

CHANNEL PARTNER RESOURCE KIT



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Table of Contents

3	4	6	7
Carahsoft Team Organizational Chart	Carahsoft Indirect Provider Capabilities	Order Processing and Billing	Carahsoft Contract Vehicles
8	11	12	13
Become a Microsoft CSP	Microsoft Azure: Quick Reference Guide	Carahsoft Technical Support Capabilities	Additional Resources

Microsoft Team Organizational Chart

Sales and Marketing			
Jenna Hafey, Microsoft Sales Director			
Tom Terwillger DOD	Matthew Kennedy CIV	Elisa Saucedo SLED East, Canada	Hannah Koontz CMMC/COMM
Tanner Ketcherside DOD	Michael Pisani CIV	Veronica Nobles SLED West, Canada	Savannah Newton CMMC/COMM
Max Renfro DOD	Caroline Cooney CIV	Sarah Myers SLED Central, Canada	Safinaz Maruf CMMC/COMM
Mackenzie Clark DOD	Eleni Toufekias CIV	Marialis Rivera Fouche SLED Renewals	Qaasim Gibson CMMC/COMM
Victoria Copon DOD Renewals	Melanie Gatliff CIV Renewals	Wendy Flemming CMMC Renewals	Dana Combs CMMC Renewals
Product Specialists & Support Team			
Erik Crawford Product Specialist & Support Team Manager			
*Brandon Levine, Microsoft Support Azure Architect	Joshua Williford Solution Specialist	Thomas Harton Solution Specialist	Erik Samson Solution Specialist
Rahul Madhu Software Engineer	Chris Calbi LinkedIn Learning	Sam Alpher Dev-Ops, Software Engineer	TBH
Partners, Programs, and Operations			
Sean Hiebert Partner Alliance Manager	Hannah Bales ISV Sales Team	Tyler Schwartz ISV Sales Team	Sebastian Vargas ISV Sales Team
Annie Crosson ISV Sales Team	Zaire Wright ISV Sales Team	Abbey Taylor Azure Marketplace	Madison Garrett ISV Partner Manager

** Email formatting is firstname.lastname@carahsoft.com **
 For all Microsoft inquiries please email microsoft@Carahsoft.com

Microsoft Indirect Provider Capabilities

The Microsoft team at Carahsoft is committed to enhancing the footprint of our channel partners to drive and develop new opportunities within federal, state and local, higher education, and enterprise healthcare government customers. We deliver superior value to our channel partners through our dedicated Microsoft team, which possess multiple technical and business certifications, innovative sales and marketing capabilities, as well as access to a wide range of competitive contract vehicles.

Together with our industry partners, Carahsoft delivers comprehensive offerings across all service (Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS)) and deployment models (Private, Community, Public, and Hybrid). The top solutions we support are Server and Data Migrations, AI and Analytics, IoT, and Security / Compliance.

CARAHSOFT VENDORS IN THE MICROSOFT ECOSYSTEM

As an indirect provider, Carahsoft will provide advisory services to Microsoft partners and assist with onboarding partners into the Microsoft Partner Network. Carahsoft’s greatest incentive and measure of success is the growth of its vendor and reseller partners. Dedicated Microsoft sales, marketing, partner, and/or operations teams will work with the appropriate Microsoft team to set and prioritize goals. Through this joint process, we will assist Microsoft and Partners sellers to generate leads as well as develop solutions and pipeline.

ONBOARDING SUPPORT

Leverage the Carahsoft Azure CSP for Public Sector Program for the fastest route to the Government market for your Microsoft solution offerings. Carahsoft will work with you to understand your requirements and connect you with industry leading technology and support to ensure success.

Microsoft CSP Enrollment	Business Processes & Contracts	Joint Business/Action Plans
<ul style="list-style-type: none"> Join Microsoft Partner Network [MPN] Enroll in CSP Program Sign up with Carahsoft as your Indirect Provider Complete all onboarding paperwork [teaming agreements, NDAs, etc.] Microsoft Incentives & Rebates Overview Microsoft Solution Overview and Training Sessions 	<ul style="list-style-type: none"> Establish Financing & Credit Terms Review Quoting, Forecasting, Billing/Invoicing, Order Processes CSP Custom Reporting Needs Cloud Capability Overview Usage Reports, Account Provisioning, Visibility, Billing, Cost Management Contract Acquisition/Leverage Solution Configurations 	<ul style="list-style-type: none"> Microsoft Certification Support Program (training, guidance, etc.) Training and Enablement Technical Support Capabilities / Solution Overview Azure Calculator Initial Sales & Marketing Campaign Proposal and Capture Support/Assistance Lead Generation and Marketing Campaign Alignment

TACTICAL DELIVERABLES FOR MICROSOFT CHANNEL PARTNERS

Delivering Proactive Sales and Marketing Activities to Grow our Channel Partners & Microsoft Business:

