoft 365 Business Basic (20)
 - ➤ Billing Terms can change once you switch to NCE
- Terminate the legacy SKU, when the NCE is fully provisioned.

!! No down time for the customer – Licenses will be automatically assigned to the users that had the legacy order

Migrating Azure from Legacy Azure subscriptions to NCE Azure Plan



LIVE DEMO



Special Pricing Tools



Logicom Cloud Marketplace – Discount Tool

Why Use Discount Tool?

Discount Tool is a useful tool for providing a Discount for a specific service, for all orders of the service, to a specific Company. You can create a discount permanently or for a certain period of time (not automated).

When to Use Discount Tool?

Services with Price Protection: Discount Tool should be used for **new orders of services** or the discount will not apply. Discount must be **set up before placing an order**. The order is placed at a discounted price.

Services without Price Protection: Discount Tool will apply to all subscriptions which do not have Price Protection.

Edit or Remove Discount

- ✓ For **non-price protected** services, if a discount is **edited** e.g. 17.9, September's invoice is calculated with the new (edited) price.
- ✓ For non-price protected services, if a discount is removed e.g. 17.9, September's invoice is not calculated with discounted price.
- ✓ If you set up e.g. 50% discount, order a service which has a Price Protection and then remove the discount e.g. 17.9, service is invoiced with 50% for all Price Protection defined period.
- ✓ If you set up a discount on a Price Protected service, do Price Protection Reset, the discount will still NOT apply.

Important: Discount Tool price will always override the price defined in the Reseller assigned Marketplace

Logicom Cloud Marketplace – Special Deal

Why Use Special Deal?

Special Deal is the right tool to use if you want to **give a discount** to an **already ordered subscription** (with or without Price Protection) for one company. Prices are managed on Subscription-level.

When to Use Special Deal?

Special Deal should be used for individual service subscriptions **on already ordered services** (i.e. existing subscription) with or without Price Protection.

Special Deal Prerequisites

Service is ordered and provisioned

Important for Special Deal

- Special Deal is set on Subscription level
- Special Deal is included in billing as long as it exists
- Special Deal overrides Discount from Discount Tool
- Special Deal overrides Price Protection
- Special Deal applies a discount to price set in Reseller assigned Marketplace

Billing & Invoicing Marketplace Reporting



Billing & Invoicing

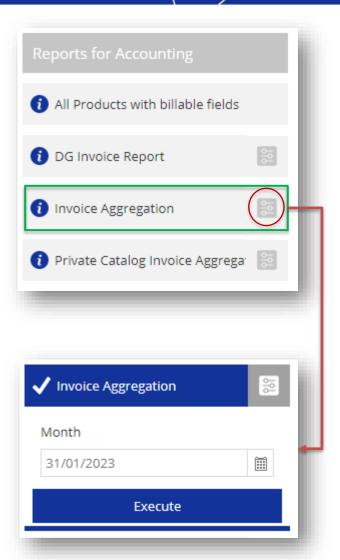
Billing happens at the end of each month. All services in use in the past month will be included in the bill. Bill is metered on a day by day usage.

Cloud Marketplace has different types of service invoice:

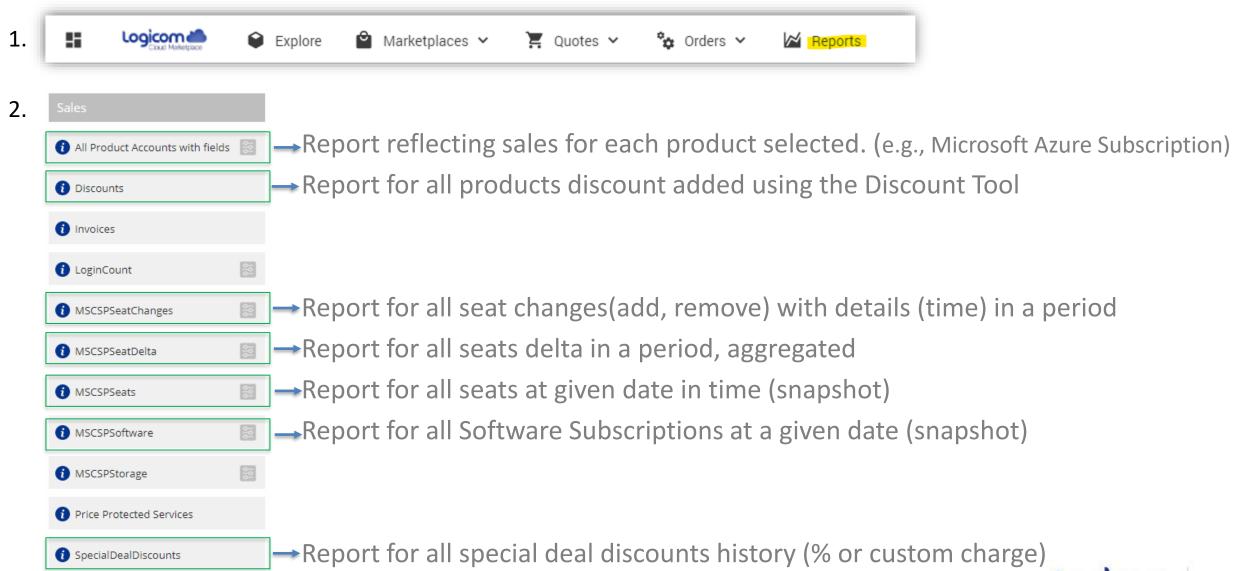
- Daily pro rata services
- Monthly services
- Annual services
- Hourly services
- Per minute services
- One time fee services
- Usage based services

