

LUXCloud

TRUST · ENABLE · SCALE



How to sell Hosted Exchange to SMB's

July 2013

The Trusted Channel Centric Marketplace

The background

Partner opportunity

Target audience

The solution: Microsoft Hosted Exchange 2013

How to capitalize on this opportunity

Available plans

Additional resources

The importance of email

Primary channel for
business communication



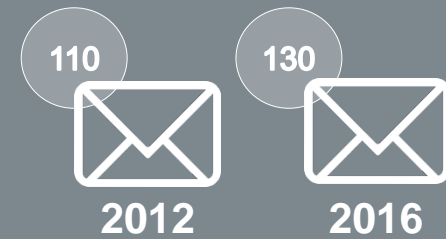
46% of SMBs believe email is the #1 business communication tool

Time spending



Workers spend 165 min/per day with their email interface

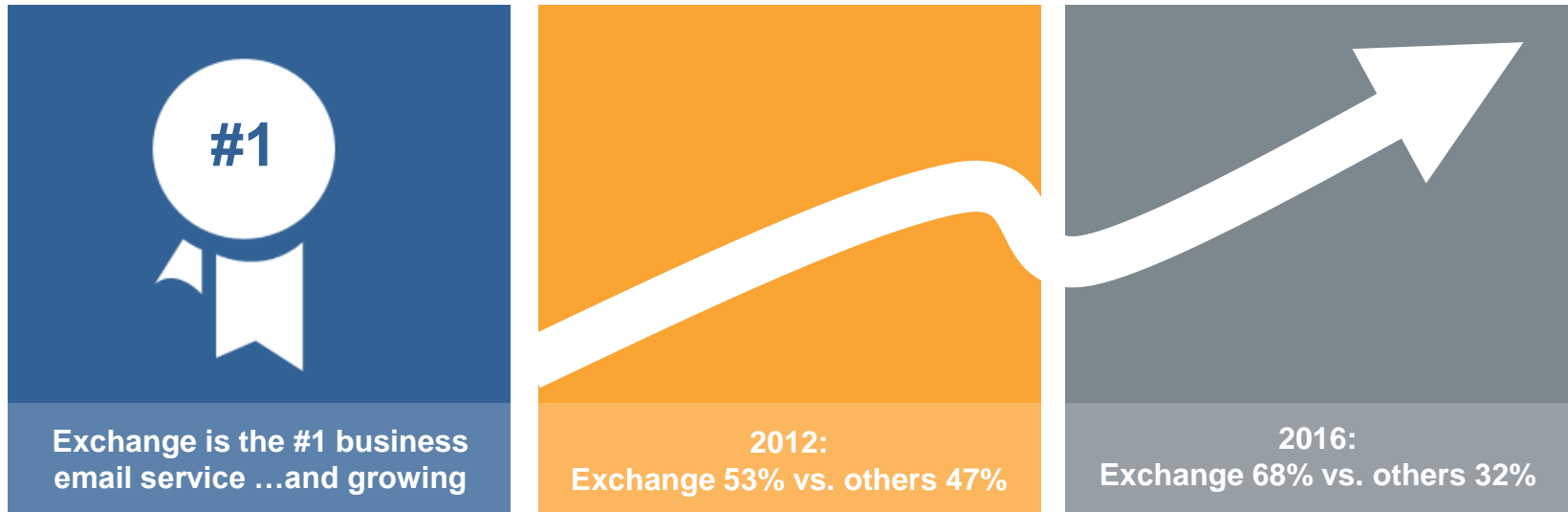
Email volume is
growing



Daily message volume of an average worker is 110 mails

* Source: Microsoft case study on Hosted Exchange

Expected Exchange penetration



* Source: Microsoft case study on Hosted Exchange

Business challenges SMBs face

Lowering costs

“I need an enterprise-grade email solution while lowering IT burden and costs”

IT Manager

Increasing productivity

“Sales teams need to be able to easily connect with customers while on the road”

Manager Sales

Managing risk

“I need to ensure our communications are protected against spam and viruses”

CEO

Exchange 2013: Built for software + services

Choice and efficiency

- Continuous availability
- Simplify administration
- Automated ordering
- Automated provisioning

Accessible anywhere

- Manage Inbox Overload
- Enhance Voicemail
- Collaborate Effectively

Protection

- Protect Communications
- Anti-Virus & Anti-Spam
- Email Archiving

Hosted Exchange helps address the business challenges of SMBs

Lowers costs



...with a hosted messaging platform that provides choice and efficiency

Increases productivity



...access to business communications from anywhere and any device

Manages risks



...by safeguarding sensitive communications with archiving anti-virus and anti-spam

72% of SMBs are considering Exchange as their next email purchase*



* Source: Ipsos study

The target market for Hosted Exchange includes **small to medium-sized businesses (SMBs)** and small offices/home offices (SOHO).