- MDF or Marketing Investment Grant Programs
- Lead Generation through dedicated phone blitzing
- Partner web portal/marketing lead tracker
- Product training and program update webinars
- Onsite certification course support
- Access to all government marketing events
- Customized sales programs (100 leads in 100 days)
- Cross Team/Vendor Sales Campaigns
- Competitive displacement sales campaigns
- Onsite Technology Days/Industry Shows
- Microsoft ECIF Funding Support
- Free Trial Download/Whitepaper Campaign(s)
- Lead Nurturing Program
- Networking activities/events
- Pre and post event support
- Demo unit program / onsite
- Customer / Partner Newsletters
- Unsolicited Proposal Campaigns
- Microsites (campaigns, products, & events)
- Co-Branded Collateral and Giveaways

CHANNEL SUPPORT PROGRAMS

Taking a long term, strategic, and channel partner enablement approach we provide our partners with:

- Pre/Post-Sales Support Team
- 1-800 Number
- Online Ticketing System
- Informational Website
- Chat Support
- Complimentary Support Escalation Services
- *Leveraging Microsoft Advanced Support*
- 24x7 Support
- Solution Sales Demo Specialist
- Discounted Training Credits for Certs
- License and/or Cloud Subscription Management
- Executive or Administrator Training
- Certified Solutions Architect to assist with opportunity scoping
- Rebate and incentive optimization programs
- Quarterly Partner Newsletters

Our support programs extend to working with our channel partners to nurture existing end users to ensure they are getting full use of the solutions as well as hardware/software subscriptions they purchased; and looking for upsell opportunities to continue expanding the vendor footprint and usage within a given account.

Order Processing & Billing

BILLING

Purchasing through Carahsoft allows for many additional financial benefits. For example, by aggregating the usage to generate a Carahsoft level account, customers will be able to take part in reserve instance sharing. Once an order form and/or order is received, Carahsoft will create a custom Microsoft account for the customer.

BILL CONSOLIDATION

No matter the project, Carahsoft is able to consolidate billing between multiple vendors.

BILLING CYCLES

Microsoft bills on a monthly basis. All charges to the account are typically finalized by the 15th the following month. Once charges are finalized, Carahsoft will provide a detailed billing report and invoice for all utilized services.

Orders made to State and Local agencies may require additional documentation in the form of Resale Certificates in order to avoid additional charges for tax. Please work with your Carahsoft sales representative to determine which states have this requirement.

For any questions, please contact us at microsoft@carahsoft.com or 844.673.8468.

Carahsoft's Contract Vehicles

Carahsoft is a top-ranked contract holder. In order to simplify procurement, we have secured numerous contract vehicles, including agency-specific and government-wide federal, state, and local contracts. We have the solutions you need, on contracts that make acquisition simple and fast, with the government focused service you deserve. Below are a few of the contracts Carahsoft possesses.

Federal Contracts
GSA Schedule 70
NASA SEWP V
ITES – SW2
State, Local, & Education Contracts
The Quilt
National IPA
National Cooperative Purchasing Alliance
Illinois Learning Technology Purchase Program (ILTPP)
Orange County - OMNIA
Massachusetts Higher Education Consortium (MHEC)
Delaware Statewide Pricing Agreement
Texas DIR TSO-4288
Ohio STS
NASPO ValuePoint
Participating addendums: Alabama, Alaska, Arizona, Arkansas, California, Delaware, District of Columbia, Florida, Georgia, Hawaii, Illinois, Kansas, Kentucky, Louisiana, Maine, Massachusetts, Minnesota, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, Oklahoma, Oregon, Rhode Island, South Dakota, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, Wyoming

All listed State, Local, & Education Contracts are Cooperative Purchase Agreements. This allows state and local governments, as well as educational institutions to benefit from pre-vetted / pre-competed contract vehicles. These Federal, State, and Local contracts are available to our partners to access via agent and teaming agreements.

Become a Microsoft CSP

GETTING STARTED

The first step is to enroll in the Microsoft Program as a CSP. Carahsoft specialists are available to help you walk through this process. Please contact microsoft@carahsoft.com to schedule an onboarding session. For more questions, refer to the Partner Center Onboarding and Microsoft Partner Agreement guide. You will need the following 3 things to get started:

1. An active MPN ID in the country location you're onboarding to Partner Center.
2. Global Admin credentials for a Microsoft account.
3. A registered legal business name, address, and phone number for the country location you're onboarding.

REGISTER FOR A MICROSOFT PARTNER NETWORK (MPN) ID

Enroll on the [Microsoft Partner Network website](#). Your Microsoft Partner Network (MPN) ID is your gateway to unlock all the membership resources and benefits for your partnership with Microsoft. It's free to obtain an MPN ID.