You can access useful billing reports in Logicom Cloud Marketplace. Simply click Reporting and search for the following:

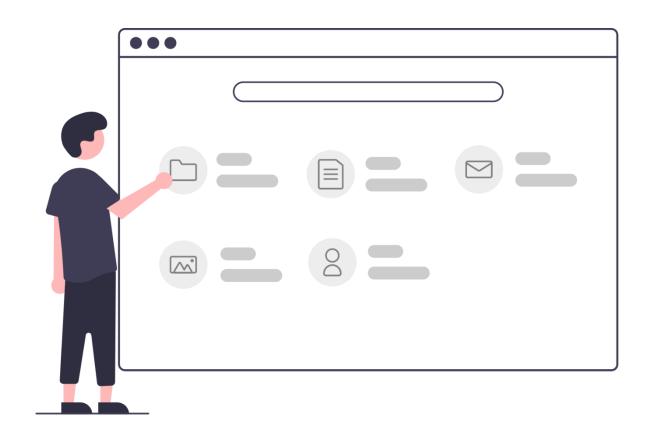
Invoice Aggregation - Helps you develop an in-depth understanding of the invoice and what you should invoice to customers.



Logicom Cloud Marketplace – Sales Reporting



LIVE DEMO



Marketplace Simple API



Marketplace Simple API

Many businesses use the API to automate and enhance their ordering and service management process. With API you can automate your processes against Cloud Marketplace.

Getting started with Marketplace Simple API:

Familiarize Yourself with Provisioning

Before you can successfully use API, you need to understand the ordering process in the Cloud Marketplace, as the same process and laws for ordering are applicable also when working through the API. Therefore we highly recommend, that before using API, you do test ordering in the Cloud Marketplace to understand the provisioning logic.

Create a Separate User Account for API

We recommend to create a separate API user in Cloud Marketplace and assigning that user to the security role which contains only needed permissions. Read more about the Security roles in Security and Access Management.

> API Info

You can play with the API in the interactive website, where you can see the available methods and models. You can also try out these methods against our Pre-production environment:

https://app.swaggerhub.com/api/Marketplace SimpleAPI/Mareketplace SimpleAPI/1.0.0

Get Support Logicom Premium Support for Partners



Logicom Support Center

Logicom



Logicom Support Center

Browse your Support Center to find information and troubleshooting guides

Go to Support Center

Logicom Cloud Customer Care Getting Started Marketplace Tool > Account Management → Provisioning Services Ordering a service Ordering a service add-on > Managing a provisioned service → Billing Guide * Billing in Cloud Marketplace * Export Billing Data * Billing Tool - preview pricing > About Discounts in Cloud Marketplace * About Price Protection * Billing Period & Calculation * How to Reset Price Protection Reporting Tool > Sales Ouotation Tool * FAQ Cloud Marketplace Cloud Platform API Security and Access Management Service tool - Creating your own services Cloud Platform Branding - Overview Microsoft Services > Acronis BitTitan SkyKick How-to articles

* Indirect Reseller Experience - Guide



Logicom Premium Support for Partners

LOGICOM CLOUD CUSTOMER CARE SUPPORT FOR PARTNERS

AVAILABLE PLANS

Optional

SILVER Included

- √ All Services available on Logicom Cloud Marketplace
- √ Remote Support
- √ No Response Time SLA
- √ Working hours Support

GOLD

- ✓ Microsoft CSP Services only
- ✓ Remote Support
- √ First Time Response SLA
 - Sev 1: 2 hours
 - Sev 2: 4 hours
 - Sev 3: 8 hours
 - Sev 4: Next Business Day
- √ Working & Extended hours Support: Sev 1 & 2
- Support for Non-Microsoft CSP Online Services is included as per the Silver plan

PLATINUM (24x7) Optional

- ✓ Microsoft CSP Services only
- √ Critical Situation Management 24x7 via dedicated Phone number (Sev 1 only)
- ✓ Remote Support
- √ First Time Response SLA
 - Sev 1: 1 hours
 - Sev 2: 2 hours
 - Sev 3: 4 hours
 - Sev 4: Next Business Day
- √ Working & Extended hours Support: Sev 1 & 2
- ✓ Support for Non-Microsoft CSP Online Services is included as per the Silver plan



For more info:

https://cloud.logicom.net/customer-care/

- Gold and Platinum Plans can be purchased at a fee at the reseller level for all their end-customers.
- Backed by Microsoft's Premier Support for Partners

Questions?