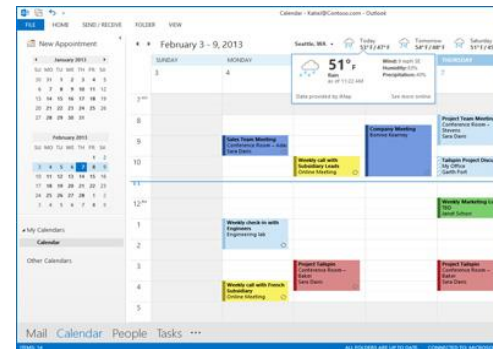
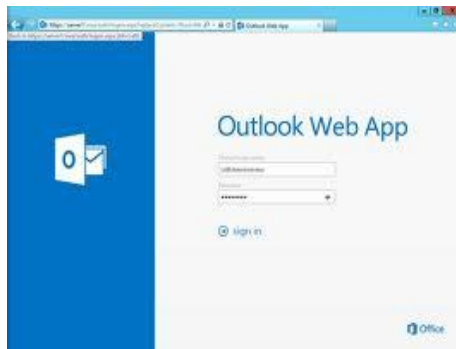
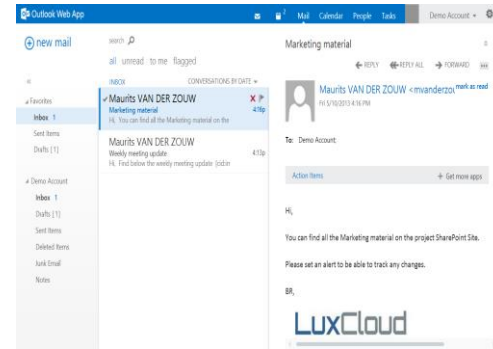
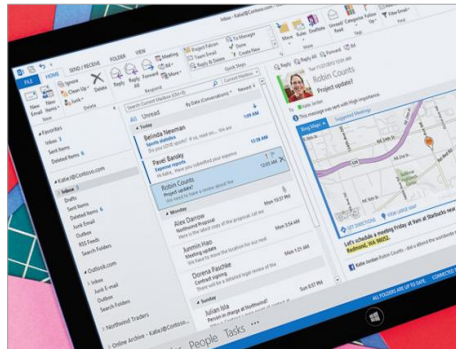


With tools for flexible business modeling, you can offer a broad range of services that goes from basic email up to higher value services such as providing additional storage, hosting personal domains, and calendars.

The ideal Exchange customer profile:

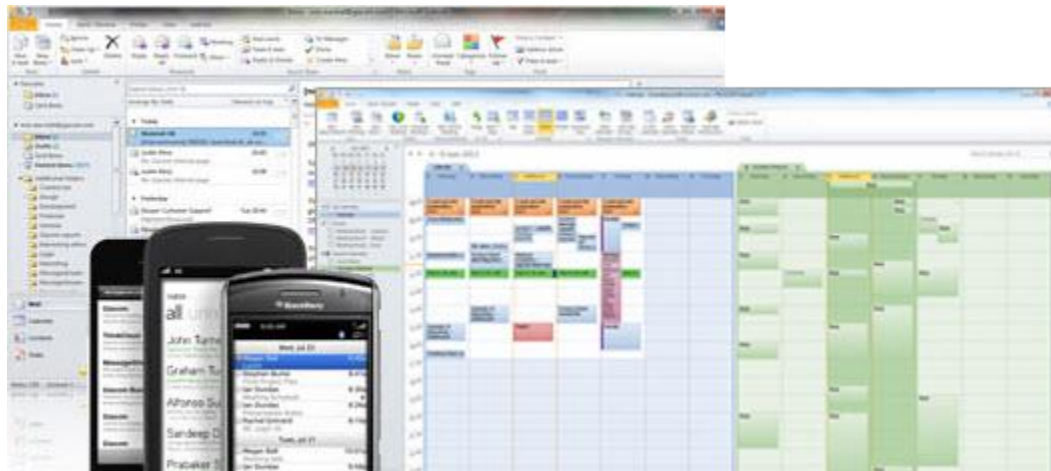
- Decentralized small to medium-sized businesses (multiple offices, home offices, traveling sales staff)
- Businesses currently running in-house or hosted Exchange
5.5/2003/07/2010
- Smaller clients looking to provide enterprise-grade functionalities
- Highly collaborative, customer-intensive verticals
- Committed to hosting and subscription-based pricing model
- Wants to pay monthly, not buy a complete on premise exchange solution
- Interested in strong customer support
- Looking for partnership and not just a vendor relationship
- Willing to pay for value

Maintaining a Microsoft Exchange environment professionally and efficiently is a very demanding job as it takes a lot of time whilst requiring constant evaluation.



With **Microsoft Hosted Exchange 2013**, you will be able to offer a industry leading mail solution without requiring any upfront investment from you or your customer. Since you can integrate it with other Microsoft services like SharePoint and Office WebApps you will be able to easily upsell more and more valuable services.