INITIATE THE CSP ENROLLMENT PROCESS

The first step in the process is to enroll as a CSP to Partner Center. Follow the URL below to start the CSP enrollment process.

<https://partner.microsoft.com/pcv/register/joinnow/enrollmentwelcome/valueaddedreseller>.

Click "Next" to go to the first step.

NOTE: MPN and CSP are separate programs. To continue transacting with CSP, you must onboard to CSP in Partner Center and then accept the MPA.

ENROLL as CSP IN PARTNER CENTER

Complete the CSP Indirect Reseller enrollment form. When completing the enrollment form please ensure that you enter the correct registered legal business name, address, and phone number and that each are up-to-date. This will assist you in going through any of the Microsoft verification processes.

A pop-up message will say that an email will be sent to the email address you provided on the form. Click **OK** to complete the enrollment submission. Provide an official company email address associated with the registered legal business name and address provided on the enrollment form. **Email addresses from web-based email services will not be accepted.** For reasons explaining why verification may fail, such as using personal e-mail address, visit [this site](#).

Your primary contact will receive an email asking them to verify email ownership. They will need to complete this step as part of the enrollment verification process.

Once your primary contact clicks to confirm the email address, you'll see a confirmation page in the CSP onboarding portal to let you know that the email address has been verified.

Become a Microsoft CSP Continued

Enter the company name or MPN ID for the business location you're enrolling and click the Search button. Select the location you want to associate with your indirect reseller account.

You must complete this step before your account can be activated.

Associate your MPN ID to your Partner Center account

We need to link your organization's Microsoft Partner Network ID (MPN ID) with your new Partner Center account so that you can manage your membership benefits in Partner Center.

Be sure to choose the MPN location for the organization profile linked to your incentives, membership benefits, and competencies, if eligible, so we can align this important information under your Partner Center account. The MPN location must be associated with an organization profile that is active and located in the same country/region as your Azure AD tenant.

You can complete this step later, but your account won't be fully active until you complete this association. For additional assistance, contact [Microsoft support](#).

Enter your company name or MPN ID

Select the location to associate to this account

Cloud Solution Partner, Redmond, WA, US

Cloud Solution Partner, Redmond, WA, US

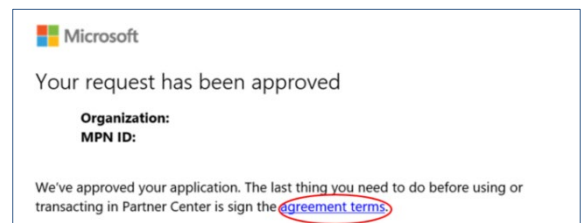
Associate my MPN ID

Skip for now

You will see a confirmation of the submission of your enrollment form on the Dashboard page of the Partner Center. Click on Account Settings to monitor your legal business entity verification progress. In most cases, the authorization process will take a couple of days. In certain cases, it may take longer time to validate and authorize, and Resellers may be notified to provide additional information.

Inaccurate information can significantly delay the validation process.

Once approved you will receive an email stating your application has been approved you will need to click the agreement terms link to review and accept the terms.



MICROSOFT PARTNER AGREEMENT (MPA) ACCEPTANCE

As of January 31, 2020, all partners in the Cloud Solution Provider program should have accepted the Microsoft Partner Agreement, including Indirect Resellers, to ensure no disruption of their ability to create new customers or place new orders for existing customers in the CSP program. Acceptance of the Microsoft Partner Agreement is now required for all partners in the CSP program.

To accept the Microsoft Partner Agreement, you must log in with an account that has Global Admin rights and one that you plan to use to manage your CSP Indirect Reseller account in Partner Center. If you have an account that needs to have Global Admin rights added, please speak with your IT department.

Become a Microsoft CSP Continued

In the event you are already onboarded as a CSP Indirect Reseller to Partner Center, You are still required to log in to Partner Center using Global Admin credentials associated to your Indirect Reseller Partner Center account and accept the new terms of the MPA.

You can also navigate to accept the MPA from the Home Page <https://partner.microsoft.com/dashboard/home>

SELECT CARAHSOFT AS YOUR INDIRECT PROVIDER IN PARTNER CENTER

In order to transact business as an Indirect Reseller, you will need to select an Indirect Provider. Use the Global Admin credentials associated Indirect Reseller Partner Center account and follow the link below to select Carahsoft as your Indirect Provider.

[Indirect Provider Selection Page - Commercial CSP](#)

Should you have any questions about this process, please reach out to the Microsoft Partner team at Carahsoft.

Microsoft Azure: Quick Reference Guide

Microsoft Azure Government is the mission-critical cloud, delivering breakthrough innovation and security to U.S. Government customers and their partners. With world-class security, protection, and compliance, agencies can accelerate cloud adoption with confidence, in a consistent hybrid environment designed for flexibility and scale. Azure Government enables innovation with deeply integrated cloud services, data and advanced analytics and an open application platform, that provides the building blocks to rapidly develop, deploy and manage intelligent solutions. Government customers can leverage the vast network of Microsoft’s technology partners and diverse marketplace offerings, to advance their mission and serve their citizens.