With **Hosted Exchange 2013** you can now offer your customers business email, calendar, and contacts all of which accessible from their PC, phone, and web browser. Hosted Exchange 2013 lets your customers increase their productivity and safeguard their organization while maintaining the control they need. Run their email on our Hosted Exchange 2013 platform which includes automated ordering, provisioning and billing, redundant servers and is protected by anti-malware and anti-spam filters running in a Tier 3 Singapore datacenter.



Start selling the world's most popular email solution today

Key benefits and features

Mobile access



Easy to use



Shared calendars



Assign tasks



Shared contacts



Outlook Web
Access



Sync across
platforms



And much more



Main improvements done on Exchange 2013

Improve touch & usability

Better touch experiences for mobile users. Outlook Web App (OWA) now automatically detects and adjusts its interface to your device (PC, laptop, smartphone, tablet) for a touch-friendly and clutter-free experience.

Unified contacts

Combine your address books with your social contacts from LinkedIn, Facebook and other services into a single contact for each person for easier searches and contact availability.

Simplified searches

Smart Search remembers your behavior to enhance and prioritize results for more effective searches and relevant results.

Impactful & productive mails

Hosted Exchange 2013 contains new integrated apps in Outlook like Bing Maps, LinkedIn... making emails more impactful and productive by embedding services that are otherwise a few clicks away.

Exchange helps address the business challenges of SMBs

Lead with Hosted Exchange

1



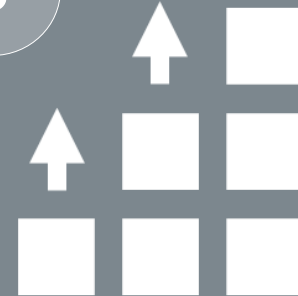
Drive Exchange upgrades

2



Replace third party tools

3



1 Lead with Hosted Exchange

Partner opportunity

Reach new customers by targeting them with competitive hosted- or on premise solutions and attach or bundle upgrades and additional services like: Domain Registrations, Web hosting, SharePoint.

Proof point:

70% SMBs currently use hosted email*

80% SMBs currently use a competitive email solution*

Customer benefit:

Offers a powerful, enterprise-grade email solution. Highlights the familiarity with Office products and benefits of the Hosted Exchange platform. Access from anywhere and controls, are differentiators in Hosted Exchange.

* Source: Ipsos study

2

Drive Exchange upgrades

Partner opportunity

Focus and re-engage on customers currently using:

- Hosted Exchange 2003, 2007, 2010
- On-premise platform
- All other email solutions

Move your customers to upgrade to Hosted Exchange 2013

Proof point:

45% of current Exchange installed base in the SMB space is still running Exchange 2003, 2007, 2010 or other solutions*

Extended support for Exchange 2003 ended in April 2009

Customer benefit:

Achieve new levels of reliability and performance with features that simplify administration, help protect communications, and delight users. Hosted Exchange 2013 provides over 50% reduction in TCO compared to on-premise solutions.

* Source: Ipsos study

3

Replace third-party tools

Partner opportunity

Identify customers on ageing systems, platforms and third-party tools

Proof point:

Cost and value, in addition to performance and reliability, are main email purchase triggers for SMBs

58% of SMBs ranked lower costs as the top reason to consider a hosted email solution*

Customer benefit:

- Save costs and add value
- Remove legacy systems and consolidate old platforms
- New personal archiving capabilities eliminating PSTs
- Deliver built-in protection with anti-spam and anti-virus
- Add value with (un)managed migrations

* Source: Ipsos study

Available plans



General Exchange features	Basic	Business	Enterprise
Mailbox size	5 GB per user	10 GB per user	25 GB per user
Microsoft SharePoint 2010	N/A	N/A	Included
Company disclaimers	Included	Included	Included
Contacts	Personal	Shared	Shared
Distribution lists	Global	Shared	Shared
E-mail aliases	Unlimited	Unlimited	Unlimited
Mail folders	Personal	Shared	Shared
Contacts	Personal	Shared	Shared
Address list	Global	Shared	Shared
Tasks	Personal	Shared	Shared
Calendar	Personal	Shared	Shared
Outlook Web Access	Yes	Yes	Yes
ActiveSync Access	No	Yes	Yes
IMAP4, POP3	Yes	Yes	Yes
Mobile Active Sync	No	Yes	Yes
Outlook MAPI Access	No	Yes	Yes
Office Outlook license	N/A	Option	Option
Price	€ 1.07 per month	€ 3.34 per month	€ 4.36 per month

All fees are based on the LuxCloud list price in SGD, per month and valid from 1 July 2013 for new subscriptions and renewals.

You can find all our Hosted Exchange materials on [myLuxCloud](#)

Marketing materials



Technical support



Terms & conditions



Join forces and grow together

LuxCloud can give you **marketing assistance** to be even more successful in selling your cloud services.

- You want to execute your own marketing campaign and benefit even more from our sales partnership?
- You do not have the right material at hand or you need specific product benefits, email templates, website content or product banners?

Feel free to contact your account manager to discuss your specific needs at sales@luxcloud.com

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Thank you.

sales@luxcloud.com

The Trusted Channel Centric Marketplace