To view all 200+ Azure Products please visit: <https://azure.microsoft.com/en-us/services/>

For a full listing of Azure Solutions: <https://azure.microsoft.com/en-us/solutions/>

Networking <ul style="list-style-type: none"> Virtual Network Application Gateway Azure DNS ExpressRoute Load Balancer VPN Gateway Traffic Manager Network Watcher 	Web & Mobile <ul style="list-style-type: none"> Web Apps Logic Apps Content Delivery Network Search Mobile Apps API Apps Media Services 	Internet of Things & Enterprise Integration <ul style="list-style-type: none"> Azure IoT Hub Stream Analytics BizTalk Services Data Catalog Event Hubs Notification Hubs Service Bus
Compute <ul style="list-style-type: none"> Virtual Machines Azure Container Service Functions Service Fabric Virtual Machine Scale Sets Azure Container Registry Batch Cloud Services 	Intelligence & Analytics <ul style="list-style-type: none"> HDInsight Cognitive Services Data Lake Analytics Azure Analysis Services Machine Learning Azure Bot Service* Power BI Embedded 	Developer Services <ul style="list-style-type: none"> Visual Studio Team Services VS Application Insights HockeyApp Service Profiler* Azure DevTest Labs API Management Developer Tools
Storage <ul style="list-style-type: none"> Storage: Blobs, Tables, Queues, Files, Disks StorSimple Site Recovery Data Lake Store Azure Backup 	Databases <ul style="list-style-type: none"> SQL Database SQL Server Stretch Database Redis Cache SQL Data Warehouse DocumentDB Data Factory 	Security + Identity <ul style="list-style-type: none"> Security Center Azure Active Directory Domain Services Key Vault B2C Multi-Factor Authentication
Monitoring & Management <ul style="list-style-type: none"> Azure Portal Azure Resource Manager Azure Advisor Azure Monitor Log Analytics Automation Scheduler 		

Explore [Azure federal government solutions](#), a trusted cloud offering with world-class security and compliance for FedRAMP and Govcloud services.

Carahsoft Technical Support Capabilities

Carahsoft Technology Corp. is pleased to support the Microsoft Cloud Solution Provider program as an authorized Indirect CSP Provider. Our single goal is to add tremendous value to Microsoft's end user and partner network and ensure the smooth delivery of licenses and hardware. We achieve this by understanding and living your sense of urgency and by providing maximum flexibility and unparalleled support.

The technical/support capabilities associated with leveraging Carahsoft as your Indirect Provider include:

- Product and licensing support
- Complimentary Support Escalation Services leveraging Microsoft Advanced Support
- Manned Technical Support Line – 844-673-8468 - available 9am- 6pm EST
- Carahsoft Technical Support Team alias – Microsoftsupport@carahsoft.com
- Carahsoft's Support Portal - <https://www.carahsoft.com/microsoft/support-portal> -This is a self-serve, on-demand portal that partners and end users s can use to get technical assistance.

Training and Education - The support team at Carahsoft can deliver virtual trainings to provide end users training on a variety of Microsoft products. These sessions can cover feature availability, accessing licenses, and general knowledge transfer. These trainings are available for the following Microsoft products and portals:

- Azure
- Azure EA Portal
- Microsoft/Office 365
- Microsoft 365 Admin Center
- Microsoft Volume Licensing Service Center (VLSC)
- Chat Support from 8am-6pm EST

This should be considered a starting point and a general outline of our capabilities. We look forward to addressing current and upcoming requests, and ensuring that our customers are fully supported through their product lifetime.

For our pool line, please call 1 (844)-673-8468
For all Microsoft inquiries please email microsoft@Carahsoft.com

Additional Resources

Please see below for additional resources you can utilize during your on boarding process:

Carahsoft Resources:

- [Overview of Carahsoft's Microsoft](#)
- [Carahsoft Contract Vehicles](#)
- [Carahsoft's Vendors](#)
- [Information on Partnering with Carahsoft](#)

Microsoft Resources:

- [Partner Center Guides and Documentation](#)
- [Microsoft Certifications Guide](#)
- [CSP Enrollment Guide](#)
- [Microsoft Self-Paced Learning](#)
- [Microsoft Partner Network](#)
- [Azure Pricing Calculator](#)
- [Microsoft Partner Agreement Resources for CSP](#)

Training and Certifications:

- [Microsoft Certifications](#)
- Join the [Microsoft Learn Community](#)
- [Microsoft Training and Certification Updates Due to COVID](#)

In order to access some of the resources listed above you will need to be logged in with your Microsoft Credentials.